Alumni Affairs

Expected Outcome 1: Alumni feel our member benefit of receiving Auburn Magazine is strong, taking time to read articles.

Cross promotion and branding with partners in community along with schools and colleges to report up to date stories in *Auburn Magazine*. Stories should reflect history and tradition of Auburn mixed with athletics, research and alumni feel good stories.

Assessment Method 1: Electronic Auburn Magazine Survey

Assessment Method Description
Analyze, with survey results, the effectiveness of our top rated member benefit to association. Survey was sent in February 2014 and August 2014 to 5,000 randomly selected members of the alumni association. August survey included 1,000 young alumni under age 32 for special split demographic cover. Response rate was just over 10% for each survey submitted. The national average return rate for non-personalized surveys is 10 percent.

- Appendix G - Magazine

Findings
The complete survey results are provided in Appendix G. Out of our respondents, 69% (February) and 52% (August) spent approximately 30-45 minutes reading the magazine. With 18% stating they will throw it away or recycle the magazine afterwards. For the feature on the February issue cover story of “One to Remember,” 62% read the entire article. And 42% of the respondents said the August issue cover story of Adam Evens for the younger demographic was what was appealing to them to read the magazine. When asked “how do you most read magazines,” the response was a resounding 94% print, with 5% on a reader or tablet and 1% on a smartphone.

When asked “what would you change about Auburn Magazine”, the responses were more on alumni success stories and achievements, more on arts, more on campus updates, more on sports and video links online to support articles. Male respondents took 66% of the reader’s gender poll with 34% female. Respondents made up 29% of the overall readers that graduated in the 1970’s. That percentage of the next highest is 21% from the 1960’s and 1980’s classes. Engineering school made up 24% of the respondents while the next highest percentage was 19% from the Business school.
How did you use findings for improvement?
As a result of the assessment findings, we realized that our alumni are very interested in Auburn traditions and history. These numbers differ little from previous years. Although we believe the preponderance of male readers is due to a) the greater likelihood of men being willing to fill out an online survey and b) the population of the university’s alumni association, the staff is planning a concerted effort to feature more women and diversity in the magazine this next year. For the upcoming year we are also working to include athletics for our sports stories, and development for our philanthropy section. The importance of including other campus entities is evident with our survey results.

Alumni feel our member benefit of receiving Auburn Magazine is strong, taking time to read articles. Continuing to survey our readers twice a year will help maintain content value. Communications team will take information from survey results and apply to upcoming stories and ad placements. Challenge for team will be how to target a younger demographic of Auburn Magazine readers. We are making a start by creating a split cover, one sent to age 32 and under. Each cover representing the demographic split.

Additional Comments

Expected Outcome 2: Alumni will be satisfied with the tailgate provided at the Alumni Hospitality Tent.
Provide a tailgate for alumni and friends that will allow them to experience Auburn University on game day.

Assessment Method 1: Paper survey given at Alumni Hospitality Tent

Assessment Method Description
Analyze the effectiveness of the tent by disseminating a survey at the event to assess the event and improvements to be made for future attendees. The paper survey was disseminated at the Alumni Hospitality Tent for the Auburn vs. Georgia game. Of the 1,823 people who attended the Alumni Hospitality Tent, 31 responded for a response rate of 2%. The survey instrument included questions about the association membership, tent attendance, special guests, check-in process and giveaways.

- Appendix D - Tent

Findings
The complete survey results are provided in Appendix D. The Alumni Hospitality Tent Survey is used to discover preferences of our alumni and friends. The most significant results displaying their preferences are as follows: 30 responders out of 31 are members of the Auburn Alumni Association. Live band-21 out of 31 who
responded with a higher preference than amplified TV sound. 23 out of 31 ranked Aubie as their favorite special guest. 22 out of 31 respondents take the giveaways; there were several positive comments on this event: Great atmosphere! War Eagle Girls and Plainsmen are the best part! War Eagle! (x5); **Lowest Ratings:** Amplified TV sound 9 out of 31 prefer over live band. Raptor Center: 11 out of 31 select them as their favorite guest. Negative comments were related to having more than one entrance at tent opening; having more hot dogs and less wraps; and the music being too loud.

**How did you use findings for improvement?**
The survey findings proved that this was a successful and effective event, but there were areas of improvement noted. Two entrances have been implemented to allow a shorter wait for our members and guests. There is now an entrance and express lane which allows members with pins and/or membership cards to enter into the tent at a much quicker pace. Wraps are no longer served at the tent and the menu now consists of hot dogs, chips, popcorn, and a dessert. Lastly, the live band has been relocated away from the TV area so the sound does not interfere those trying to watch the TV.

**Additional Comments**

**Expected Outcome 3: Auburn alumni will be aware of and become association members.**
Create and maintain a relationship with all alumni and friends of Auburn that will encourage them to join the association and be a part of the various activities we host, coordinate and support.

**Assessment Method 1: Electronic Alumni Attitude Survey**

**Assessment Method Description**
Analyze why alumni join the association, why or why not alumni choose to give back to the university, and preferences of each demographic for contact and engagement. The survey was sent in June 2014 by the Auburn Alumni Association to all active addressable alumni in our system. The survey included questions about respondent knowledge of the Auburn Alumni Association, respondent perceptions about purposes of the alumni association, how the association can communicate via print/email/social media, giving to the university and how well their degree prepared graduates for life.

- [Appendix E - Membership](#)

**Findings**
The selected survey results are provided in Appendix E. Alumni Attitude Survey was sent to all graduates of AU (undergrad degree) with a 5.93% response rate. Delivered 84,302 to active, deliverable addresses to receive 4,998 responses.
Respondents made up 24% of the overall survey that graduated in the 1970’s. That percentage of the next highest is 23% from the 1980’s alumni. A response rate of 62% are current members of the Auburn Alumni Association. This overall response rate is consistent with the national averages, but the 4,998 responses represent a more than sufficient margin of error on all of the questions to comfortably extrapolate these findings to the broader population of alumni. We should be able to bolster this response rate substantially in our next Alumni Attitude Survey by making it clear to alumni that their feedback was heard and actions were taken as a result.

From the start, 61% of respondents reported promoting Auburn to others. Right at 78% described the word “excellent” for reporting their overall opinion of Auburn. At 65.0%, alumni feel history and tradition impact their overall decision of Auburn. Nearing the top, 61% feel their value and respect for degree was the next most important impact. Regarding benefits of the Auburn Alumni Association, respondents almost frequently read Auburn Magazine and alumni email. Barriers are listed as 70% time commitments and 50% family and job commitment for participation in alumni activities. And just between very important and critically important, is the communication methods listed with Auburn Magazine first, university website and alumni email second.

How did you use findings for improvement?
Survey analysis showed that there was a need to educate our alumni so they know exactly what the alumni association is involved in and what we do for the alumni. We have since communicated to our alumni via social media (Facebook, Twitter, Linked in, Flickr and Pinterest), email and mailings to make them more aware of who we are and what we do. The survey also showed that our office needs to progress our actions with communicating with young alumni. Although they shared that attendance would be scarce at an event, it’s the invite that counts. We have re-evaluated our records keeping data to ensure all alumni are asked through various means, although Auburn Magazine and our alumni email were the main sources of communication preferred. Lastly, the survey revealed that the reasons they would join outside of their love for Auburn, were tradition and history. Our alumni are dedicated and loyal. With the engagement of joining the association, the percentage of giving to the university intrinsically increase.

Additional Comments
**Expected Outcome 3: Auburn alumni will follow all communications avenues available.**

Use all possible measures to enhance our communications efforts to the Auburn Alumni Association. Increase number of ways to reach alumni whether through email or direct mail campaigns. Communications team will continue to stay in the know of all things Auburn and promote campus events via social media platforms.

**Assessment Method 1: Website and Social Media**

**Assessment Method Description**
Analyze the effectiveness of current communications avenues to alumni. Cross promotion and branding with vendors in community will help to drive views to website. Any email or direct mail piece will have the website listed to continue maintaining brand recognition to our alumni and friends.

The communications team monitors our unique visitors to the www.aulum.org site and will track the visitors to our auburnclubs.org and auburnmagazine.auburn.edu pages. The team will also monitor the fans, followers and views of Facebook, Twitter, Flickr, Pinterest, YouTube and LinkedIn.

- Appendix F - Social Media

**Findings**
The tracked visitors, web page views and social media platform standings are listed in Appendix F. The communications team tracks views on aulum.org, auburnclubs.org and auburnmagazine.auburn.edu. The average time spent on each site is 1:49 on aulum.org, 1:55 on auburnclubs.org and: 46 for auburnmagazine.auburn.edu. The amount of pages varied from 1.49 to 2.82 per visit. Top five referrals to pages are from aulum.org, Google, Facebook, auburn.edu and Bing. The top three demographic locations are Auburn, Atlanta and Birmingham.

Social media platforms are moving up in numbers showing Facebook has 30,861, Twitter 12,300 followers, You Tube videos posted have 63,640 views, LinkedIn has 8,610 connections, Flickr has 1,107,795 photo views and there have been 1,914 pins on Pinterest.

**How did you use findings for improvement?**
As a result of the assessment findings, we have realized that our alumni base is extremely interested in as much information about Auburn people and tradition as they can get. We have increased our focus on social media and adding valuable content online to support increased activity. The increase of our social media technology knowledge will continue to help maintain the positive momentum.
Expected Outcome 4: Auburn club leaders will be satisfied with the Club Leadership Conference and Tiger Trek.

Foster a relationship with all Auburn club leaders that will encourage them to attend/participate in the Club Leadership Conference and Tiger Trek and disseminate appropriate information back to the members of their local clubs.

Assessment Method 1: Paper survey at Club Leadership Conference

Assessment Method Description
Analyze the effectiveness of the Club Leadership Conference by disseminating a survey at the event to assess what would keep the club leaders coming back to the event. A paper survey was disseminated on February 8, 2014 to assess the effectiveness of the Club Leadership Conference. Of the 122 people who attended the conference, 68 responded for a response rate of 55.7%. The survey instrument included questions about the registration process, check-in process, leadership enrichment event, breakout sessions, food served, cost of conference, overall satisfaction with alumni affairs staff and volunteers and all events held.

- Appendix B - CLC

Findings
The complete survey results are provided in Appendix B. The most significant results (highest and lowest marks) were as follows: Highest Ratings: Check-in process-63 out of 65 answered with an excellent rating. Registration process-61 out of 67 answered with an excellent rating. The NCAA Compliance session with Rich McGlynn-45 out of 65 answered with an excellent rating and there were several positive comments on this event. Overall satisfaction with alumni affairs staff and volunteers-60 out of 65 answered with an excellent rating and with positive comments. Lowest Ratings: Alumni Accounting Best Practices breakout session: Answered excellent-4; good-4; fair-1; negative comments were related to not being able to clearly hear the presenter. Communications and Social Media session: Answered excellent-15; good-10; fair-2; negative comments were related to wanting more specific case studies, needing more time, wanting more one-on-one training, and more fundamentals first.

Other comments for suggestions to improve the conference were: share examples of successful events, membership, recruitment and alumni in action ideas from other clubs; more chairs and tables needed for lunch; and recognizing the best small, medium, and large club with the opportunity for them to explain what they did to achieve excellence during the year.

How did you use findings for improvement?
The survey findings proved that this was a successful and effective event, but there
were areas of improvement noted. Several new breakout sessions and events have been added to enhance the conference and make it more enjoyable (different keynote speakers, new venue for awards ceremony, etc.). The food selections have also been changed to meet the attendees’ requests. Planning for the next conference has also included a conference to share best practices and effective examples from other clubs.

Additional Comments
Assessment Method 2: Electronic assessment at conclusion of Tiger Trek

Assessment Method Description
Analyze the effectiveness of Tiger Trek events by electronically disseminating an assessment at the conclusion of event season to assess what would keep club leaders hosting an event. An electronic assessment was disseminated on August 28, 2014 to assess how to better plan an event. Of the 18 club leaders who were involved in an event, 13 responded for a response rate of 72.2%. However, one of the respondents replies were not in the same format as the questions and are inadmissible for this assessment. The survey instrument included questions about the expectations, strengths, and weaknesses.

- Appendix C - Tiger Trek

Findings
The complete survey results are provided in Appendix C. The most significant results were as follows: **Expectations:** expectations were met-9 exceeded-3, no-1. **Strengths:** location of event-10, sponsorships-6; speakers/coaches- 5; and number of tickets sold-4. **Weaknesses:** venue-4; food-2; location of host city-2; and weather.

Other comments for suggestions to improve the event were: recruit more sponsorships and continue to give clubs the opportunity to host a Tiger Trek.

How did you use findings for improvement?
The assessment findings proved that this was a successful and effective event season, but there were areas of improvement noted. In planning for next year’s events, we will work closer with the club leaders to make sure the venue is more in alignment with the size of the crowd they are expecting. Also, we will work with the clubs to help identify ways they can incorporate more sponsorships.

Additional Comments
Expected Outcome 5: Golden Eagles will be satisfied with the 50th Reunion.

Provide a reunion for Golden Eagles that will encourage them to attendee again in the future.

Assessment Method 1: Paper survey given at Golden Eagles Reunion

Assessment Method Description
Analyze the effectiveness of the reunion by disseminating a survey at the event to assess the event and improvements to be made for future attendees. The paper survey was disseminated at the conclusion of the reunion. Of the 152 people who attended the reunion, 25 responded for a response rate of 17%. The survey instrument included questions about the registration process, check-in process, presentations, food served, overall satisfaction with alumni affairs staff and volunteers and all events held.

- Appendix A - GE

Findings
The complete survey results are provided in Appendix A. The most significant results (highest and lowest marks) were as follows: Dinner at the university president’s home-22 out of 25 who responded with an excellent rating. Both registration and check-in processes-23 out of 25 who responded with an excellent rating. The Friday Brunch speaker-18 out of 25 who responded with an excellent rating. The Induction Ceremony-21 out of 25 answered with an excellent rating and there were several positive comments on this event: Dinner and induction ceremony were the classiest AU events in the past 50 years; The overall planning and provisioning could not have been better; Everything was professional, personal, and pleasant; Enjoyed meeting new people with similar interests; Loved seeing the growth of the school and old friends, classmates. **Lowest Ratings:** Food at the brunch was ranked 4-good; 2-fair; out of 19 who responded. Campus walking tour was ranked 3-good; 1-fair; 1-poor out of 25 who responded. Negative comments were related to more time to socialize; extending the hotel rate for attendees who are traveling from a long distance; having a planned escorted trip at the athletic museum and touring new athletic facilities.

**How did you use findings for improvement?**
The survey findings proved that this was a successful and effective event, but there were areas of improvement noted. A social hour will be provided following the induction ceremony on Wednesday evening which will allow for more free time for the guests. The hotel rate will be extended for a small group of traveling guests to make their reservation to stay over for the weekend and attend the A-Day game. The induction ceremony and dinner will take place in the Auburn Arena which will allow the guests to view the new facility and a tour of the “Hall of Honor” museum will be incorporated.