

NAU Near You - Alumni Chapter Program

One of our fastest growing alumni programs is buzzing around the country and evolving every day. More than 1,600 Lumberjacks are seeing more blue and gold in their neighborhoods and with 12 events wrapping up the calendar year, it was easy to make time for a university they love. Chapter volunteer leaders, 41 to be exact, continue to keep our axes sharp by helping plan, program, and execute each event. Some of our fall favorites included: An evening with Billie Jo and Judd Herberger in Phoenix, the Native American Culture Appreciation event in Flagstaff, and the Denver Parade of Lights. Leading the way for service in their community was the Prescott chapter with their Highway Cleanup project. The Yuma chapter celebrated their 26th year hosting the Golf Classic, raising over \$19,000 for student scholarships. NAU is looking forward to launching the San Diego chapter later this month and the Dallas chapter in early summer. Meanwhile, the eight other chapters are busy planning their 2019 events.

Alumni Communications

The NAU family came together this quarter to celebrate alumni traditions like Homecoming, #GivingTuesday, and the lighting of the luminarias and the campus tree. Amidst the hustle and bustle, we strengthened alumni connections through the power of storytelling – the core of what we do. Alumni social media accounts have grown to more than 47,000 followers and Alumni Chapter Facebook pages are becoming the heart for alumni to connect with local Lumberjacks regionally. Drilling down the data to refine the university's alumni communication strategy paid off with an increase in engagement, reach, impressions and story views across channels. Alumni also shared their stories through class note submissions and Instagram's ALUMberjack Life in 5 – providing an insider's look into alumni life, the authentic piece that makes NAU shine. With an average open rate of 7.9 percent, the alumni e-news was distributed to more than 103,000 alumni. Among coordinated monthly e-newsletters, the *Pine* alumni magazine, event invites, and social media, alumni are a part of their alma mater now more than ever, as if they have never left home.

Alumni - Mentors for Student Success

Alumni volunteer mentors shared the magic of the Lumberjack network with students during this quarter's launch of the annual student-alumni networking series. In partnership with the NAU Career Development department, we hosted two events to help Jacks enrich their networking skills and make #NAUStrong career connections. More than 40 alumni mentors clocked nearly 100 hours to help prepare, enrich, and inspire current students from diverse academic programs. Looking ahead, the university is excited to connect with alumni in Phoenix and Yuma, cultivating meaningful relationships and keeping the NAU conversation going day after day.

Jacks Give Back - Alumni Giving

NAU's multi-channel presence stood out from the crowd during the 24-hour, global day of giving, movement. Our synergistic partnership with the Annual Giving team energized and activated more than 120 donors and tripled our original fundraising goal – raising more than \$15,000. With the help of alumni ambassadors, this day gave us the opportunity to test our digital strategy and learn the best ways to grow engagement, build awareness, drive traffic, and be even more prepared for NAU's inaugural Giving Day on May 1, 2019.

NAU Alumni
168,236

Quarterly Engagement

Alumni Chapters
8

Chapter Members
1,449

Alumni Events
17

Alumni Attendance
1,195

NAU-TEN Attendance
263

First-time Attendees
192

Alumni Volunteers
124



Office of Alumni Engagement



Quarterly Report
December 2018

	FY17 Total	FY18 Total	FY19 to Date
University Events - <i>includes alumni events</i>			
Alumni Attendance	1,294	1,880	2164
NAU-TEN Attendance	735	1,035	566
First-time Attendees	584	897	369
Alumni Events			
Total Alumni Attendance	1,226	1,821	1,073
Alumni Attendees	726	1,098	699
NAU-TEN Attendance	479	648	360
First-time Attendees	328	523	214
Alumni Events	34	60	33
Alumni Chapters			
Total Chapters	4	7	8
Chapter Members	317	1,012	1,452
NAU-TEN Members	148	424	596
Alumni Volunteers			
Alumni Volunteers	144	156	133
First-time Alumni Volunteers	71	80	38
Chapter Alumni Volunteers	17	31	41
Alumni Donors - <i>all alumni and all gifts</i>			
Total Alumni Donors	4,704	4,048	2,764
Total NAU-TEN Alumni Donors	935	686	330
Social Media Engagement			
Facebook Followers	38,901	38,859	38,843
Facebook Engagement	1,483,974	1,034,229	261,451
Facebook Reach	10,302,635	5,674,360	2,627,118
Facebook Impressions	27,495,267	19,750,507	7,967,522
Twitter Followers	4,030	4,543	4,690
Twitter Impressions	1,165,400	1,869,400	1,104,242
Instagram Followers	1,836	2,516	3,345
Instagram Engagement	19,898	23,907	14,702
Snapchat Followers	N/A	N/A	167
Snapchat Engagement	N/A	N/A	14
Instagram and Snapchat Story Views	N/A	38,176	51,865