

### Alumni Jacks Give Back

The university's inaugural #NAUGivingDay inspired more than 1,100 donors (55% alumni donors) to contribute over \$280,000 to the NAU Foundation. The Alumni Board led the way with an alumni donor challenge. Donors from all nine alumni chapters participated in the day of giving and 74 alumni served as Giving Day ambassadors. This quarter we concluded the five-part student-alumni networking series where students and NAU grads connected over career advice and opportunities. A total of 71 students and 104 alumni mentors participated in this series of events in Flagstaff and Phoenix. In addition, 19 alumni volunteers presented scholarships to NAU's 120th freshman class at 37 Arizona high schools.

### Near You - Alumni Chapter Program

In FY19, NAU hosted 43 regional chapter events and activities for the 1,875 alumni members. Of these, 11 occurred in the final quarter of the year. Some highlights include an Earth Day potting party in Flagstaff, a professional networking event at the Phoenix Chamber of Commerce, and a gathering of DC alumni at a Nationals game. The annual Prescott Wine Tasting and Culinary Tour raised \$1,185 for the Harold and Marion Elliott Scholarship. Volunteer chapter leaders submitted annual engagement proposals this spring to help guide regional programming and exciting chapter activities in FY20.

### Alumni Communications

NAU continues to stay on the cutting edge of communications technology to meet alumni where they are throughout the world. A multi-channel strategy emphasizes communicating with alumni in their preferred medium and tailoring the message to that specific audience. This quarter, the #NAUGivingDay video was the top performing post for the quarter on the @NAUAlumni Facebook account, reaching over 11,400 people. A growth in Snapchat and Instagram followers by 10% each over the last quarter and utilization of key features like polls, quizzes, and custom NAU GIFs help further engage alumni. The monthly Alumni E-news continues to be a tried-and-true way of reaching our growing Lumberjack family with an average 10% open rate.

### Golden Graduate Reunion

NAU hosted the class of 1969 Golden Graduate Reunion in May 2019. For 21 alumni and their guests, the 50-year reunion consisted of four coordinated events including the campus bus tour, evening reception at Cline Library's Special Collection and Archives, the 2019 Commencement Ceremony at the Walkup Skydome, and a luncheon at Cline Library. On the morning of May 10, the Golden Graduates were welcomed to Commencement by President Cheng, and in her speech during the ceremony she commended them for celebrating 50 years since their graduation. The class of 1970 will celebrate its 50-year reunion in May of 2020.

### Alumni Perks

In April, the Alumni Association and OneAZ Credit Union launched the NAU Alumni Affinity Credit Card. This alumni benefit program is growing steadily with over 150 cardholders to date. This card provides 1% cash back to the NAU Foundation, offers a collection of cardholder benefits, and is available to all NAU alumni and friends. Through a new partnership with NAU Outdoors, a select group of alumni experienced a rafting adventure on the Colorado River. Building on this success, we will offer a guided 3-day hiking trip in the Grand Canyon this fall. Numerous other discounts and perks remain available through the alumni benefits program.

Celebrate NAU's 120-year anniversary at Homecoming on October 26, 2019

NAU Alumni  
172,362

### Quarterly Engagement

Alumni Chapters  
9

Chapter Members  
1875

Alumni Events  
13

Alumni Attendance  
249

NAU-TEN Attendance  
78

First-time Attendees  
44

Alumni Volunteers  
122



# Office of Alumni Engagement

Quarterly Report  
July 2019



	FY17 Total	FY18 Total	FY19 Total
<b>University Events - <i>includes alumni events</i></b>			
Alumni Attendance	1,294	1,880	1,818
NAU-TEN Attendance	735	1,035	1,110
First-time Attendees	584	897	810
<b>Alumni Events</b>			
Total Alumni Attendance	1,226	1,821	1,809
Alumni Attendees	726	1,098	1,094
NAU-TEN Attendance	479	648	650
First-time Attendees	328	523	458
Alumni Events	34	60	64
<b>Alumni Chapters</b>			
Total Chapters	4	7	9
Chapter Members	317	1,215	1,875
NAU-TEN Members	148	513	824
<b>Alumni Volunteers</b>			
Alumni Volunteers	144	175	209
First-time Alumni Volunteers	71	88	100
Chapter Alumni Volunteers	17	31	44
<b>Alumni Donors - <i>all alumni and all gifts</i></b>			
Total Alumni Donors	4,704	4,048	4,076
Total NAU-TEN Alumni Donors	935	686	617
<b>Social Media Engagement</b>			
Facebook Followers	38,901	38,859	38,722
Facebook Engagement	1,483,974	505,881	362,575
Facebook Reach	10,302,635	5,691,454	3,697,036
Facebook Impressions	27,495,267	19,750,507	10,853,288
Twitter Followers	4,030	4,543	4,893
Twitter Impressions	1,165,400	1,869,400	2,355,678
Instagram Followers	1,836	2,516	4,179
Instagram Engagement	19,898	23,907	32,127
Snapchat Followers	N/A	N/A	305
Snapchat Story Completion Rate	N/A	N/A	0.86
Instagram and Snapchat Story Views	N/A	38,176	64,473
<b>Alumni E-news</b>			
Average Open Rate	N/A	N/A	10.2%
Average Distribution	N/A	N/A	104,707
Average Click-through	N/A	N/A	4.1%