

Engagement Programs: A Refinery for Potential

Lucas Dart

Vice President of Alumni Relations & Development, UNK
University of Nebraska Foundation & UNK Alumni Association

UNK Alumni Statistics

- 54,000 living alumni
- 60% live in Nebraska
- 1 in 8 residents of Kearney has a degree from UNK
- 12,000 within 50 miles
- 8,000+ alumni in the Omaha & Lincoln areas
- Out of state populations centers include Colorado's Front Range, Kansas City, Phoenix, Des Moines, Dallas/Fort Worth and Los Angeles

WHY ALUMNI ENGAGEMENT?

- Student recruitment...because without new students, none of the other work we do matters
- Connection to each alum's unique network
- Financial support
- Advocacy – increasingly important!

The Refinery – What's the Potential?

- Student mentors
- Speakers for classes
- Award recipients
- Stories we can tell and celebrate
- Alumni event hosts
- Committee volunteers
- Student organization advisors
- Advisory council members
- Donors – both annual and major

Our Engagement Continuum

INACTIVE

- No way to reach them, or has opted out of all contact

INFORMED

- Receives publications, email, etc.

INTERESTED

- Receives contact, attends activities

INVOLVED

- Attends activities, gives of her/his time

INVESTED

- Attends, gives of time and treasure

Setting the table with “Cradle to grave engagement”



Freshmen → Soph → Junior → Senior → Graduate → Loper 4 Life

- Show impact
- Tell them who we are...seed the idea that alumni/foundation plays a part in their lives and they should care
- Ask them to help
- Engage them with alumni

...has been the most difficult group to engage for us

Done well, this can underpin your success for years to come!

INFORMING the masses!

UNK Today Alumni Magazine – 45,000 households reached semi-annually

- Campus news
- Alumni features
- Focus on imagery
- Class notes
- People focus most important

The screenshot displays the UNK Alumni News website. At the top, the UNK ALUMNI logo is on the left, and a navigation menu includes: About UNKAA, Alumni News, Events, Student & Alumni Programs, Online Services, Membership & Giving, and Links. Below the navigation is the heading "UNK Alumni News".

The main content area is titled "UNK Today Past Issues" and features a grid of nine magazine covers. Each cover is labeled with its issue date:

- Fall 2017 Issue:** Cover features a sunset over water with birds flying.
- Fall 2016 Issue:** Cover features a collage of images with the text "25 UNK KEARNEY 1991-2016".
- Spring 2016 Issue:** Cover features a portrait of a man wearing a hat.
- Fall 2015 Issue:** Cover features a woman in a lab coat in a laboratory setting.
- Spring 2015 Issue:** Cover features a woman smiling, with the text "Voices of Gratitude".
- Fall 2014:** Cover features a group of men in suits standing together.
- Spring 2014 Issue:** Cover features a man in a dark sweater.
- Fall 2013 Issue:** Cover features a group of people holding signs, with the text "We did it! Go LOGGERS!" and "Top 10".
- Spring 2013 Issue:** Cover features a young girl and a woman, with the text "Top 10".

INFORMING the masses!

E-News “Loper Links”

- Reaches over half our alumni in between UNK Today mailings
- Short stories – quick hits!

August 16, 2018



The Official E-Newsletter of the University of Nebraska at Kearney Alumni Association
[If you are having difficulty viewing the email, click here.](#)

Noteworthy News

01

#LoperWelcome

Businesses around Kearney are wearing their Loper Blue and gearing up to welcome the Lopers by showing their support. The First National Bank of Kearney is teaming up with Louie to offer a warm Loper welcome to new students and their parents. You can join in the festivities by donning your Loper Blue, taking a picture and tagging @UNKAlumni or @UNKearney. Be sure to use the hashtag #LoperWelcome and tell us who you are. Your support means the world to us and to our students.

If you want to learn more about supporting the Lopers or would like to send a picture of your office, email lopers@unkalumni.org.

02

Blue Gold Welcome

As students pack to move into the residence halls, sororities and fraternities assemble for recruitment, fall sports warm up, and parents brace their hearts to say goodbye -- UNK is busy preparing for the celebration that is Blue Gold Welcome Week. Festivities start Friday, Aug. 17 when students move into the residence halls. Opening day brings The Class of 2022 Parade at 3:45 p.m. Friday, on the east side of UNK's Health and Sports Center, followed by Freshman Convocation. Alumni are welcome to cheer on the newest Lopers as they head to their first official event. Parade spectators are encouraged to

03

Teachers

We are highlighting teachers for the next issue of UNK Today, the alumni magazine, which will hit the presses in November. So, we are offering an opportunity to get a pennant for your classroom. We ask that in return you take a picture of yourself in your classroom with your pennant and share it with us. Additionally, we are looking for unique teacher stories to share with our more than 54,000 alumni. Do you have a unique teaching story? Are there many members of

INFORMING the masses!

Social Media – UNKAA sourced, but realization that other programs are engaging alumni through their channels, too

- News sharing
- Invitations to engage
- Interactive posts



The image shows a Facebook post from the UNK Alumni Association. The profile picture is the UNK Alumni logo. The post text reads: "Thank You Kearney Area Lopers for coming out to Cunninghams on the Lake in Kearney. What a fantastic night it was to be a #Loper4Life! A special thank you to two lovely lady Lopers who took over our social media Courtney Hayden and Brenda Snodgrass Christensen for us. All of the fun pictures from last night's Kearney Alumni July 2018 event was because of them!" Below the text is a graphic with colorful balloons and the text "UNK ALUMNI Thank You!" and "UNK KEARNEY LOPERS!". The graphic also features the "LOPER LIFE" logo.



UNK Alumni Association is with Nancy Osterbuhr and 7 others.

Published by Brenda Snodgrass Christensen [?] · 17 hrs ·

#loper4life #unkalumni great event tonight Cunningham's on the Lake. So great to see all the Loper Alums!



Tweets Tweets & replies Media

Pinned Tweet



UNK Alumni @UNKAlumni · Apr 25

Thanks #LoperGrads for coming out to celebrate with #UNKAlumni last night! Congratulations, you are #Loper4Life 🎉🍷🥂



4 12



unkalumni [Edit Profile](#)

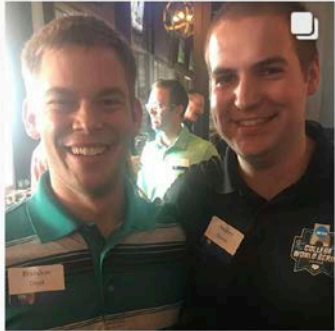
540 posts 797 followers 961 following

UNK Alumni Association Students Today - Alumni Tomorrow - LOPERS FOREVER!



unkalumni.org

POSTS IGTV TAGGED



flickr You Explore Create



About Photostream **Albums** Faves Galleries Groups Stats Camera Roll

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UNK Alumni Association     



UNK Alumni

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



UNK Alumni Association Youtube Welcome 2014

77 views • 4 years ago

STUDENTS TODAY + ALUMNI TOMORROW = LOPERS FOREVER!

FEATURED CHANNELS



Loperalumni

SUBSCRIBE



University of Nebraska...

SUBSCRIBE

POPULAR CHANNELS

Other Messaging

Electronic

- Advocacy
- Special events
- Selected news – only the biggest news

Print

- Event invitations

From Informed to Interested

Events – planned by UNKAA (20-25 each year)

- Homecoming
- Kearney Quarterly “After Hours” Events
- Regional Events
 - Nebraska – Omaha and Lincoln annually; Grand Island, Hastings, North Platte, Columbus, Scottsbluff, Beatrice bi-annually
 - Colorado Front Range, Phoenix/Tucson, Kansas City, SoCal, Des Moines, DFW/Houston, Pacific Northwest, Minneapolis/St. Paul, DC

Successful Events

- Volunteer hosts, small committees
- Guest from the university – topics of interest
- Adjacent to some other event
- Affordable, but nice
 - To charge or not to charge?!
- Use of networks to drive attendance

About volunteers....

A “paid advertiser” is never as good as a volunteer advertiser!

UNK LEAD Council (Loper Engagement & Alumni Development)

- 10 members on a “working council”
- Subcommittees – communities, special events, awards, ad-hoc as needed
- Focus is affinity-based engagement and geography
 - Greek Life
 - Athletics
 - International Alumni
 - Kearney
 - UNK Campus
 - Omaha Metro
 - Greater Nebraska
 - National

Meeting people where they engage...

Realize that most alumni don't engage with your program...they engage with something specific to their campus experience—for example:

- Academic program
- Athletic teams
- Social group
- Music related
- Religious

We aim to tap into existing affinity groups in hopes of fostering their relationship with the campus as a whole

From Interested to Involved to Invested

Discovery of one's passion is the key to encouraging this turn. "Tells" may include:

- Giving – what they support
- Social media engagement
- Email open rates – what they open and what they don't
- Types of events they respond to

From Interested to Involved to Invested

- Understand that many don't really know what you do or why it's important—which is why the “involved” group is so crucial...they took time to know you and even advocate for you
- Specific requests for support – what it will accomplish and why it's important today
- Stewardship – showing what has been done with private money, using emotion and very personal examples...that “this would not have happened without your support!”
- **IMPACT, IMPACT, IMPACT!!!**

It's a big job...

how do we keep it manageable?

Reality #1 - we have limited bandwidth, both budget and people

Reality #2 - we cannot be all things to all people

Reality #3 - a decent percentage of our constituent base will never care about anything we do or say...so let's spend time on the ones who do care!

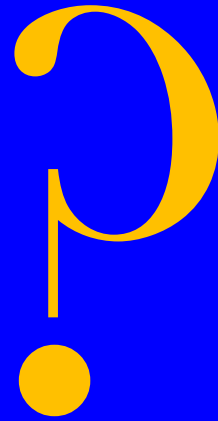
Reality #4 - based on the above, we made hard decisions to stop doing things with low ROI

It's a big job...

how do we keep it manageable?

- Take a statistical look – where are your alumni, where do the gifts come from, where are the “easy wins?”
- Start slow – prove success to yourself and others
- Get the right people involved – and set the tone that a board or committee position is NOT honorific only!
- Recognized voices of influence, worker bees and donors can all have equal value

Tracking our progress and impact of alumni engagement programs



A big national topic--something we are working on, but haven't nailed yet. **IT'S MORE THAN JUST WHO GIVES MONEY!**

Questions & Discussion

Lucas Dart

lucas.dart@nufoundation.org

308.698.5272