



UNCG Alumni Engagement Scoring 2019

Scoring Process

- Activity from July 2016 – July 2019
- Scores based on 5 categories
 - Donation
 - Email
 - Event
 - Site Usage
 - Volunteer
- Data came from iModules and Banner, our University-recognized databases
- Creates baseline data; will be rescored in 1 year

Overview of Results

126,368

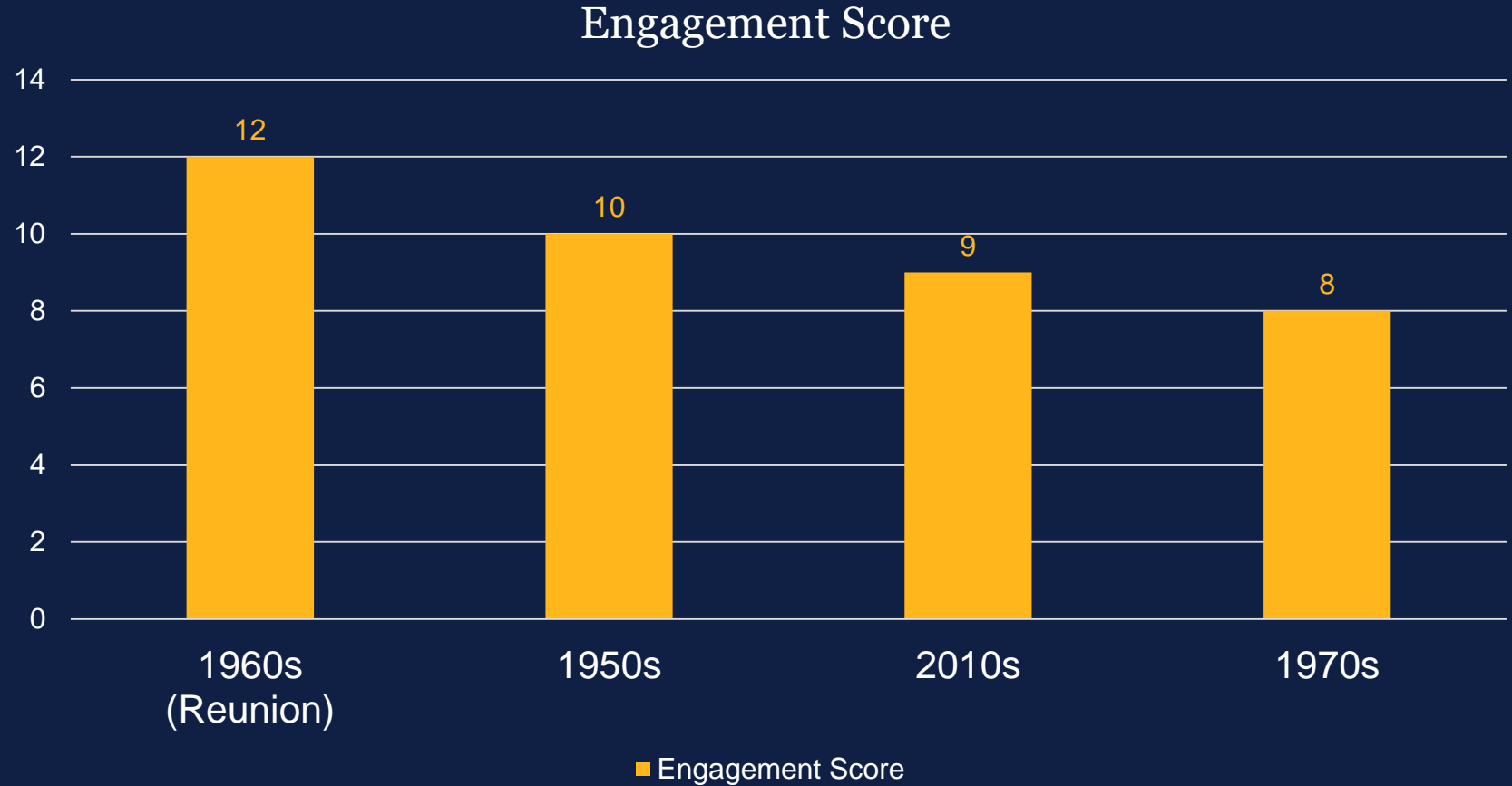
Records

66%

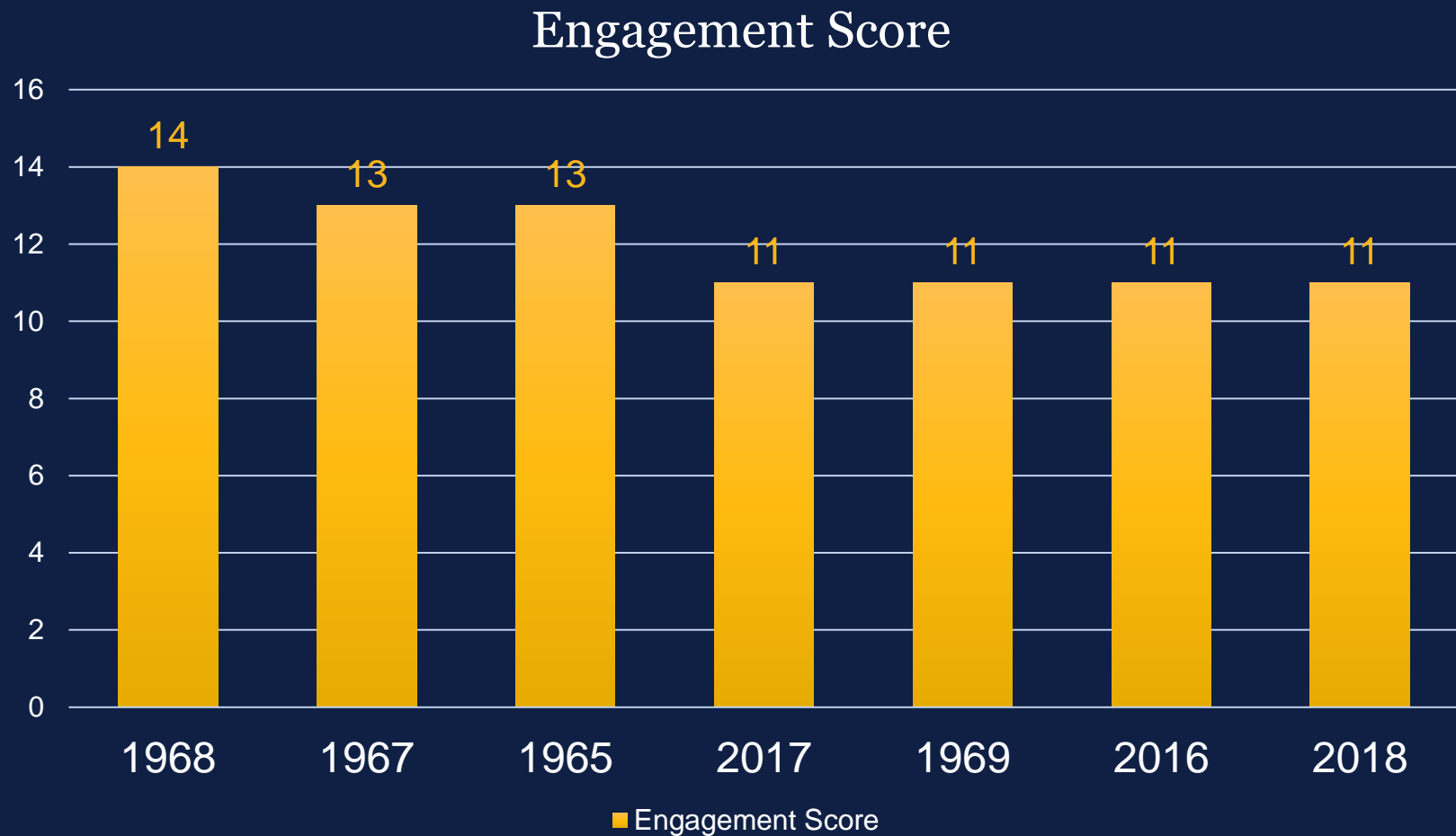
Engaged

- Individual engagement scores range from zero to 100, with zero being no engagement within the 3 year period, and 100 being extremely engaged in all areas. Our average score is 7.

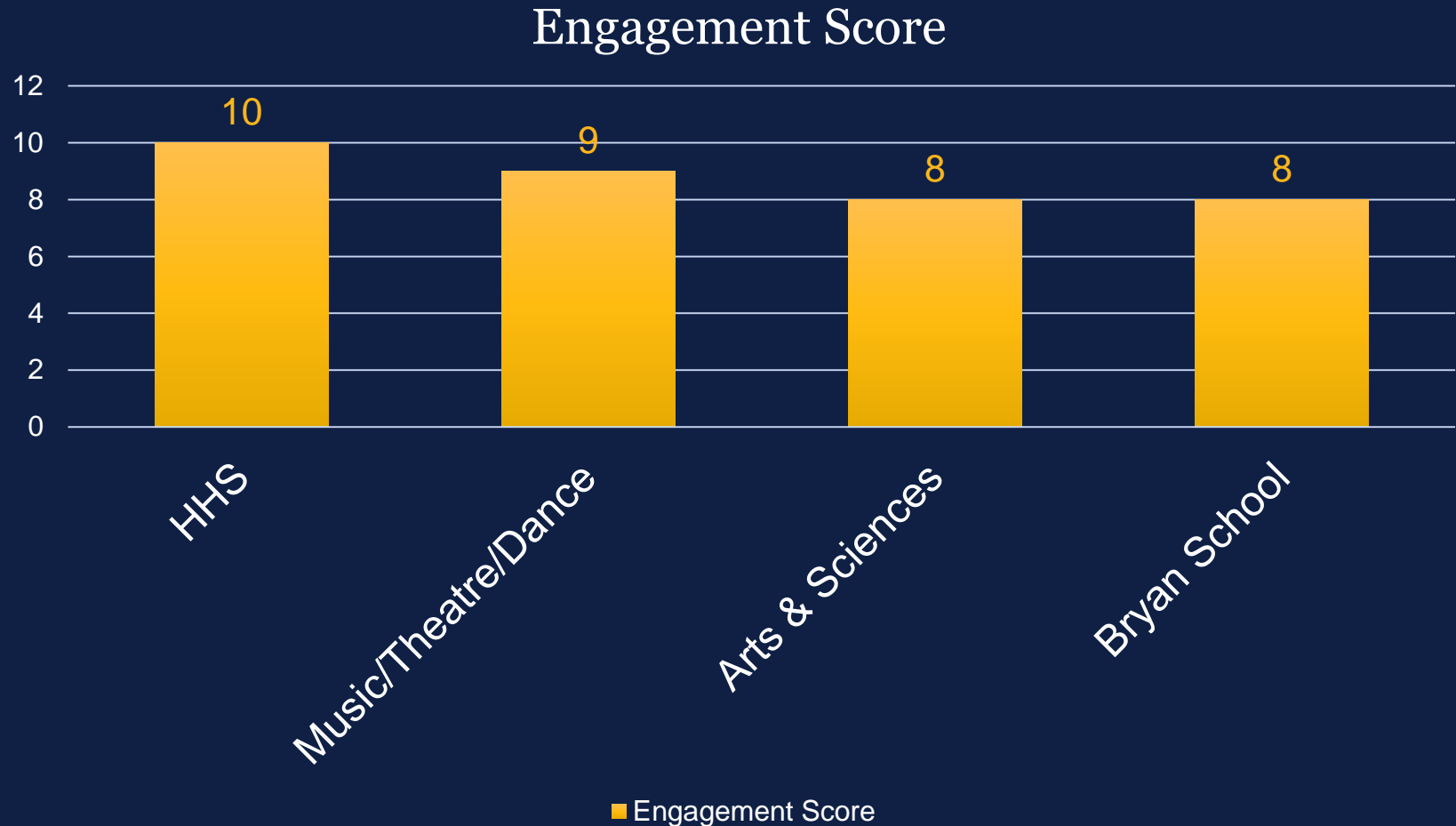
Highest Scoring Decades



Highest Scoring Class Years



Highest Scoring Colleges

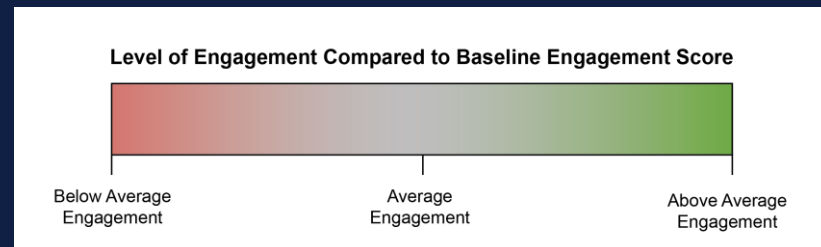
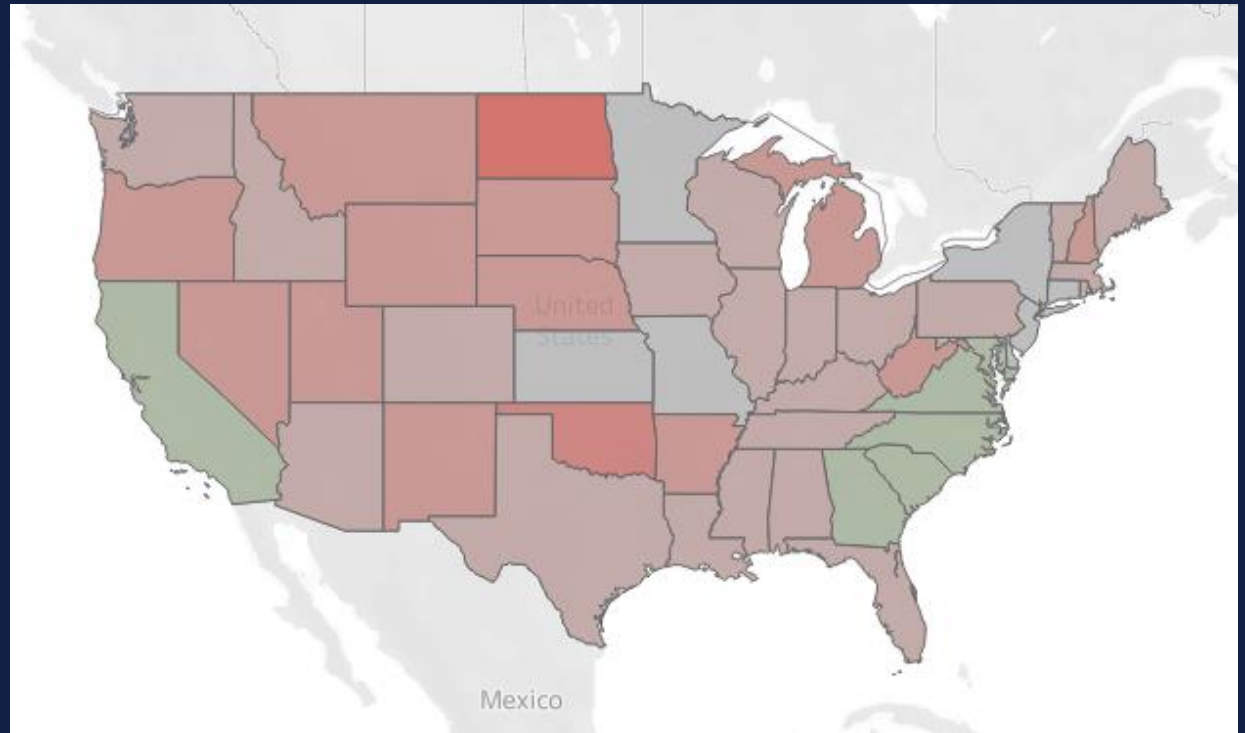


Scholarship Recipients

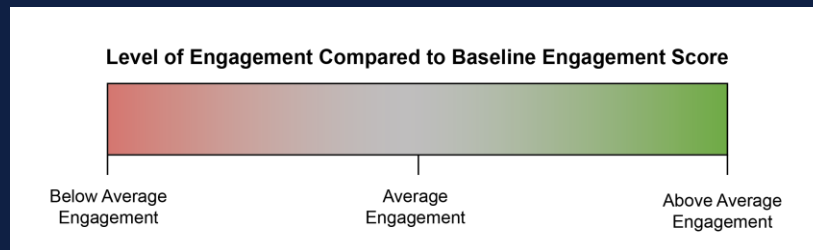
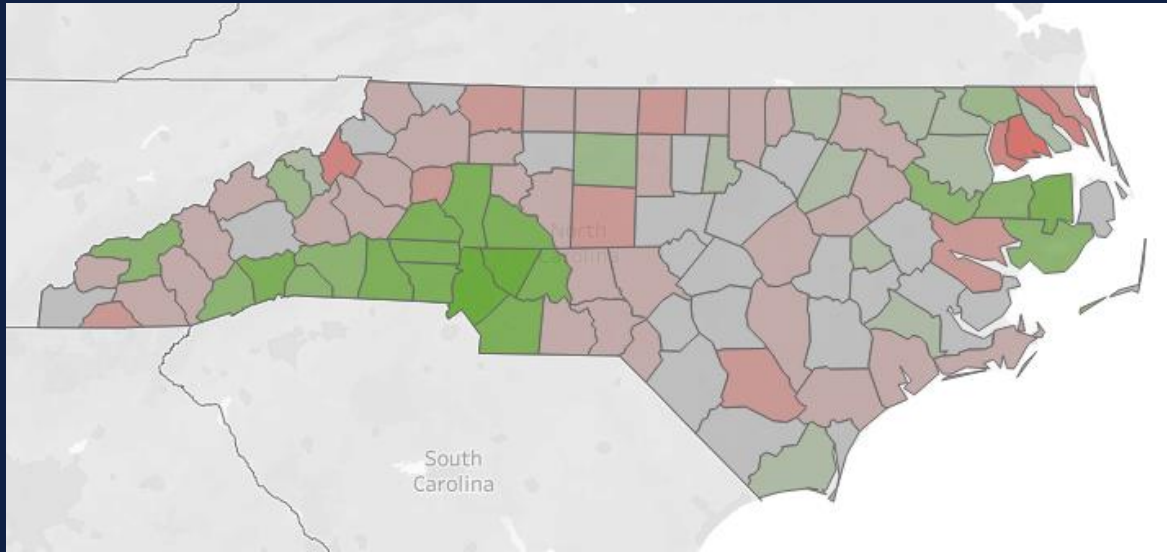
- Scholarship recipients from the 2000s rank among the most engaged

Highest Scoring States

- California
- Georgia
- Maryland
- North Carolina
- South Carolina
- Virginia

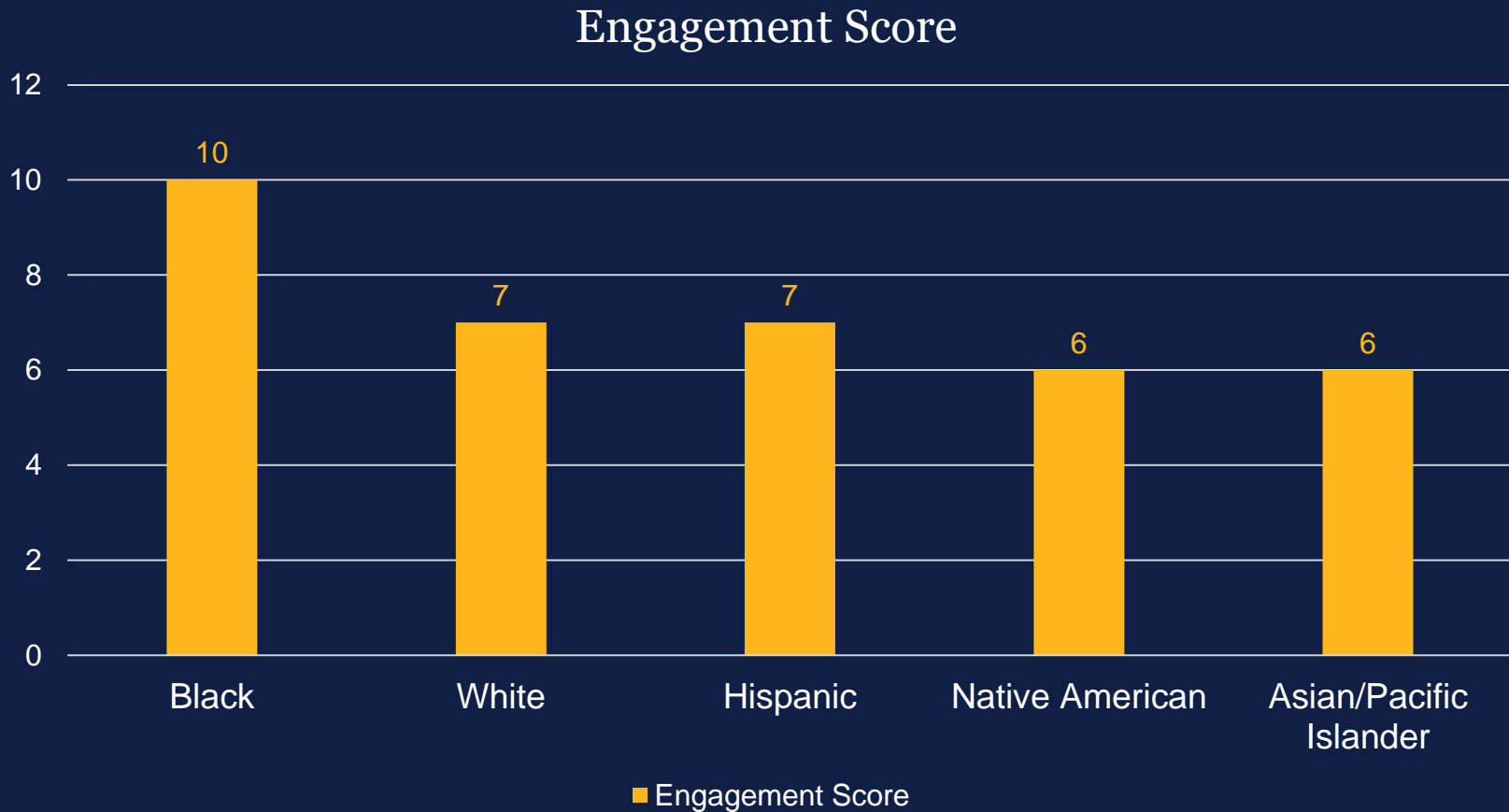


Highest Scoring Counties



- Those with the highest scores are located in North Carolina
- Guilford County (scores two points above the average)
- Cabarrus
- Catawba
- Cleveland
- Gaston
- Lincoln
- Mecklenburg County

Alumni Engagement by Race



Volunteers

- Individuals who volunteer are much more highly engaged than the average constituent, with an average score of 58 compared to an average score of 7 for those who are not volunteers.
- Volunteers are six more times to participate in events, and over seven times as likely to make a gift.
- Over 53% of individuals coded as volunteers made a gift in FY19.

Highly Engaged Individuals

- 2,707 UNCG graduates (2%) rank as highly engaged
- Most of the highly engaged individuals live in the GSO area with over 1,100, followed by Raleigh and Charlotte.
- The highest number graduated in 2010s with roughly equal numbers from the 1960s and 2000s.
- The highest number of engaged alumni graduated from Business Administration followed by English and Nursing.
(all of these groups tend to have high email subscores).

Moderately Engaged Individuals

- 14,285 alumni (11%) rank as moderately engaged. As with highly engaged, this group tends to have high email subscores.

Individuals with No Engagement

- 43,540 individuals show no engagement with the university during the scoring period.
- From this number 32,566, or 75% do have a valid email address.

Highly Engaged Donors

- 281 donors are highly engaged, with engagement scores of at least 60.
- All highly engaged donors should be considered for an upgrade and reviewed for the potential of becoming leadership level donors.
- Donors with moderate engagement should also be asked for a higher gift in the coming year since they are engaging in other ways.

Less Engaged Donors

- 627 donors only have a donation score, indicating they have not engaged with UNCG in any other measurable way during the scoring period.
- 1,842 donors have a very low or no engagement via email. OF these, 855 do not have a valid email address.
- 254 current donors have a valid email address in Banner but have an email score of 0, indicting that they are not using that email address.

Email Status

- UNCG has valid email addresses for 64% of alumni
- The average engagement score for alumni with an email address is 10, compared to the overall average of 7. This compares to a score of 3 for graduates without a valid email.

Anticipated Outcomes

- Identification of regional volunteers
- Campaign readiness
- Increase the number of valid emails, which will increase overall engagement
- More effectively segment our diverse audience

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