Spring Leadership Conference
Friday, April 7, 2017
Meet the team at Old Main

Trish Thiele-Keating
Program Manager, Chapters & Clubs
Alumni Programs Team

- Medallion Scholarship Program
- Legacy Scholarship
- Student Alumni Association
- Golden Reunion
- Sun Devil Generations
- 170 Chapters, Clubs, Connections, Academic Affiliates
- Special Reunions
- Maroon & Gold Mixers
- Women in Business
- Alumni Business Expo
- Career Webinars

- Whitewash the “A”
- ASU Day at the Capitol
- Sun Devil Advocacy Breakfast
- International Graduation Reception
- Veterans Stole Ceremony
- Sparky’s Touchdown Tailgates - Home
- Sparky’s Touchdown Tailgates - Away
- Sun Devil Send-Offs
- ASU Cares - Tempe
- Honor Runs
- Career Counseling

- Pat’s Run Water Station
- Grandparents’ Day Breakfast
- Founders’ Day Storytime with Sparky
- Sun Devil 100 Turnaround trips
- Homecoming Block Party Fingerpint the “A”
- Homecoming Legends Luncheon
- Alumni Career Fairs
- Homecoming Awards
- Sun Devil Lunch Breaks

ASU ALUMNI ARIZONA STATE UNIVERSITY
Trish ’03
Chapters & Clubs Support

- 45 Geographic Chapters & Clubs
- Track expenses
- Calculate Funding Allocations
- Sun Devil Send-Offs
- Admissions Ambassadors
- ASU Cares
- Tillman Honor Runs
- Marketing Requests
- Chapter Chat
- Review Meeting Minutes

- Spirit Kits
- Event lists
- Scholarship applications & funds disbursement
- Fundraising deposits & documentation review
- CAC calls
- Leadership conferences
- New group development
- Web updates
- Volunteer Hours & Appreciation

ASU ALUMNI
ARIZONA STATE UNIVERSITY
Strategic Communication

Rekha Athreya
Marketing and Communications Specialist, Sr.
Quick Agenda

• Campaign ASU 2020

• Marketing/Communication Process
  1. Channels/online toolkit

• ASU Alumni Association Focus
  1. Available ASU Resources

• Social Media
Campaign ASU 2020

• Comprehensive Campaign
  • Silent Phase
  • Public Launch – Jan. 27

• ASU Alumni Association’s role
  • https://alumni.asu.edu/campaignasu2020

• Chapter Scholarships
  • https://alumni.asu.edu/CampaignASU2020StudentAccess
Marketing Communication Process – ASUAA’s Ideal
Process/ Channels/ Timeframe – Lessons Learned

- Event Logistics
  Determined
  (Ideal Time frame: 8 weeks)

- Registration page setup
  (Ideal Time frame: 6 weeks)

- Chapter Newsletter
  (Ideal Time frame: 4 weeks)

- Social Media
  (Ideal Time frame: 4 weeks/ once a week)

Post Event:
- Tracking Attendance
- Tracking Engagement
- Follow Up/Debrief
- Personal Outreach
Marketing Communication Process – ASUAA’s what really happens
Process/ Channels/ Timeframe – Lessons Learned

Plan Ahead

Do it yearly

Chapter Plan

Follow up

Don’t Get discouraged!

ASUAA & ASU Resources
Social Media

- Social Media how to
- Page/Group
- ASUAA Focus
  - Big Four
“Ms. Jones, there are a number of big questions here to see you. They say they won’t leave until they have some answers.”

ASU Alumni Membership Update

Paige Marsin
Membership Marketing Manager
Membership Update

• Online Campus Grad Fair numbers are up by 255% from last spring
• Targeting online grads for chapter engagement
• Chapter campaign
• Creating more targeted marketing campaigns, i.e. campus specific messaging and demographics
• Launched membership campaigns on social media for renewals and new acquisitions
• Launched new look for renewal communications
Go Gold Campaign

Featuring high profile alumni holding Gold Card

• Derrick Hall, AZ Diamondbacks
• Jeff Van Raaphorst, 1987 Rose Bowl QB
• Justin Firestone, Wheels Up
• Kara Goldin, Hint Inc.
Infographic can be used as a handout at events to showcase:

- ASU excellence
- Alumni traditions
- Alumni Career Services
- How alums can connect back to ASU
- Alumni scholarship funds raised
- Alumni events held nationally
Membership Messaging

- Contributing Member vs. General Member
- Updating membership messaging digitally and on any print items
- Membership highlights: career services, chapter engagement, access to exclusive benefits and experiences, connection to Sun Devil Nation
- Contribution helps to support Legacy and Medallion student scholarship programming, alumni resources and is tax deductible.
Contributing Membership Pitch

“The ASU Alumni Association is your connection back to the university. Contributing members help support our Legacy and Medallion student scholarship programming and alumni resources. As a thank you for your contribution we offer exclusive benefits, networking opportunities and career resources. The contribution is also tax deductible.”
National Benefits

• SKICKS Shoes: Promo Code ASUAA for 15% off

• Coming Soon:

• National Concert and Professional Sporting Ticket Discount

• National Flowers Discount

• HBC Travel – Resorts and hotel discounts around the world

• Special offers available nationally will be promoted on our website and social media accounts
THANK YOU FOR ALL THAT YOU DO!

Paige Marsin
Membership Marketing Manager
Paige.marsin@asu.edu
480-965-0755
Live like a Sun Devil 🍊
Student Enrollment

2013-14: 76,671
2014-15: 83,301
2015-16: 91,357

XXX% total increase over three years.

Enrollment numbers based on unduplicated in-person enrollment data.
Freshmen Living on Campus

2013-14: 7,312
2014-15: 8,015
2015-16: 8,417
The Sun Devil Way

Achievement

Responsibility

Engagement
Serving our Sun Devils, Building Affinity

Residential colleges
Living on campus is centered on residential colleges that place students next door to classmates that share the same major or career interests.
• a 24/7 community of support and mentors
• fosters personal development, meaningful engagement and lifelong relationships
• more than 13,000 students live on ASU’s campuses

Fraternity and Sorority Life
Greek Leadership Village opening fall of 2018.
Expand opportunities for leadership, engagement and philanthropy among chapters, Greek Council members and across the larger university.

Student Clubs and Organizations
Opening in the fall of 2017, the new Student Pavilion located at ASU Tempe will:
• provide a venue for guest lectures, musicals, comedic performances and student productions
• include meeting space and offices for student clubs and organizations

Sun Devil Fitness
Sun Devil Fitness supports healthy lifestyles and builds community.
• 1.5 million visits from 2015–2016
• in 2016, student participation in intramural sports included:
  - 22,923 participations
  - 979 teams
Affinity Through Experiences

Culture
- ASU's Got Talent
- Heritage celebrations

Engagement
- Pitchfork Awards
- Student clubs and organizations leadership opportunities

Service
- Sun Devils Unite
- Changemaker Central
- Devils in Disguise

Spirit, Pride and Tradition
- Homecoming
- Fall Welcome events
- Family Weekend
- Devilpalooza
- Pitchfork Awards
- Greek Week

Athletic Programming
- Devils on Mill
- InfernoFest
- Mill Madness
- Fork 'Em Fridays
Making an Impact with Chapter & Club Activities

- Participation and community engagement goals
- Successes shared with President’s Office
- Impacting University rankings
Key Programs & Initiatives

- Scholarships
- ASU Cares
- Tillman Honor Runs
- Sun Devil Send-Offs
- Homecoming
- Student & Alumni Engagement Programs
ASU ALUMNI SPARKS
Sun Devils Providing Awareness, Resources, Knowledge, and Service
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COLORADO

ARIZONA STATE UNIVERSITY
ASU ALUMNI SPARKS
Sun Devils Providing Awareness, Resources, Knowledge, and Service
GEORGIA
ASU ALumni SPARKS

Sun Devils Providing Awareness, Resources, Knowledge, and Service

NEW YORK
ASU ALUMNI SPARKS
Sun Devils Providing Awareness, Resources, Knowledge, and Service

UTAH
Preparing the Next Generation of Sun Devils

David Mills
Coordinator, Admission Services
Career and Professional Development – Employer Relations

Sheila Shedd
Director, Career and Professional Development Services
Who we serve

136 countries represented at ASU

#1 public university chosen by international students

- Institute of International Education

Top 5 countries of origin of ASU international students:
- China: 3,564
- India: 2,075
- Saudi Arabia: 766
- Kuwait: 572
- Mexico: 521

#1 in Latino graduates (compared to all Pac-12 institutions)
What we provide

- Problem Solving and Critical Thinking
- Written and Verbal Communication
- Leadership
- Digital Technology
- Career Management
- Teamwork and Collaboration
- Professionalism and Work Ethic
- Global and Intercultural Fluency

Source: 2017 National Association of Colleges and Employers (NACE) Career Readiness Competencies
Top employers and industries

Amazon
American Airlines
American Express
Apple
Arizona Department of Economic Security
Arizona Public Service
Bank of America
Banner Health
BDO
Boeing
Charles Schwab
City of Phoenix
Deloitte
Disney
eBay
Enterprise Rent-A-Car

Ernst & Young
ESPN
Ford Motor Company
GEICO
General Dynamics
General Electric
General Mills
General Motors
Goldman Sachs
Honeywell International
HonorHealth
Intel Corporation
JP Morgan Chase and Company
Lockheed Martin
Maricopa County Community College District
Mayo Clinic

Mesa Public Schools
Microsoft
MidFirst Bank
Northrop Grumman
Orbital Sciences Corporation
PricewaterhouseCoopers
Raytheon
Salt River Project
Siemens Energy
State Farm
Target
The Vanguard Group
United States Armed Forces
UPS
USAA
Wells Fargo

Top industries for ASU graduates

- Technology, Innovation and Engineering
- Health Care
- Education
- Banking and Finance
- Public Service
How to engage

Access ASU talent

Develop a customized recruiting plan tailored to your organization’s needs and goals through an array of user-friendly tools and resources.

- access Sun Devil CareerLink
- conduct on-campus interviews
- access resume books
- post internships and jobs
- create co-ops
- attend career fairs
- host networking mixers
- table in high-traffic on-campus areas
- conduct virtual and in-person organization information sessions

Sun Devil CareerLink is ASU’s web-based employment management system. Employers can view resumes, post jobs and internships, register for career fairs and schedule interviews.

Begin your recruitment efforts by registering for Sun Devil CareerLink at eoss.asu.edu/cs/sdcl.

Mentor and connect with students

Participate in developmental opportunities where you share your expertise and offer advice to students.

- host mock interviews
- teach a workshop
- access student clubs and organizations
- conduct class presentations
- create an internship pipeline program
- sponsor etiquette dinners
- sponsor career fashion shows
- be a mentor
- participate on a professional panel

Tap into a network that’s 400,000+ strong

The ASU Alumni Association was named the top networking association by the Phoenix Business Journal. ASU alumni are achieving excellence all over the world. We can help your company connect with former Sun Devils who can meet at alumni events locally and across the country.

- alumni-only career fairs across the U.S.
- alumni Chapter Groups
- Maroon and Gold Mixers
- ASU TO YOU – Sun Devil lunch breaks
- job shadowing and mentorship
- company site visits (students and alumni field trips to your company)

Build your brand on campus

Interested in increasing your visibility on campus or giving back to the community by sharing your expertise? Consider the many opportunities ASU Career and Professional Development Services has to offer.

- implement a brand awareness campaign across ASU
- serve on the advisory board
- post messaging through social media
- receive premier locations at recruiting events
- submit case studies for classroom use
- participate in employer showcase days with ASU faculty and staff
- attend industry-specific networking tailgates at ASU sporting events
The Alumni Experience – Creating Impactful Chapter Programming

Alissa Serignese
Vice President, Alumni Programming and Constituent Relations

Trish Thiele-Keating
Program Manager, Chapters & Clubs
ASU Customer Experience

- Admissions – Getting the student here
- Academic Excellence – Time in the classroom
- Student Life – Time outside of the classroom
- Next Step – The Alumni Experience
Building Affinity while at ASU

• ASU offers LOTS of opportunities

• What are the factors impacting students’ interests/ability to engage?
  - Jobs
  - Focus on Academics
  - Non-traditional students/Families
What is at stake?

743,000+ ASU alumni
Projected by 2025 including online grads
There are many enterprise-wide benefits to strong affinity among our alumni.

<table>
<thead>
<tr>
<th>Potential Benefits of Increased Alumni Affinity</th>
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<tbody>
<tr>
<td>higher <strong>sports</strong> attendance</td>
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<tr>
<td>higher <strong>participation interest</strong></td>
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<tr>
<td>increase <strong>donation frequency</strong></td>
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<tr>
<td>more <strong>Alumni membership</strong></td>
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<tr>
<td>more will join <strong>Sun Devil Club</strong></td>
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<tr>
<td>increased <strong>advocacy</strong> and support</td>
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**What is at stake?**
Today’s Challenges and Opportunities

We have a **unique set of circumstances**.

<table>
<thead>
<tr>
<th>Most diverse student body of any university will lead to most diverse alumni of any university</th>
<th>Unique subsets of alumni (Starbucks, Thunderbird)</th>
<th>25K and <strong>growing online</strong> student body will lead to “online alumni”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest concentration of alumni in one place of any university</td>
<td>The most diverse set of <strong>student experiences</strong> over the course of the University’s history (Pre Crow/Post Crow)</td>
<td>Large and growing <strong>international</strong> alumni base</td>
</tr>
</tbody>
</table>

Half of our alumni have no to low affinity.
Today’s Challenges and Opportunities

Recent grads are less likely to be in the high affinity segments (Athletically and Socially Involved) and many more of them had jobs/internships which is a risk factor in the formation of affinity.
Affinity is a complex relationship between a constituent and the brand. It is comprised of both perceptions of excellence and positive feelings that generate loyalty, social identification, and emotional connection. Affinity is personal but is affected by perceptions of belonging to the group.
Our affinity model is based on the concept of social identification, a perception of oneness with a group. Social identification leads to support for institutions that embody the group identity. Those behaviors in turn reinforce identification with the group.

Low affinity alumni do not support the institution and report feeling disengaged. They did not develop the perception of oneness with a group while they were students, or it was/has not been reinforced to the point of salience.

Today’s Challenges and Opportunities

Investments in **marketing at scale** to our Arizona alumni, slightly over $2 million over the last 3 years, has resulted in significant **improvements in alumni perceptions of excellence.**

We have not yet seen **measurable improvements in affinity.**
**Today’s Challenges and Opportunities**

The relationship that people have with our brand can span a lifetime and transcend generations. There’s an opportunity to approach affinity from a lifecycle perspective and to build lifetime value of those relationships with a new approach to alumni engagement.
What does the data mean?

• Some come to ASU to get their degree – they get what they want and that’s all.

• From the pool of ALL ASU Students – smaller portion becomes involved/have a true affinity for ASU.

• For those from that smaller portion who graduate and move out of state, what can our chapters offer to fuel that affinity?
Offering a valuable experience

- Well planned events
- Consistency
- Impactful (to the community, alum, university)
- Continues to build the affinity for ASU
Chapter Programming

- Signature Event
- Professional Development/Networking
- Game Watchings
- Homecoming
- Student Mentoring
FY18 Annual Plan

• Planned Programs Section Updated
• Funding Allocation will now be just Basic Operating Funds
• Funding Allocation Matrix updated
• Annual Plans due by June 1
ASUAA Expectations

• Keeping staff informed
• Working together as a team (w/ ASUAA and within the chapter)
• Adhering to policies & guidelines
• Focus on impactful programming
• Enjoying the experience
More Resources

• Funding – for programming 
  (limit $$ spent on swag/giveaways)
• Program specific library of marketing resources 
  (Dropbox with social media posts, etc.)
• Increased event promotion 
  (ASU Marketing HUB, rewards App, ASUOnline, etc.)
Programming & Events

- Consistency
- Impactful
- Affinity
Wrap-up & Reminders

- April/Spring Meetings & Elections
- Annual Plans Due: Thursday, June 1
- Get FY17 check requests in by June 15
- CAC Call: August 2017