



MICHIGAN STATE UNIVERSITY

NAADA BBS Series

Alumni Relations for All Generations
December 4, 2019

Kathryn Reed – Director Donor Relations and Stewardship

MICHIGAN STATE
UNIVERSITY

University Advancement



History of Kathryn's Matrix Thought Process

- In 2003 at the CASE Alumni Relations Institute I saw Sherri Schmidt's North Dakota State University Alumni Association's event matrix. It covered event and audience
- Over the years I have expanded the variables.
- A colleague at Central Advancement helped me add more variables
- Still evolving – will take your ideas and discussions for a better process off-line.



CANR / External Relations Events Rational 2007 / 2008

Date	Name	Engagement Type	Participants	# Part.	Responsibility	Remarks
February 20-23	Florida	social, solicitation	donors, alumni	25	Individual fundraiser	
March 2-10	ANR Week	educational political	stakeholders		ANR Communications	
06-Mar-07	ANR Week Luncheon	Awards, industry, faculty, individual donors	alumni, donors, stakeholders		alternates	CLARIFY PURPOSE
March 7-9	FFA State Convention	Program	members		FFA	
08-Mar-07	FFA Foundation VIP Dinner	social, solicitation	donors, stakeholders		FFA Foundation, Corporations and Foundation Giving	boundary
16-Mar-07	Honors Banquet	student program, donor recognition	students, parents, donors, faculty		Office of Stud Academic Services (Eunice)	ER attendance only
03-May-07	Faculty Recognition Reception	faculty and staff professional recognition.	faculty, staff		Reed in collaboration with Todd, Lamarand	as assigned per dean
04-May-07	Honorary Degree Reception - Badran	specialty function	faculty, staff, students, stakeholders as appropriate		Kathryn	alternates as per candidate, Cara has coordinated in past
05-Jun-07	Golfing for Scholarships	alumni social and fundraiser	stakeholders-all		alumni	discuss fundraiser involvement
June 7-8	Kedzie Reunion	alumni 50+	alumni >50 years		discuss	in transition
June 27-29	Grandparents University	alumni, recruiting, donor	alumni, general public		college alumni coordinator	discuss fundraising opportunities
July 17-19	Ag Expo – FFA Foundation Toy Tractor Tent	FFA program	general public		FFA Foundation	
17-Jul-07	Ag Expo Breakfast	stakeholders, political	stakeholders		ANR Comm historically, 07 Ext. Relations.	in transition?
17-Jul-07	Dairy Memorial Scholarship Dinner 50 th Anniversary	stakeholder fundraising	donors, faculty, staff, stakeholders		Individual Fundraiser	



Event	Development Term MSUAA Term	Identify Identify	Cultivation Involve	Discovery Interest	Engage Infor	Solici t Inves	Stewardship Involve	Audiences	Locat ion
Florida Swing			X		X		X	donors, alumni	Florida
ANR Week Luncheon			X		X		X	alumni, donors, stakeholders	Campus
ANR Week Luncheon			X		X				Campus
FFA Foundation VIP Event								donors,	Campus
Golfing for Scholarships			X					stakeholders-	Campus
Alumni Reunion Days		X		X	X			alumni	Campus
Grandparents University			X					alumni, general public	Campus
MLE Reception					X			stakeholders	Campus
FFA Master's Outing			X					donors,	Michigan
Traverse City				X	X		X	donors, faculty,	Traverse City
Detroit		X						donors, alumni	SE Michigan
FFA Race Day				X	X			prospects	Michigan Speedway
Football Suite			X			X	X	donors, prospects, stakeholders	Campus
President's Brunch			X				X	donors	Campus
Retired Faculty Luncheon			X		X		X	faculty, staff	Campus
AutumnFest					X			alumni, donors, stakeholders, current and perspective	Campus
Women in STEM		X	X		X			young to mid-career female	Campus
Big Ten Colleges of Agriculture Event		X	X		X			alumni	Washington DC
Alumni Study Abroad			X		X		X	alumni, donors	State China/India
Farm Lane Society			X		X	X	X	retired CANRAA board members, CANRAA Award and College DSA Receipts	Campus to date
Inside Looks				X			X	donors and prospects	Campus
Regional Events		X	X	X	X			alumni	Around US
Green and White Events Featuring CANR					X			alumni/donors	Around US
Science Festival					X			general public	Campus
Ag Innovation Day	X		X		X			Alumni,	Around MI
Breakfast on the Farm					X			stakeholders, public,	Around MI
4-H Capitol Experience Legislative Reception									Lansing
Fall Extension Conference									Around MI
Our Table								general public, faculty,	the Tri-county area
Small Donor Dinners					X			Donors/perspective	around country
CANR Talks									
retired events									
current events									
future events									



Event Matrix
as of 7/16/2018

Event	Students	Young Alumni	Mid-Career	Seasoned	Faculty	Retired Faculty	Commodity Groups	Legislator	General Public
Farm Lane Society		X	X	X	X	X			
Women In STEM		X	X						
Ag Innovation Day		X	X				X	X	X
AutumnFest	X	X	X	X	X	X	X		
Golfing for Scholarships		X	X	X	X	X			
Food@MSU					X				X
ANR Week									
ANR Week Luncheon			X				X		
FEC Celebration									
GLLA - 2 evnets									
Big Ten Event		X							
Below are events that have had a Watson Report drill down on specific data sets.									
Event	AG Comm	ANS	F&W	PKG	FSHN	Horticulture	Ag Business	AgriScience	Crop and Soils Sciences
Farm Lane Society		X							
Women in STEM	x	X	X	X	X	X			
Ag Innovation Day	X	X	X	X				X	X
AutumnFest	X	X					X	X	X
Golfing for Scholarships		X							X
			X	X			X		



Evaluating

- About five years ago we started to partner with Central Advancement to deep dive on who was coming to our five flagship events?

Demographics

Age/Gender

Geographic Locations

Predominant Majors

Entity type (alumni, student, friend, staff, etc.)

Giving History

How often participants attend an event



Analytics – How did we do this?

- Obtain list of entity ID's that attended event from CANR Alumni Relations
- Remove duplicates ID numbers from list
- Load remaining list into PL/SQL to pass through Data Mart

Run code:

```
Select * from dm_watson where id_number in (select id_number from id_list)
```

- Data Mart containing 77 variables is generated on list of unique ID's





Age Range			
18-24	25-44	45-64	65+
	STEM	STEM	
		Farm Lane	Farm Lane
	Golf	Golf	Golf
Innovation	Innovation	Innovation	
		AutumnFest	AutumnFest

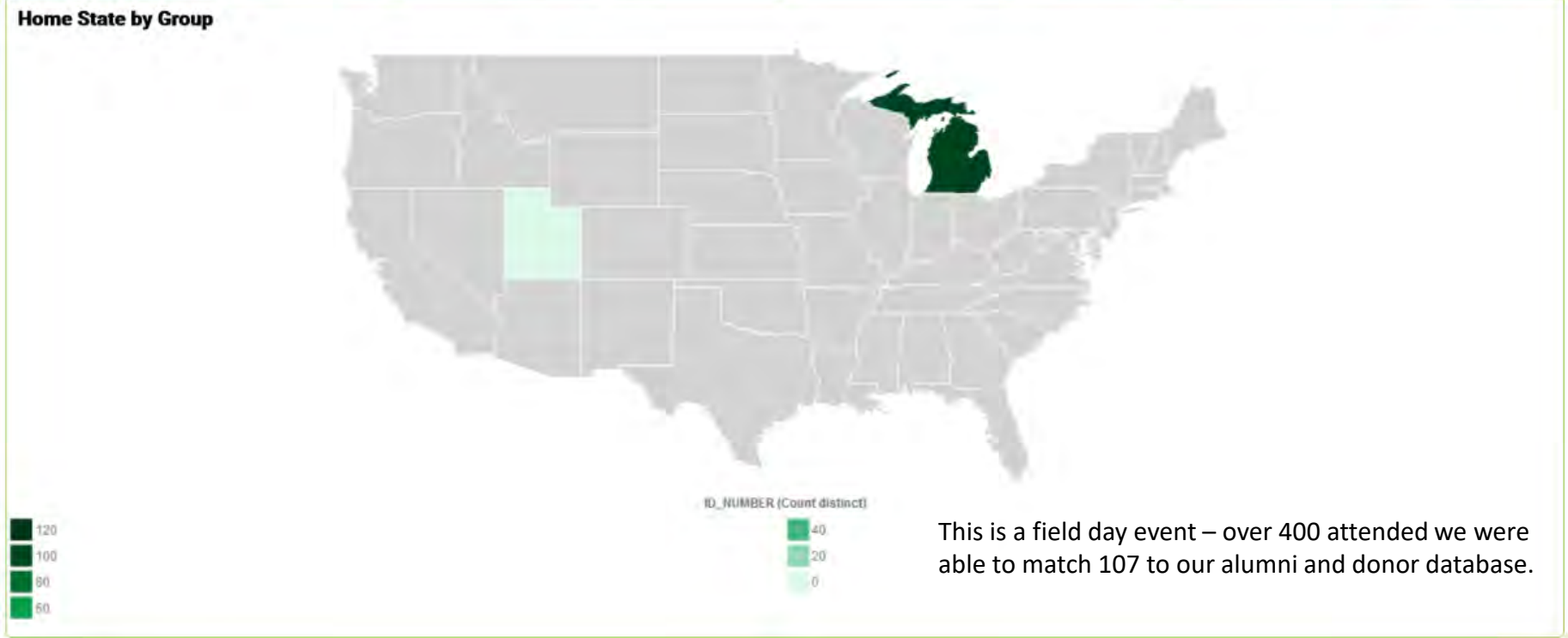
	Gender	
	Male	Female
AutumnFest	< male	
Ag Innovation	< male	
Golf	<male	
Farm Lane Society	<male	
STEM		<women

Major	Event				
Ag Communications	STEM			Innovation	AutumnFest
Animal Sciences	STEM	Farm Lane	Golf	Innovation	AutumnFest
Fisheries and Wildlife	STEM	Farm Lane	Golf		
Packaging	STEM		Golf		
Zoology	STEM				
Food Science		Farm Lane			
Horticulture		Farm Lane			
Packaging		Farm Lane			
Ag Business			Golf	Innovation	AutumnFest
Crop and Soil Science			Golf	Innovation	
Agri-science				Innovation	AututmnFest



EXAMPLE: Demographic – Ag Innovation Day

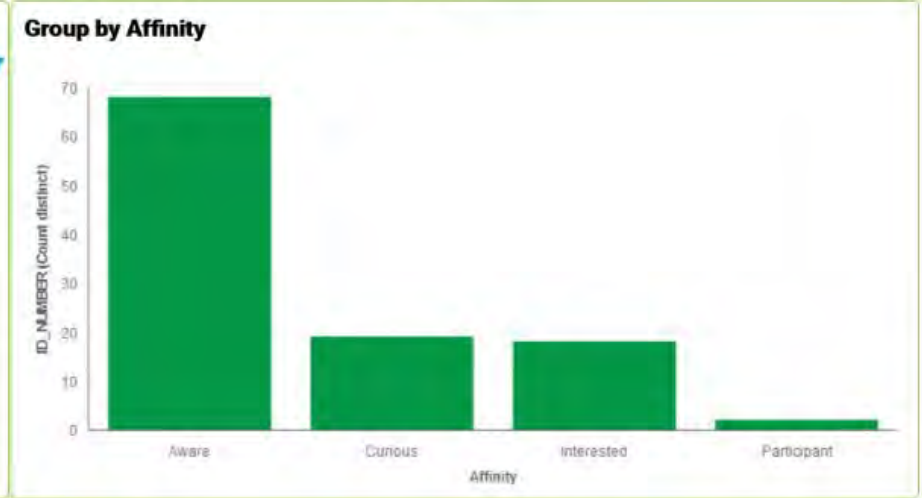
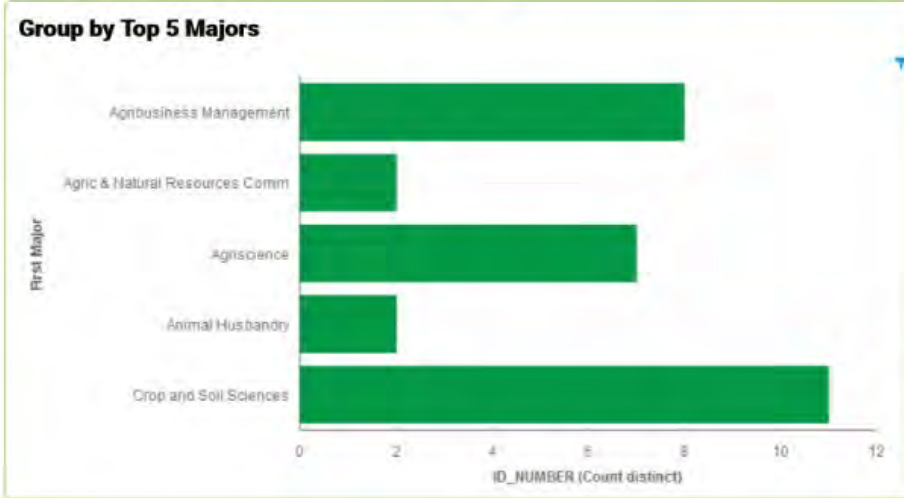
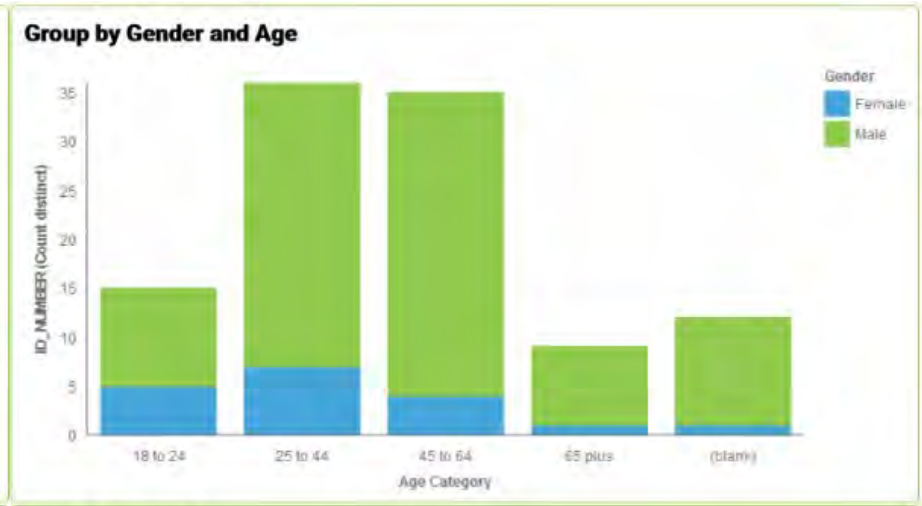
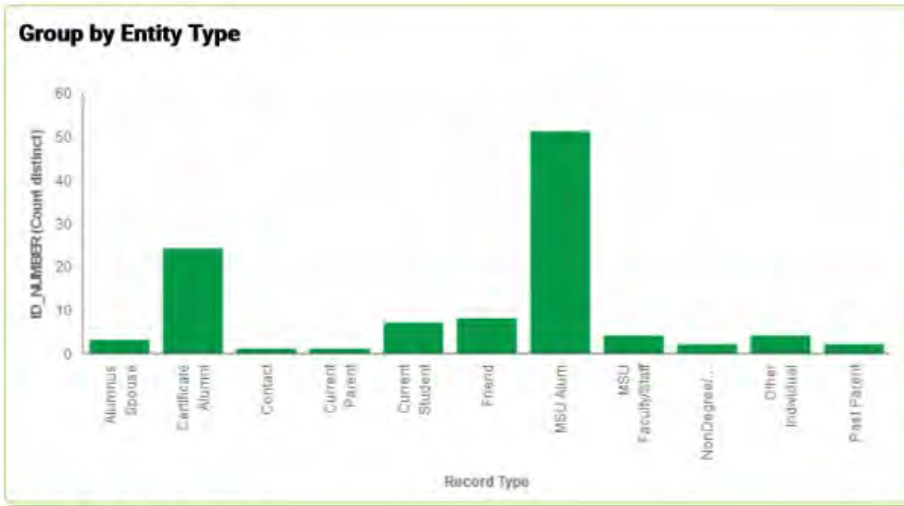
Total in Group 107 ID_NUMBER (Count distinct)	Total in Group Alumni 77 Alumni (Count)	Total in Group Graduates 51 Grad (Count)	Total in Group - FB Ticket Holders 6 Season Tkts Football (Count)
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This is a field day event – over 400 attended we were able to match 107 to our alumni and donor database.



EXAMPLE: Demographic – Ag Innovation





EXAMPLE: Giving – Ag Innovation

Group Lifetime Giving to MSU

361,974.95
Life Giving (Sum)

Group Lifetime Giving to MSU by Alumni

125,238.75
Life Giving (Sum)

Group Current Donors

32

Current Donor (Count)

Group Non-Donors

53

Non Donor (Count)

Group Major Donors (\$100k+)

1

Major Donor (Count)

Group Current Year Donors

15

Current Year Donor (Count)

Group Lybunts

3

LYBUNT (Count)

Group Sybunts

14

SYBUNT (Count)



EXAMPLE: Giving – Ag Innovation

Pred Giving 1: College of Ag & Natural Resources

238,576

Pred Giving Amt (Sum)

Pred Giving 2: Intercollegiate Athletics

97,523.75

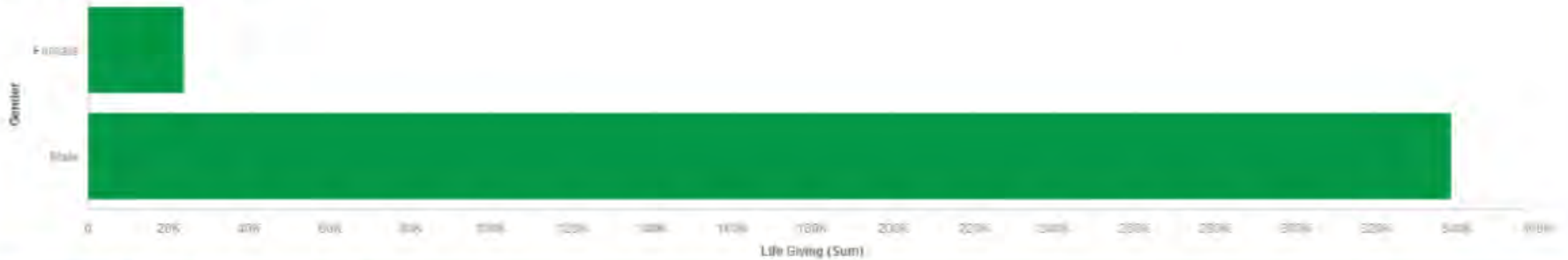
Pred Giving Amt (Sum)

Pred Giving 3: Broadcasting Services

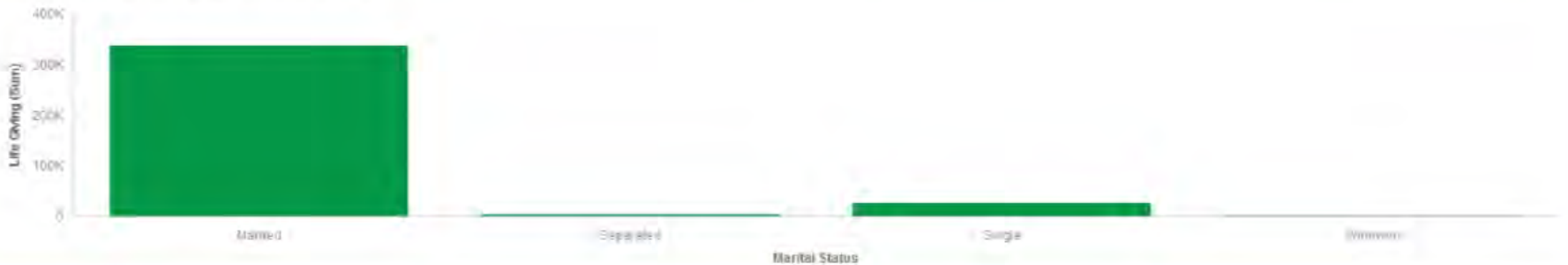
2,511

Pred Giving Amt (Sum)

Group Lifetime Giving by Gender



Group Lifetime Giving by Marital Status





EXAMPLE: Prospect – Ag Innovation

Group Active Prospect Count

7

Capacity (Count)

Group Active Proposals

2

Active Proposals (Count)

Group Count of DM

1

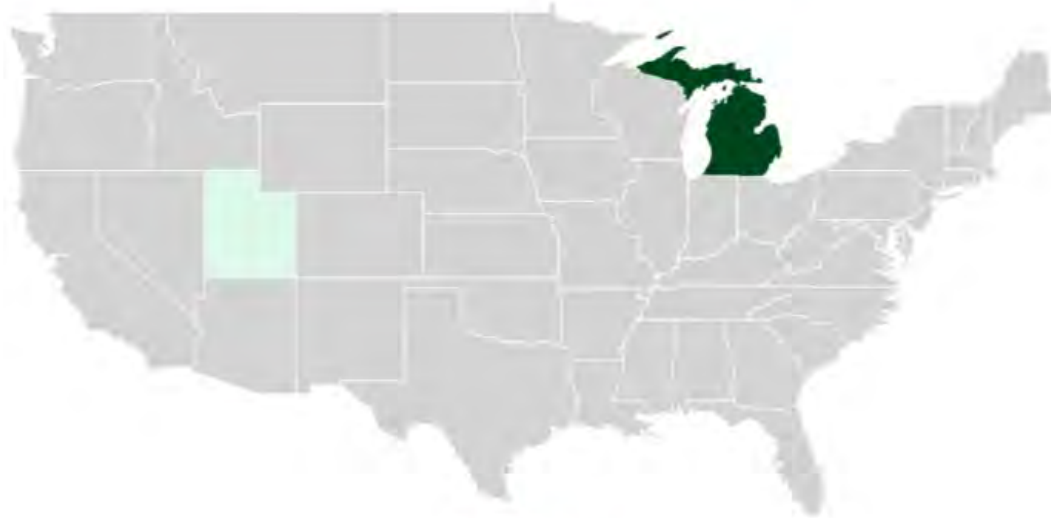
DM (Count)

Group Count of PM

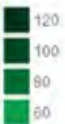
2

PM (Count)

Group Active Prospects by State



ID_NUMBER (Count distinct)





EXAMPLE: Event – Ag Innovation

Group - 5 or more Events within past 3 years

2

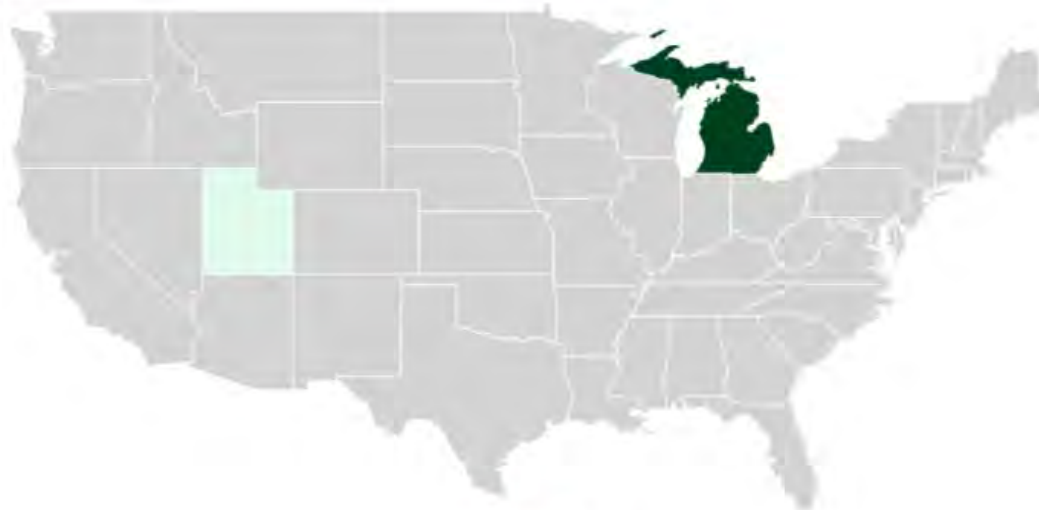
Five Events in 3 Yrs (Count)

Group - First Time Event

5

First Time Event (Count)

Group - Total Events Attended by State



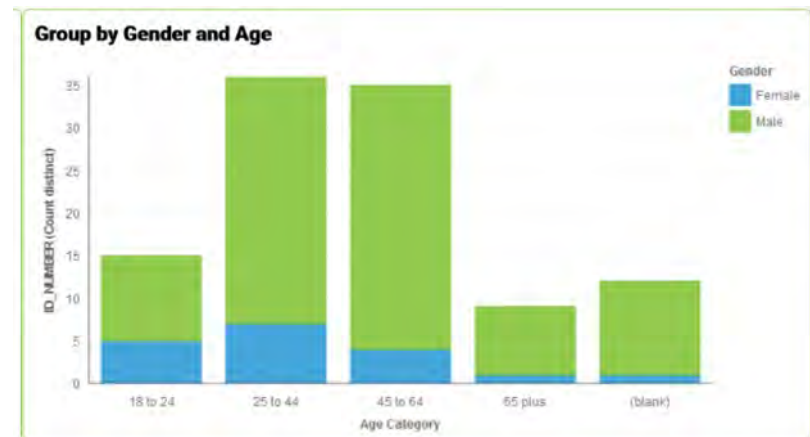
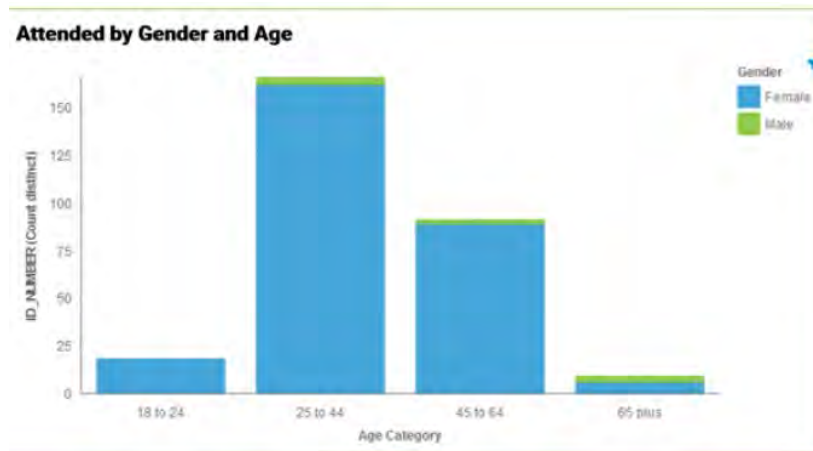


What Do We do With This Information?

- We compare

Women in STEM Conference

Ag Innovation Day

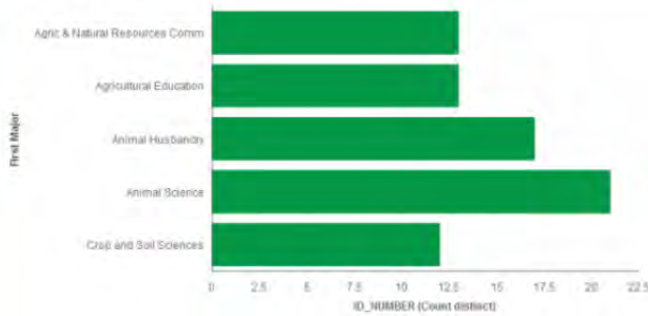


These two events are attracting similar age sets – but of different genders.

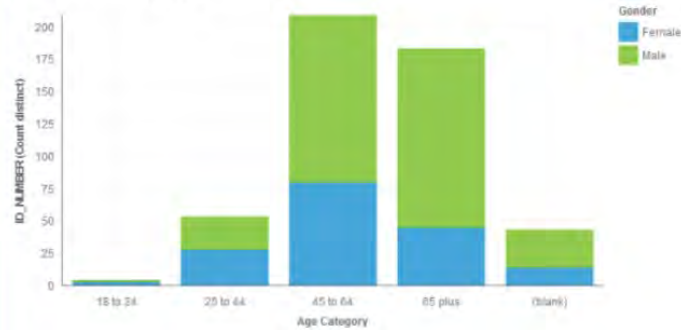


AutumnFest

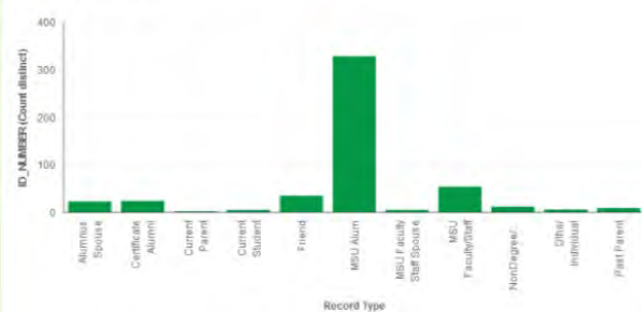
Group by Top 5 Majors



Group by Gender and Age

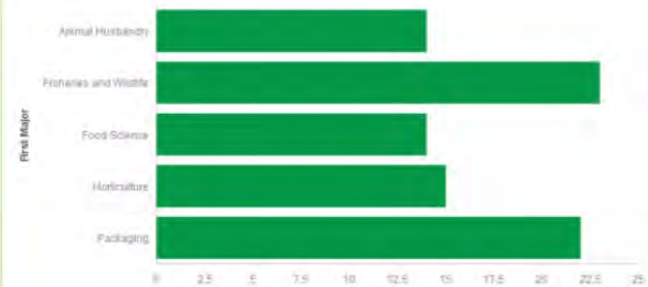


Group by Entity Type

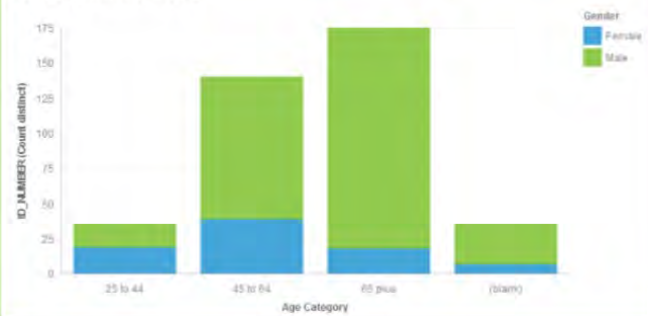


Farm Lane Society

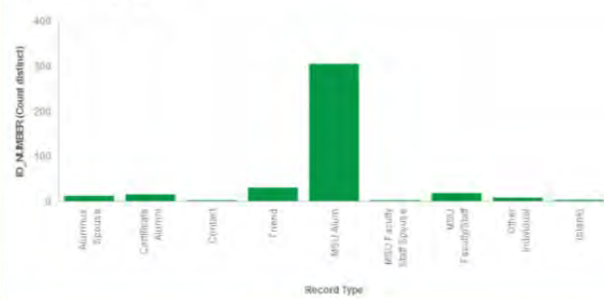
Group by Top 5 Majors



Group by Gender and Age



Group by Entity Type





The Questions We Are Asking Ourselves

- What needs to be the message at these events based on those attending?
- What populations do we need to engage to Keep these events vital?
- What do we need to do to engage those not being engaged?
- What are we overdoing?



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Questions?

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University Advancement

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Young Alumni Engagement



www.cals.iastate.edu/curtissleague

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Discoverer of Awesomeness

Andy Zehr, Director, Marketing and Recruiting

Teller of Awesomeness

Melea Reicks Licht, Director, Alumni Relations

Coordinator of All Things Awesome

Haley Cook, Assistant Director, Alumni Relations



LEAGUE
omeness

How to Curtiss League

- Current information
- Telling your story
- Taking action
- Being awesome



Recruitment:

IOWA STATE UNIVERSITY
College of Agriculture and Life Sciences
20 Curtiss Hall, Ames, IA 50011-1050

Dear (FirstName),

My name is Marcie Stevenson and I am a former ISU Ag. Business student. I am excited to see that you are interested in this great program.

You're going to love Iowa State. The campus is beautiful and the people you will meet are great! If you haven't already, you will meet Dr. Ebby Luvaga, who is a phenomenal resource.

My favorite part of my ISU adventure was studying abroad with Ebby. These trips helped me to truly step outside of my comfort zone while leading me to experiences I could never have fathomed as an incoming student.

Enjoy your adventure,

Marcie Stevenson
563-357-7181 marciestevenson@gmail.com



They can say what we can't:



Tricia Stouder
@trew42

Following

Pasta to teach life cycles of butterflies?
Gotta be an @iowa4h exhibitor! Told her
about my fav entomology class in
@iastate_cals #CALSProud #curtissleague



Drew Mogler
@drewseph94

Following

Good luck to all the students heading to
@iastate_cals Ag Career Day today! Come
visit @JameeLyn5212 and me at the
@IowaPork booth! We're looking forward to
visit with y'all! Also, we have cool
#Porktober18 swag 🤘🐷🍷🍖



Stuart McCulloh @Stu4ISU · 23 Apr 2018

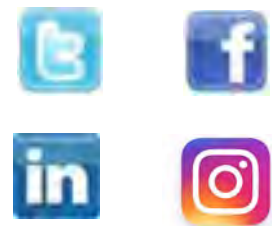
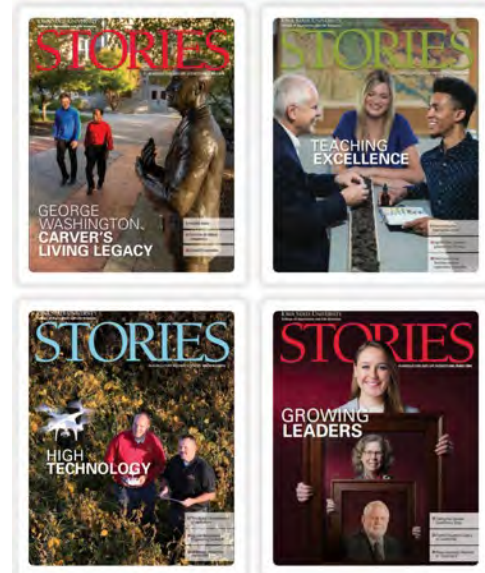
Getting a recap from @IowaStateAgEI students and hopefully future
#CurtissLeague members tonight. The new businesses and research on
CRISPR makes me #CALSProud and excited for the future of agriculture. Oh
yeah... the #IAFFA18 attendees are in town too, y'all stop by



Holden Asmus @hcasmus2095 · 19 Mar 2018

@iastate_cals Professor Dermot Hayes was my favorite professor. His ability to
take a fun example to teach Economics was a tactic that really worked with our
class. #CALSSStories #CALSProud #CurtissLeague

Connect. Engage. Share. - Alumni Relations Initiatives



Reporting Action:

- Keep it simple:
 - Online form
 - E-mail/Phone Call
 - Event Attendance
 - Social media (Tag CALS, #ISUCALS, #CALSproud, #CurtissLeague)



Joni Erwin
@jonierwin9

Follow

Ready to meet some #ISUCALS Alum at Zoo Brew! Stop by and see @LexiMarek and I in the pavilion! #CurtissLeague



Appreciating Action:



CALSTORIES FAVORITE CALS PROFESSOR

Curtiss League Members Making Impact
 We love hearing the impact members are making in their personal and professional lives. Contact [Haley](#) via e-mail or use #CurtissLeague in your social media posts to report your activities and accomplishments. Check out some of the activities our members have been involved with recently:

- Congrats to [Jacob Hunter](#) ('11 ag and life sciences education), ag educator at North Scott Community Schools, recognized as the southeast region Golden Owl Awardee and the 2019 I.O.W.A STEM Award for the southeast region.
- Congrats to Curtiss League members recently elected to the board of directors for [Iowa Young Professionals in Agriculture](#).
 - [Jenna Lansing](#) ('16 ag business), president-elect
 - [Elizabeth Burns-Thompson](#) ('11 ag business), member at large
 - [Katie Stutsman](#) ('09 ag business), membership chair
 - [Drew Mogler](#) ('16 ag business), treasurer and secretary
- [Alicia Heun](#) ('06 public service and administration in ag, '13 MBA) advanced to the sweet sixteen round of the Young Farmers and Rancher National Discussion Meet during the American Farm Bureau Federation Annual Convention.

2019 Curtiss League:

- **288 members**
 - **85% retention from 2018**
 - **15% new members**
 - 212 in-state
 - 73 out-of-state
 - 3 international
 - 21 majors represented
 - 38% male
 - 62% female

5th Year of Curtiss League

- **230% growth since 2014**
 - Four social media campaigns
 - Approximately 3,500 tweets/posts
 - Participated in more than 40 CALS-affiliated events
 - Approximately 4,000 e-mails
 - **Countless acts of awesomeness**



IOWA STATE UNIVERSITY

College of Agriculture and Life Sciences



PURDUE

U N I V E R S I T Y®

**Agricultural
Alumni Association**



Cultivating Connections

Purdue Agricultural Alumni Association
Strategic Plan 2020-2025

Who are our alumni?

Age

- Age 20-30 = 14.8%
- Age 30-40 = 17.3%
- Age 40-50 = 15.9%
- Age 50-60 = 16.4%
- Age 60+ = 34.7%



Who are our alumni?

Age

- **Age 20-30 = 14.8%**
- The focus is on “me,” getting access to and building business networks.
- Alumni in this group are trying to get established and assembling their career development building blocks.
- Those interested in volunteering and serving will often offer time rather than money as they’re still getting established and face a number of adult milestones.



Who are our alumni?

Age

- **Age 30-40 = 17.3%**

- The focus changes to “we.”
- They are getting ahead and serving in key management roles.
- These alumni are often change makers, setting trends that can affect their industry sectors.
- They are also preparing for the arrival of the next generation of employees, managers, and consumers/clients.
- From a serving perspective, they are often giving back through service and financial support.



Touches: career fair, speaking to classes, mentoring, sporting events/reunions, family-friendly events.

Who are our alumni?

Age

- **Age 40-50 = 15.9%**
- **Age 50-60 = 16.4%**
- The focus on their service and leadership in their industry starts to emerge in this group.
- They see an opportunity to share their perspectives on service, leadership, facing challenges, and lessons learned with younger leaders and managers.
- They have more giving options and often choose some combination of time, talent, and treasure.



Touches: speaking to classes, mentoring, sporting events/reunions, distinguished alumni activities, leadership seminars

Who are our alumni?

Age

- **Age 60+ = 34.7%**

- Giving back and reconnecting are the themes that drive actions of these alumni.
- Having completed their careers, they are eager and willing to share experiences and lessons learned.
- They often pose hard questions to students and faculty knowing that searching for the answers lead to greater understanding and deeper knowledge.
- These alums often want to reconnect physically and virtually with fellow alumni whose relationships waned during their careers.
- They have a new reservoir of time and may be interested in giving back through service as well as money.



Touches: traditional and institutional events, reunions, campus tours, distinguished alumni/recognition celebrations, nostalgic events.

Bringing them together

