

Alumni Volunteers, Mentoring & Student Engagement

Since July, 96 alumni volunteered to give back through various activities, including the Diamondbacks Alumni Night in Phoenix, Wine and Dine in the Pines at Snowbowl, university boards, and the President's Welcome Week BBQ. In collaboration with Career Development and various campus and Flagstaff community partners, the student-alumni networking series will continue for a second year. These events will focus on the importance of networking, value of the student-alumni connection, and being mindful that a career path may be a broader search than just within one's major. The six-part series begins October 11. Networking events will take place in Flagstaff, Phoenix and Yuma. The mentorship program is taking shape as we continue discussions with First Generation Programs and the Office of Native American Initiatives.

NAU Near You - Alumni Chapter Program

NAU hosted a total of 14 alumni chapter events since July 2018. The most recent alumni chapter was established this July in Denver. It was the largest out-of-state chapter launch to date with over 60 alumni in attendance. There are now 37 alumni chapter volunteer leaders spanning across 8 chapters with 1,384 total alumni chapter members. The Tuba City Alumni Chapter has been renamed the Native American Alumni Chapter to be more inclusive of Native American alumni in all locations. Chapter leaders and staff collaborated this summer to plan 50 events over the course of the year, including launching the San Diego Alumni Chapter on January 31, 2019. Notable chapter events that took place this prior quarter include the Prescott Chapter Family Picnic and DC Chapter clean up at Great Falls National Park. On the horizon are a premiere event about NAU and the arts featuring Billie Jo and Judd Herberger, the Flagstaff Chapter Native American Heritage event, Prescott Alumni Chapter teacher appreciation, Yuma Chapter golf tournament and the Denver Chapter gathering at the Parade of Lights in downtown Denver.

Alumni Communications

With engagement top of mind, all social media accounts experienced growth this quarter. Facebook engagement soared with 88,457 interactions on posts, Twitter set the bar high for the rest of the year with 501,984 Impressions, and Instagram led the pack with an increase of 345 followers in just three months. Sharing the NAU Alumni Story, 55 Instagram stories were published and were viewed 22,152 times. Next quarter, be on the lookout for more donor centric posts, pride-infused contests, and the launch of @NAUAlumni on Snapchat. This quarter, staff distributed three issues of Alumni E-News, with an average distribution of 104,000 recipients and 11.2% average open rate.

NAU Alumni
166,507

Quarterly Engagement

Alumni Chapters
8

Chapter Members
1,384

Alumni Events
17

Alumni Attendance
954

NAU-TEN Attendance
309

First-time Attendees
148

Alumni Volunteers
96



@NAUAlumni

Office of Alumni Engagement

Quarterly Report
October 2018



	FY17 Total	FY18 Total	FY19 to Date
University Events - <i>includes alumni events</i>			
Alumni Attendance	1,294	1,880	954
NAU-TEN Attendance	735	1,035	309
First-time Attendees	584	897	209
Alumni Events			
Total Alumni Attendance	1,226	1,821	527
Alumni Attendees	726	1,098	389
NAU-TEN Attendance	479	648	220
First-time Attendees	328	523	107
Alumni Events	34	60	17
Alumni Chapters			
Total Chapters	4	7	8
Chapter Members	317	1,012	1,345
NAU-TEN Members	148	424	542
Alumni Volunteers			
Alumni Volunteers	144	156	96
First-time Alumni Volunteers	71	80	9
Chapter Alumni Volunteers	17	31	37
Alumni Donors - <i>all alumni and all gifts</i>			
Total Alumni Donors	4,704	4,048	1,108
Total NAU-TEN Alumni Donors	935	686	134
Alumni Donors - Event Attendees	442	520	118
Social Media Engagement			
Facebook Followers	38,901	38,859	38,857
Facebook Engagement	1,483,974	1,034,229	88,457
Facebook Reach	10,302,635	5,674,360	1,000,370
Facebook Impressions	27,495,267	19,750,507	31,881,191
Twitter Followers	4,030	4,543	4,599
Twitter Impressions	1,165,400	1,869,400	501,984
Instagram Followers	1,836	2,516	2,861
Instagram Engagement	19,898	23,907	7,357