

### NAU Near You - Alumni Chapter Program

With nearly 2,000 active members, the success of the alumni chapter program continues. Notably, we launched the NAU San Diego Alumni Chapter in January, increasing the number of Lumberjack chapter communities to nine. Of the 10 total chapter events last quarter, some of our favorites included Alumni Nights with the Phoenix Suns, the Denver Polar Plunge *Jacks Give Back* event, NAZ Suns Night in Prescott Valley, a Washington Capitals game and several lively happy hour gatherings in Flagstaff. Lead by 44 chapter volunteers, the planning for FY20 chapter programming is underway.

### Alumni Communications

Engagement is our game and that means more than a “like” on social media. This quarter we strengthened our focus on engaging Lumberjacks by diving deeper into the comments section on social media platforms. The Alumni Instagram account saw a 145% increase in post comments and Facebook saw 820 comments on a single post. The NAU alumni family is coming together more than ever as an additional 1,725 Lumberjacks have decided to “follow” their alma mater since the start of the fiscal year. Alumni Engagement’s Snapchat account is making strides with 90% of alumni remaining engaged through the completion of every story, while Twitter saw a 626% increase in profile visitors within the last 30 days alone. NAU delivered *Alumni E-news* to almost 105,000 alumni each month this quarter, with a 7.3% average open rate. Be on the lookout next quarter for all things #NAUGivingDay as we seek to reach more Lumberjacks and encourage their participation in this multi-channel celebration.

### Alumni Jacks Give Back

Lumberjack alumni have answered the call to action! In just three months, 159 alumni contributed their time and talents to their alma mater through 18 volunteer activities. Student-Alumni networking events provided opportunities for alumni and students to connect in Flagstaff and Phoenix. Alumni mentors shared one-on-one guidance to students about career choices, life skills, and the value of staying engaged with NAU after graduation. In March, alumni chapter volunteers in San Diego participated in a reception in southern California and welcomed nearly 60 newly admitted Lumberjacks to the NAU family. At GradFest, a team of alumni volunteers greeted students with free hot chocolate and hearty congratulations on their accomplishments. Alumni also gave back by sharing their Lumberjack stories with the True Blue Call Crew. Lastly, 1,155 alumni made a gift to the NAU Foundation this quarter, including 47 who made their first-time gift.

### Alumni Perks

One AZ Credit Union became an official partner to the NAU Alumni Association, offering a variety of discounted financial products and services. Most excitingly is the new NAU Affinity Credit Card, which offers a number of cardholder benefits and provides 1% cash back to the NAU Foundation. This card is available to all NAU alumni and friends, regardless of where they live. The partnership with OneAZ will grow this year to include financial literacy programming. A partnership with NAU Outdoors will offer unique adventure-based travel opportunities for alumni. As a pilot, alumni have access this year to a 4-day Grand Canyon river rafting trip and a 3-day Grand Canyon hike. Many other discounts and benefits are available through the alumni benefits program including medical, health, life, auto and renter’s insurance discounts, computer discounts through Apple and Dell, reduced fees for campus recreation services and programs, library access, and more.

NAU Alumni  
168,540

### Quarterly Engagement

9  
Alumni Chapters

1,803  
Chapter Members

15  
Alumni Events

685  
Alumni Attendance

175  
NAU-TEN Attendance

175  
First-time Attendees

159  
Alumni Volunteers



# Office of Alumni Engagement

Quarterly Report  
April 2019



	FY17 Total	FY18 Total	FY19 to Date
<b>University Events - <i>includes alumni events</i></b>			
Alumni Attendance	1,294	1,880	2,799
NAU-TEN Attendance	735	1,035	781
First-time Attendees	584	897	540
<b>Alumni Events</b>			
Total Alumni Attendance	1,226	1,821	1,503
Alumni Attendees	726	1,098	932
NAU-TEN Attendance	479	648	527
First-time Attendees	328	523	195
Alumni Events	34	60	50
<b>Alumni Chapters</b>			
Total Chapters	4	7	9
Chapter Members	317	1,012	1,803
NAU-TEN Members	148	424	654
<b>Alumni Volunteers</b>			
Alumni Volunteers	144	156	192
First-time Alumni Volunteers	71	80	89
Chapter Alumni Volunteers	17	31	44
<b>Alumni Donors - <i>all alumni and all gifts</i></b>			
Total Alumni Donors	4,704	4,048	3,178
Total NAU-TEN Alumni Donors	935	686	404
<b>Social Media Engagement</b>			
Facebook Followers	38,901	38,859	36,965
Facebook Engagement	1,483,974	1,034,229	362,575
Facebook Reach	10,302,635	5,674,360	3,697,036
Facebook Impressions	27,495,267	19,750,507	10,853,288
Twitter Followers	4,030	4,543	4,768
Twitter Impressions	1,165,400	1,869,400	1,646,128
Instagram Followers	1,836	2,516	3,783
Instagram Engagement	19,898	23,907	24,334
Snapchat Followers	N/A	N/A	276
Snapchat Story Completion Rate	N/A	N/A	90%
Instagram and Snapchat Story Views	N/A	38,176	80,351
<b>Alumni Contact Information</b>		<b>Address</b>	<b>Email</b>
		95%	62%