

**Office of Alumni Relations and the  
Southeastern Alumni Association**

A large, stylized, light blue 'S' logo is positioned in the background on the right side of the page. The 'S' is composed of thick, rounded strokes and is set within a circular frame that has a yellow-to-white gradient. The overall design is clean and modern.

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# Why a Program Review?



# Setting the Stage for Future Engagement With Alumni

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- Historical satisfaction with successful alumni relations leadership and alumni association programming, but...
- Changes in national higher education paradigm - **especially in Louisiana** have resulted in:
  - Greater reliance on private fundraising
  - Greater need for advocacy on behalf of the university
  - Greater need for student recruitment
  - Greater need for real-world partnerships
- New paradigm + change in alumni relations leadership =
- **Time to assess current state and future direction**



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# HOW DO OUR AFFILIATE ORGANIZATIONS HELP SOUTHEASTERN FULFILL ITS MISSION?



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- **WHAT ARE OUR AFFILIATE ORGANIZATIONS?**
  - **Southeastern Alumni Association**
  - **Southeastern Foundation**
  - **Lion Athletic Association**
  - **Institute for Global and Domestic Development**
  - **University Facilities Inc.**



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# • HOW DO OUR AFFILIATE ORGANIZATIONS HELP SOUTHEASTERN FULFILL ITS MISSION?

- **Recruit** new students
- **Advocate** for the University's mission & programs
- **Network** in support of career opportunities & educational programs
- **Fundraise** in support of students and programs
- **Facilitate** transactions/activities where the University is prohibited or restricted



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**The Role of the Division of University  
Advancement is to Ensure Coordination of  
Efforts by Affiliate Organizations to advance  
Southeastern's Mission.**



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Within the Division of University Advancement,  
What is the Role of the Office of Alumni  
Relations & the Alumni Association





# Role of Office of Alumni Relations & Alumni Association

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- **Engaging students and alumni in multiple ways in order to foster a commitment to support Southeastern and each other.**



# Participation & Engagement Data

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- **Given upcoming changes, I asked for an analysis of alumni participation data...**



# Statistical Comparisons

## Mean, Median and Mode Age of **Contactable Alumni**

<b>Mean</b>	45
<b>Median</b>	43
<b>Mode</b>	31

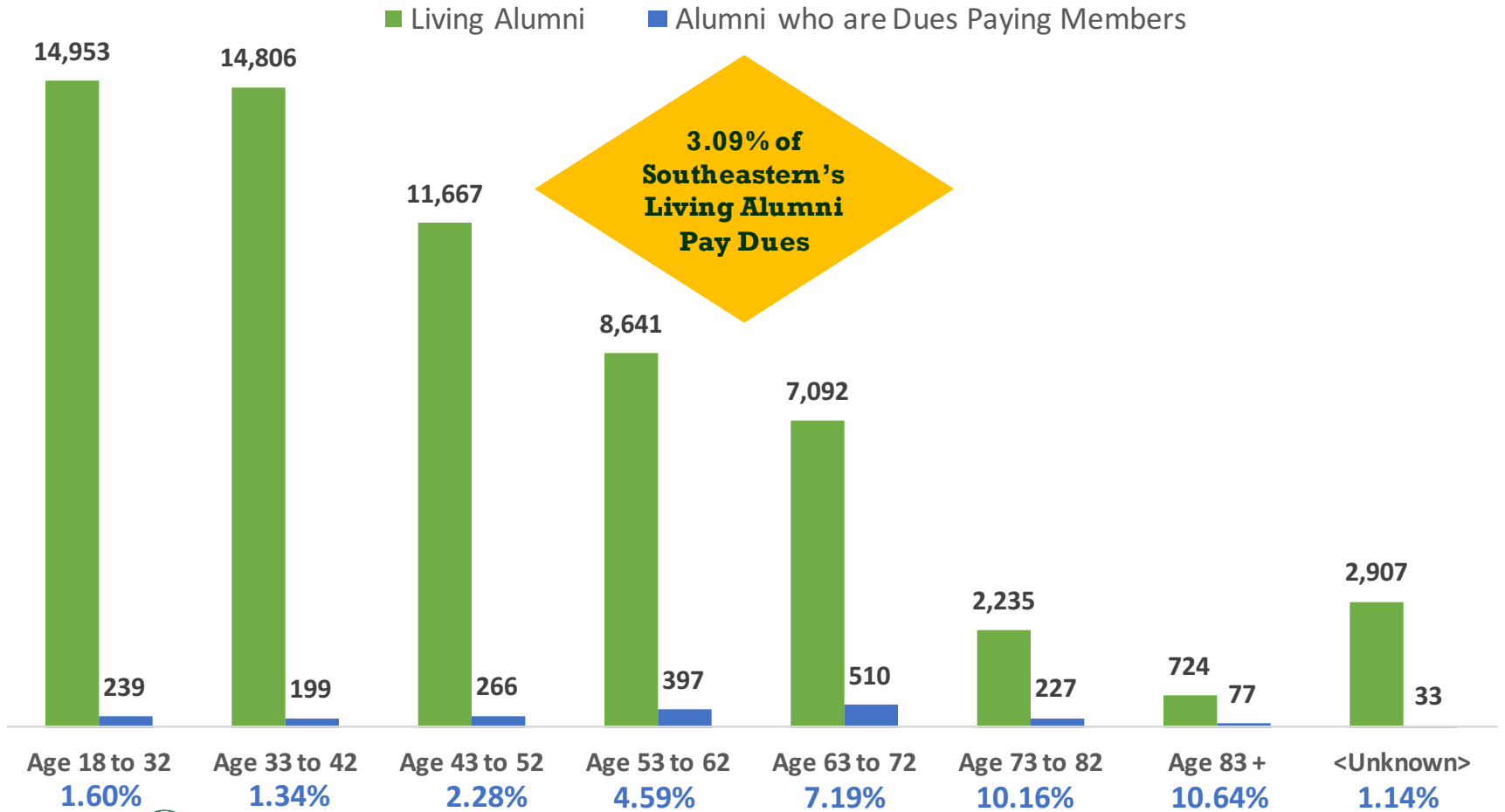
## Mean, Median and Mode Age of **Dues Paying Association Members**

<b>Mean</b>	58
<b>Median</b>	61
<b>Mode</b>	68



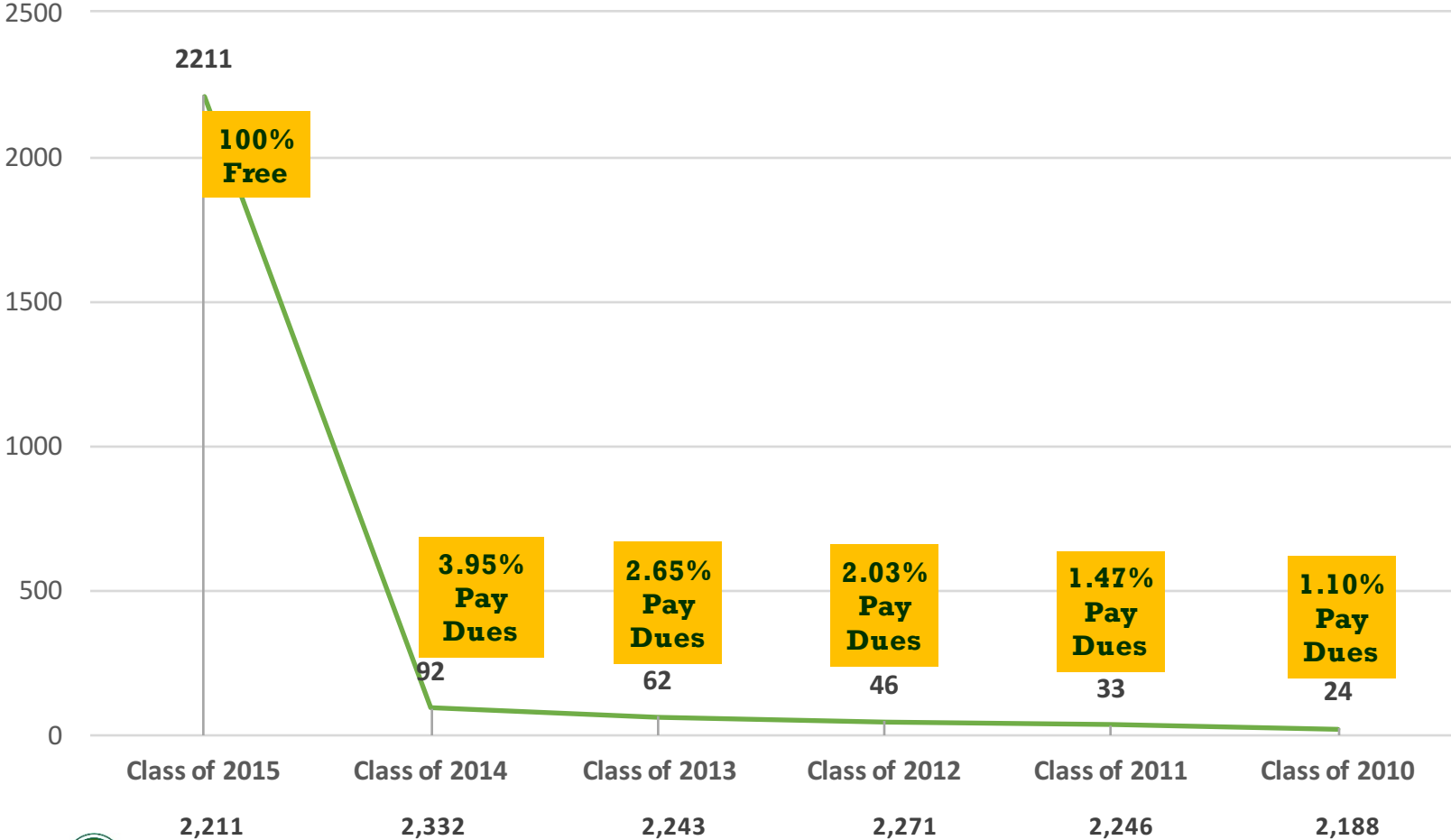
# Total Alumni and Active Alumni Dues Paying Members by Age

63,025 Contactable Alumni Compared to 1,948 Active Alumni Dues Paying Members



Source: Southeastern Alumni Database. Active Dues paying members are as of 4/28/16. National average from The Council for Advancement and Support of Education - education's leading resource for knowledge, standards, advocacy and training in alumni relations, communications, fundraising, marketing and related activities – "CURRENTS" publication, April 2014 article.

# Free and Current Alumni Members by Class Year



Source: Southeastern Alumni Database. Active Dues paying members are as of 4/19/16.

# Conclusion

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- **The challenge - effectively engage young alumni**
- **But, we are not alone – this is a challenge many schools are facing**
- *Our task – identify and implement new strategies that will effectively engage students and young alumni in order to ensure a viable future for our alumni association and fulfillment of its role to support the mission of our university.*



# Buick – A Relevant Case Study





# Buick – A Relevant Case Study

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A former Buick public relations guy once told me, half-seriously, the typical occupation of a Buick owner was “retired” and the average age was “dead.” However...

Buick held a reputation for reliability and quality. Its cars were sold and serviced by a strong network of dealers. And, Buick was still profitable, thanks to the loyalty of its Greatest Generation buyers. So...

After reinventing itself, the geezer division of GM has sprung to life, becoming one of the hottest-selling brands in the United States.





# Buick – A Relevant Case Study

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