

SANTA CLARA UNIVERSITY

# Alumni Association 2016-17 Annual Report

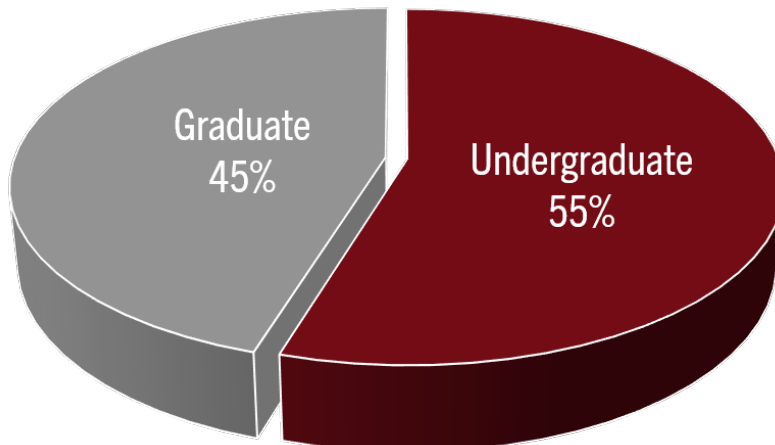


# Alumni Demographics

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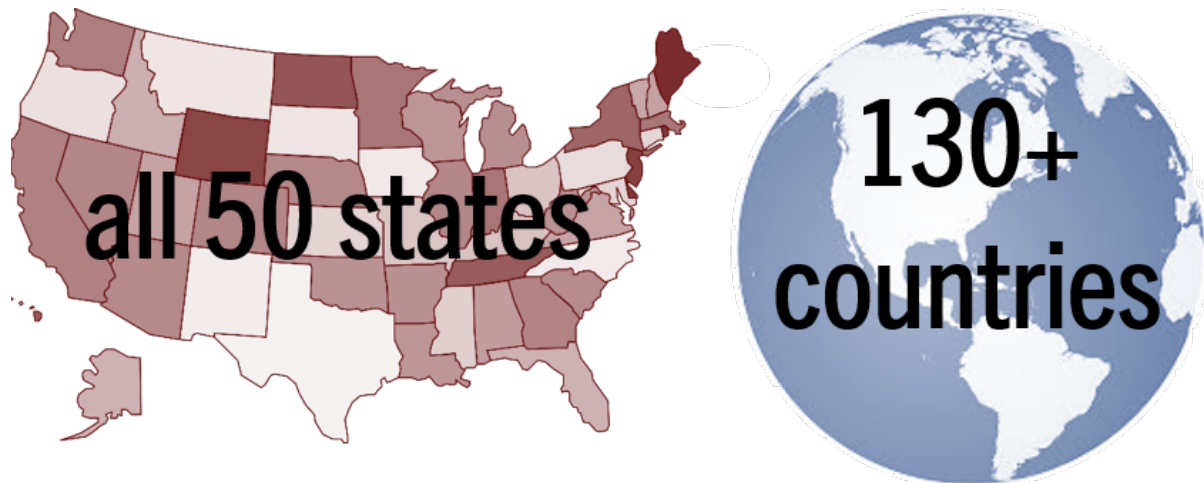
As the data is constantly changing, we closely track alumni demographics, so we can make data-driven decisions about our programming. Currently, 38% of our alumni graduated in the past 15 years and we have alumni in over 130 countries.

Number of Living Alumni = **96,120\***

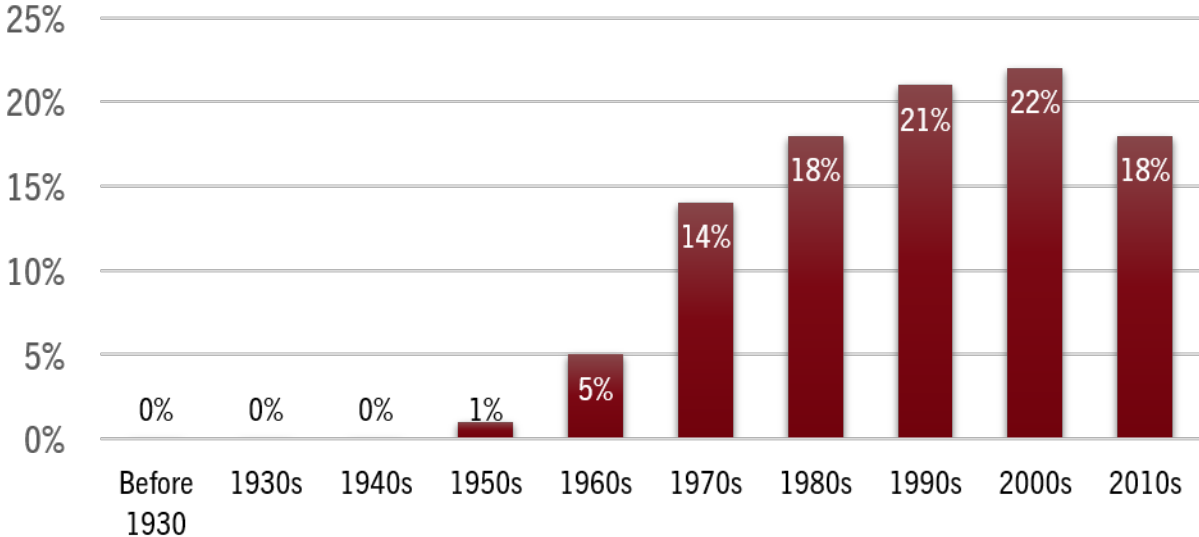


\*Total excludes duplicates (alumni who have both an undergraduate and a graduate degree from SCU are only counted once) **and** does NOT include the Class of 2017.

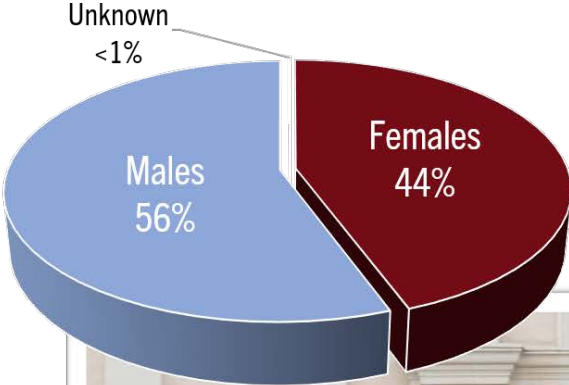
## All Living Alumni by Location



# All Living Alumni by Decade



# All Living Alumni by Gender



# Event Statistics

This year our total events and total number of reservations increased substantially (20% and 25% respectively) over the previous year. This increase in event production and reservation processing was accomplished with the same amount of staff (15) as the previous year, a testament to staff efforts and improved systems and processes.

We also conducted 66% more post-event surveys than the previous year and saw an increase in our overall Net Promoter Score to 72.

## Total Events = 241

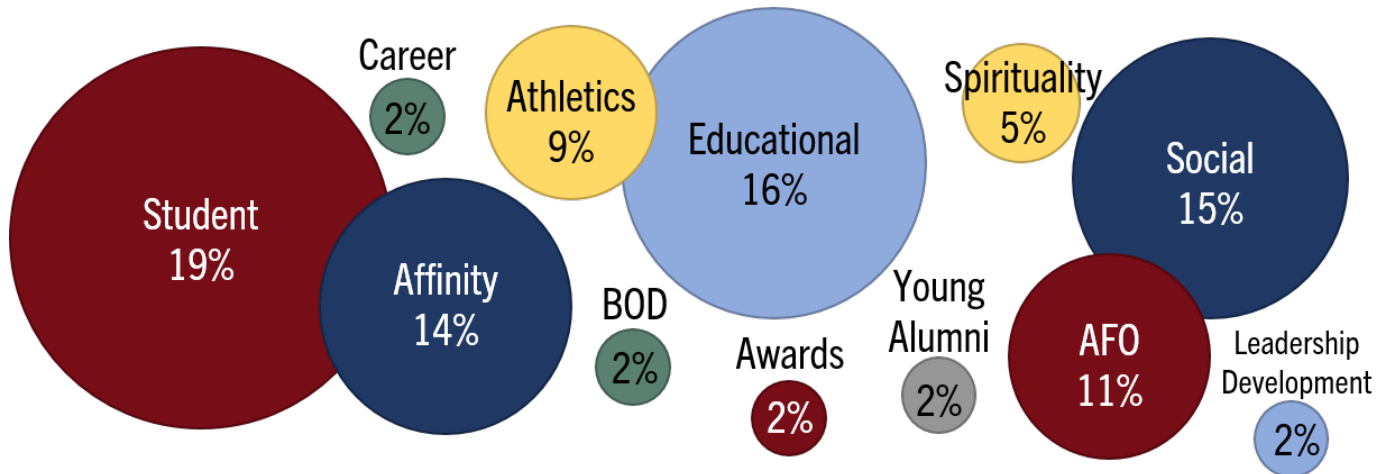
- Signature and Online Events = **106**  
(Includes Alumni Board and Other)
- Chapters and Groups Events = **135**



## Total Number of Reservations = 19,358

(25% increase compared to last year)

## Events by Type



## Net Promoter Score for Alumni Events

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
# of Events Surveyed	27	29	24	59	56	93
Average Response Rate	28%	26%	25%	31%	33%	29%
Overall Average NPS Score	64	75	74	64	69	72

\*A NPS score of 50 or above is considered good.

# Signature Events

Our signature events are larger on-campus events which happen annually or bi-annually. We closely monitor attendance trends which can shift dramatically due to variables such as weather, venue capacity limitations, and conflicting events/holidays.

## Event Attendance and Analysis

Event	Attendance	% Change from last year
Easter Bunny Brunch	331	17%
Gianera Society Luncheon	208	-15%
Graduation Picnic	6,200	-7%
Grand Reunion Weekend	4,053	4%
Legacy Barbecue	331	17%
Pasta Feed	267	-43%
President's Dinner	334	-35%
Vintage Santa Clara	1,827	0%

- This year we had the highest overall attendance ever at **Grand Reunion** (4,053) as well as the addition of three new identity-based group events to the Grand Reunion schedule (Black Alumni, Chicano-Latino, and LGBTQ+)
- We used iPads for walk-on registration at the **Pasta Feed**, which helped the line move quicker and has become a best practice for other alumni event registration processes
- **Pasta Feed** was on President's Weekend this year, which based on survey feedback, was not ideal for many so we saw a decrease in attendance
- The **Gianera Society Luncheon** had a similar number of reservations as the previous year, but a higher percentage of "no shows." For future events, we plan to send additional communications to encourage registrants to attend
- The **President's Dinner** is centered on our award recipients, so the number of attendees is directly correlated to how many family and friends they invite and the number of their Santa Clara connections. Additionally, last year we raised the price of tickets from \$75 to \$100 for the first time in 11 years





“THE BEST EVENT. Not like any other school. A great way to get all the family and all friends together for one last celebration. Everything about it is the best way to end college graduation on a high note.”

**Maggie Asher '16**  
(Attended Graduation Picnic)

“The President’s Dinner and Alumni Awards is always a wonderful evening reconnecting with old friends and socializing with other Broncos. The focus of the night and honoring those Broncos that live the Jesuit motto of being Men and Women for others is very touching and motivating.”

**Ann Gonzales Lindahl '86**  
(Attended the President’s Dinner)

“We were treated royally. All staff were fun, helpful and well informed. It was clear that they really wanted us to have a great experience. Even students were receptive, offering to show us their classrooms, dorm rooms and just chat with us. The U did a fabulous job with all the events. Great reception and service wherever we went.”

**Joanne Sanfilippo '66**  
(Attended Grand Reunion Weekend)

# Chapters & Groups

Based on the results of the 2015 Alumni Attitude Survey, market research, and extensive competitive benchmarking, we revised and expanded our chapters and groups structure to best serve our diverse population and better align with industry standards.

## Domestic Chapters (31)

Austin, TX	Orange County
Boston, MA	Palm Springs
Central Coast	Peninsula
Chicago, IL	Phoenix, AZ
Dallas, TX	Portland, OR
Denver, CO	Reno/Tahoe
East Bay	Sacramento
Fresno	San Diego
Guam <b>*NEW this year!</b>	San Francisco
Hawai'i	Santa Clara Valley
Las Vegas, NV	Santa Cruz
Los Angeles	Seattle, WA
Marin	Spokane, WA
Monterey/Salinas	Stockton/Modesto
Napa/Santa Rosa	Washington, D.C.
New York, NY	

## International Chapters (3)

Hong Kong <b>*NEW this year!</b>
India
Manila <b>*NEW this year!</b>

## Affinity Groups (2)

Into the Wild
Pep Band Alumni

## Identity-Based Groups (4)

Asian Pacific Islander Alumni Group
Black Alumni Group
Chicano Latino Alumni Group
LGBTQ+ Alumni Group <b>*NEW this year!</b>

## Professional Industry Groups (3)

SCU Bronco Builders Association
(SCUBBA) Industry Group
SCU Entertainment Industry Group
SCU Real Estate Industry Group <b>*NEW this year!</b>



The first ever LGBTQ+ reception was at Grand Reunion 2016, which helped pave the way for a unanimous "yes" vote by the Alumni Board on March 30, 2017 for the creation of a new **LGBTQ+ Alumni Group**.

## Bucket List Experiences

For our chapters and groups events we've started to offer new "special access events" (also known as "Bucket List Experiences") with the goal of engaging more/new alumni via these once-in-a-lifetime type events. Examples include:

### Tour of SLAC (Stanford Linear Accelerator)

30 Attendees – **Sold out!**



### "Wicked" The Musical on Broadway with a private backstage tour

50 Attendees – **Sold out!**



### "Broncos Do Stars Wars" exhibit tour with Physics Professor Phil Keston

14 Attendees



### Peet's Coffee Roastery with the COO Bronco alumnus Shawn Conway '87

28 Attendees – **Sold out!**



## Alumni Making New and Unique Connections at Regional Events

Elisa Fanucchi '12 and Mritunjay Kumar M.S. '15 both recently relocated to the Austin area. At the Austin's New Year Leadership Happy Hour these two not only met new Broncos, but they also realized they were neighbors, living in the very same apartment complex!



## POUND Rockout Workout Party

Initiated by Board Member **Jane Davaransky '00**, this hugely successful volunteer-led, volunteer-driven event brought alumna and POUND Rockout instructor **Sonia Li '00** to campus to lead a free class on the Donohoe Alumni House Lawn. Broncos teaching Broncos!



## Alumni Programs

Programs offer alumni engagement opportunities outside the traditional event format and allow us to engage alumni no matter where they live.

### Highlights

- This year we launched of a new community-building online platform, known as **Switchboard**. Switchboard creates meaningful, recurring, and high-value engagement where alumni can ask for what they need and offer what they have to give. We achieved our one-year goal of 1,000 in the first six months!

**switchboard**

“This post led to a great summer job with the San Jose Jazz Festival. I was connected with **Bruce Labadie '77** who is the artistic and festival director there. It was an awesome way to carry my passion for music and event planning right into post-grad life.”

Riley McShane '17  
(Commented on a Switchboard post)

articles to the University's new content management system TerminalFour, improved the site's navigation (added a word cloud, search bar, and updates to the navigation bar), and added new design enhancements; Additionally we published **62 articles** and our second annual trends article that had **1,000+ views!**

- **Career programs** centered around the theme of happiness and new this year and we took programming off campus to local cities with great success

Alumni for Others  
Alumni Audit Program  
Baby Bibs Program  
Career Programs  
Teacher Outreach Program  
Illuminate – SCU's Thought Leader Blog  
Mission Wine Collection  
Osher Lifelong Learning Institute (OLLI)  
SCUter – Alumni Association drone  
Spiritual Programs  
Switchboard

- The **Mission Wine Collection** (in its second year) was in such high demand that it resulted in a record-breaking sell out of Testarossa Winery's Santa Lucia Highland Chardonnay within months of launching

- We transitioned 150+ *Illuminate*

We hosted  
**5** webinars with  
**200+** views to  
engage alumni  
worldwide

# Student Events & Programs

Our student-focused events and programs – which take place from enrollment through graduation – introduce students to Santa Clara’s robust alumni community and reinforce their lifelong connection to Santa Clara. **“Once a Bronco, Always a Bronco.”**

Alumni Speaker Series  
Bagels & Greenbooks  
Buck Bannan Dinner  
Legacy Barbecue  
Life After Santa Clara  
New Student Welcome Program  
Student Alumni Council  
Summer Send-Off Receptions

## Highlights

- This year the **Alumni Speaker Series** program featured a panel of five alumnae and one faculty member entitled “Innovating Women: Exploring Careers in STEM.” The event had over 80 students, faculty, and staff in attendance; more than any previous events in the history of the series.



- Based on feedback from previous years, we made adjustments to our **Life After Santa Clara event series**, offering less events (6 instead of 8), eliminating topics that were less popular in the past, and focusing on quality over quantity. Both our overall attendance and our unique attendance increased. In addition, our post-survey response rate, and NPS rose from 58 to 72.

# Young Alumni Events & Programs

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Our Young Alumni programming engages alumni who've graduated in the past ten years through social, educational, and professional events (primarily in the Bay Area).

## Highlights

- This year the “**Friendsgiving**” event was at the alumni-owned winery Testarossa and sold-out with 43 attendees
- The **Student Loan Debt Workshop**, led by **Nick Der '14**, brought together young alumni and seniors and was a high-ranking favorite this year

Brews & Games  
Friendsgiving  
Student Loan Debt Workshop  
Men's Basketball Luxury Box Tailgate  
Young Alumni Soiree

“I would definitely recommend a similar event to another Bronco. Nick and Ryan were engaging, easy to follow, and made talking about these topics interesting ... Overall, the event was wonderful and I got so much from it.”

Peter Atkinson '15  
(Attended Student Loan Debt Workshop)

# Alumni Generosity

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Alumni are the only lifelong stakeholders in the University and they give back in many ways, not only in dollars, but through their time, resources, connections, jobs/internships, ideas, advice, advocacy, brand influence, word-of-mouth referrals, and many other ways.


## Alumni Giving

- Alumni Participation in Giving **20.39%** (20.13% in 2015-16)
- Undergraduate Event Attendees and Donors **58%\*** (60% in 2015-16)

\*Percent of all undergraduate alumni who registered for a 2016-17 Alumni Association event AND made a gift to the University in 2016-17.

## Alumni Family Scholarship (AFS)

In 2016-17, we awarded **\$695,434** to **100** recipients




**Make dreams come true  
for future Broncos!**

*"When I first got accepted, I really had no idea if my dream of being a Bronco would be possible due to financial reasons. Thank you for making Santa Clara possible for me."  
- AFS Recipient, Class of 2018*

Last year the Alumni Family Scholarship program provided financial assistance to more than 100 legacy students. As someone touched by this scholarship, you know firsthand how support from our Bronco family can help carry on the tradition of a Santa Clara education.

On March 8, join all of the Alumni Family Scholarship's greatest champions and support our next generation.

Learn more at [givingday.scu.edu](http://givingday.scu.edu)



This was the second year in a row we were able to send a targeted email to all previous AFS recipients and donors as part of the Day of Giving (March 8, 2017). The outcome was extremely successful resulting in a significant increase in the number of gifts, donors, and dollars raised, a testament to the value of targeted marketing.

**20%** increase in the # of gifts\*  
**26%** increase in the # of donors\*  
**31%** increase in the \$ raised\*

\*Compared to 2015-16

We also created a student testimonial and gratitude video for this first time, which had 100+ views.

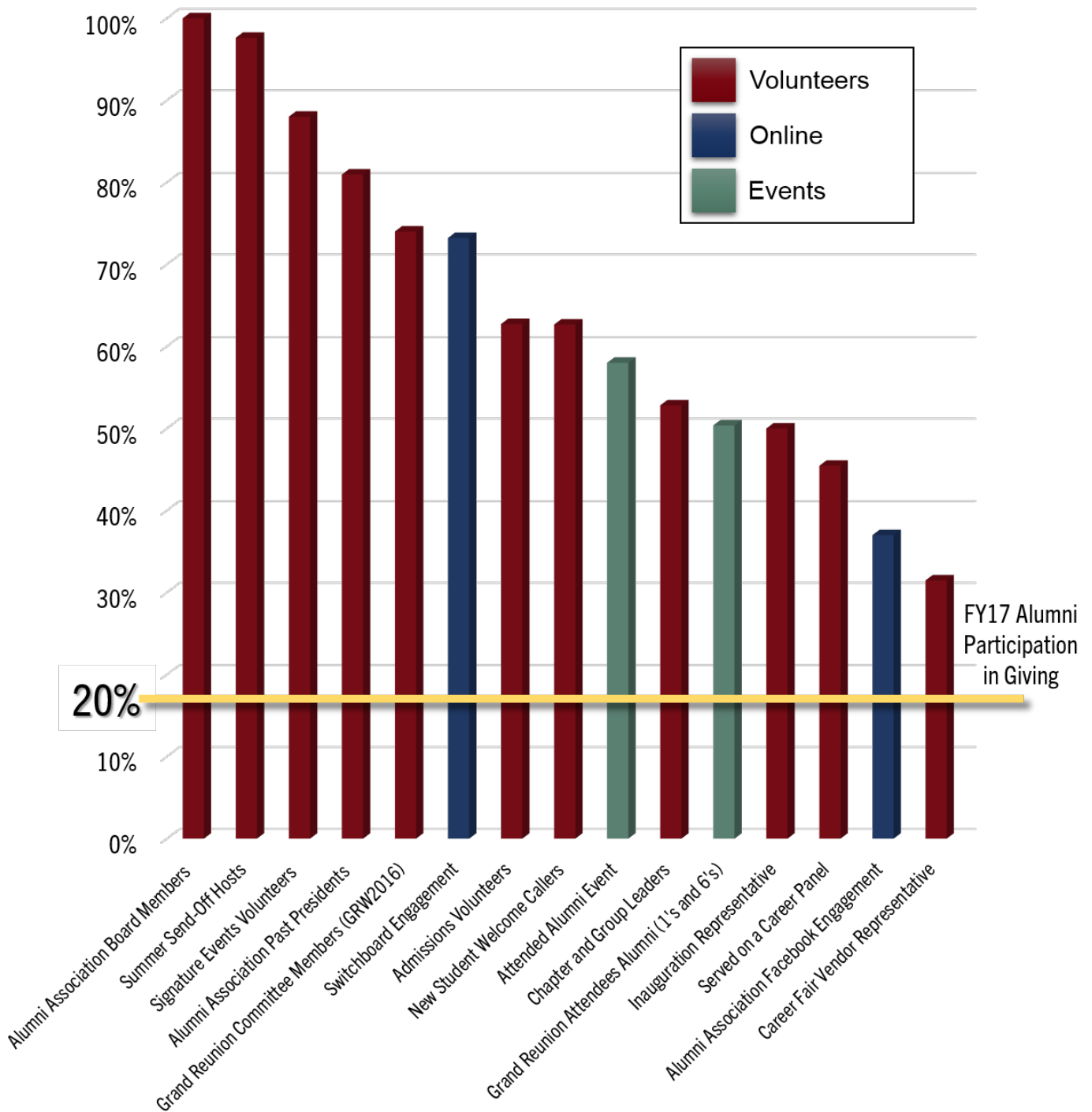
## Alumni Board of Directors

- Advanced the [Strategic Plan for Engaging Santa Clara Alumni](#)
- Drafted and approved a "resolution" on [Our Commitment to Diversity and Inclusion](#) – the first ever resolution from the Alumni Board
- Awarded Neider Family Alumni Award - \$5K each to Brittany Cheung (JVC, Peru) and Ihu Erandu (AmeriCorps, NYC)
- Achieved 100% giving participation of Board Members (5<sup>th</sup> year in a row)



## How Participation Influences Giving

Alumni who feel part of the community give at a rate of 2-3 times our University average. Below are the many ways alumni have engaged with the University compared to the percentage of those that were donors in the 2016-17 academic year.



# Marketing & Communications

Our marketing and communications efforts this year focused on creative approaches to engage SCU alumni in new ways across our traditional and social communications platforms.

## Highlights

- Drove engagement and growth on our **social media platforms** including an increase of shares and comments by 25% and 31% respectively on **Facebook**; an increase of followers on **Instagram** by 30%; and 68% more likes on **Twitter**
- Early adopters of the **360 camera at SCU**, and have shared nine 360 photos or videos, to help people feel like they're back on campus
- Implemented more **Snapchat** geo filters at events (7 total), to appeal to our younger alumni population
- Set three new **Bronco Connect** open rate records, including a new high of 33% in June 2017, which means 16,300 people opened that issue
- Continued our website momentum by launching "**Overheard**," a web element highlighting alumni sentiments and stories, conducting user testing and implementing over 34 user recommendations, and completing a comprehensive website audit of 300+ pages



# Campus Partnerships

Our Liaison Program, which partners the alumni relations staff members with over **64** schools, centers, departments, and committees on campus, continues to deepen our relationships across campus.

## Highlights

- Developed a more formal structure for the Liaison Program to offer our campus partners regular updates and to create a more collaborative relationships
- Launched a quarterly liaison newsletter in March 2017
- Actively supported Development in 2017 Day of Giving goals through alumni email communications, extensive social media posting, talking points at regional events, and volunteer education efforts
- Collaborated with the Office for Multicultural Learning to celebrate the Black, Chicanx/Latinx, Pan Asian, and LGBTQ+ senior ceremonies
- Re-defined our partnerships with the Athletics department and are looking for more areas beyond Basketball pre-game and Pasta Feed events to collaborate and engage alumni

The screenshot shows the 'Alumni Relations Update' newsletter for June 2017. The header features the SCU logo and the word 'Alumni' in a script font. Below the header is a photo of a group of people. The main content is titled 'Highlights/Accomplishments (March - May 2017)'. It includes several articles: 'New New Real Estate Alumni Industry Group', 'Alumni Board of Directors Approve New Groups', 'LGBTQ+ Alumni Group', 'Multicultural Senior Ceremonies', 'Blue Ribbon Commission on Diversity & Inclusion Webinar', 'Utilize the Power of the Bronco Network', and 'Honoring Seniors Leaving SCU to Serve'. A 'Coming Up Next Quarter' section is at the bottom.

“This was SUPER helpful to the law school team. The relevancy of this issue was spot on – we have several law alumni on the Real Estate Board; we hosted a dinner in SF last night with an LGBT couple; are in conversation with a high profile alumnus in Guam. Your updates are timely and appreciated. Please keep us on your distribution list! Thank you thank you thank you.”

Karen Bernosky, Law School  
(in response to the Liaison program e-newsletter)

TE We are recruiting *Illuminate* thought leaders! Do you know of anyone who is a great writer, an expert in their area of study or has a unique perspective on a topic, and is an alumnus, faculty, or staff? Email Melissa Brotherton at [mbrotherton@scu.edu](mailto:mbrotherton@scu.edu) with your recommendations.



*Alumni*  
ASSOCIATION

