



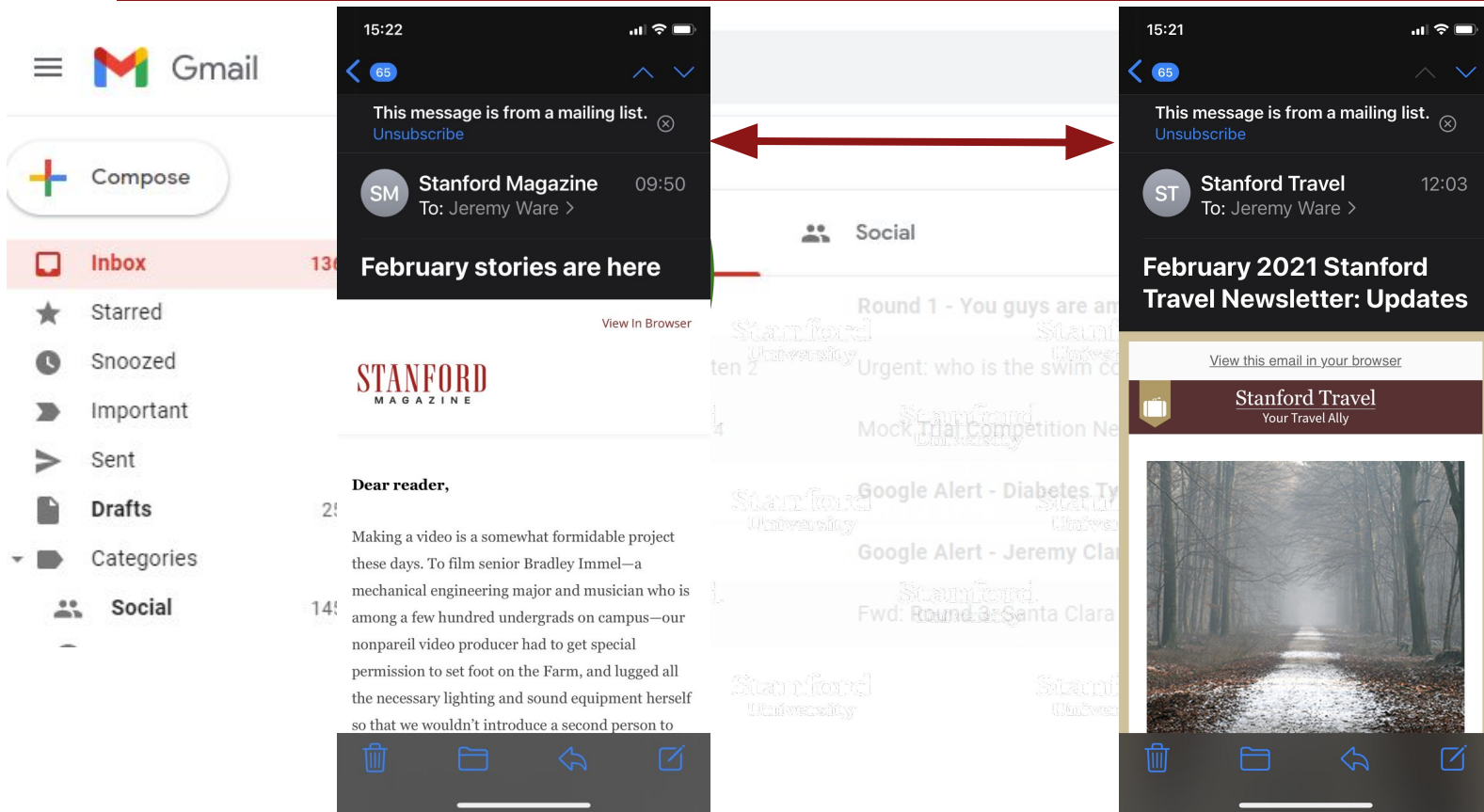
Stanford Alumni Engagement Score

Peer Schools

January 19, 2023



The Reality of the Email World





The Reality of SAA Email

The problem

Our alums are telling us that..

- we send too much email
- email is not valued or asked for
- we send email that alums do not expect

But we need to reach alums via email

- Programs need email to communicate with alums, drive attendance, engage
- SAA's businesses rely on email to provide revenue





Objectives for Engagement Model

- Identify level of engagement (and changes in engagement)
- Count the number of times something was done
- Improve marketing productivity
- Increase revenue more quickly
- Focus on marketing on “best” targets
- Decrease negative side-effects of email marketing



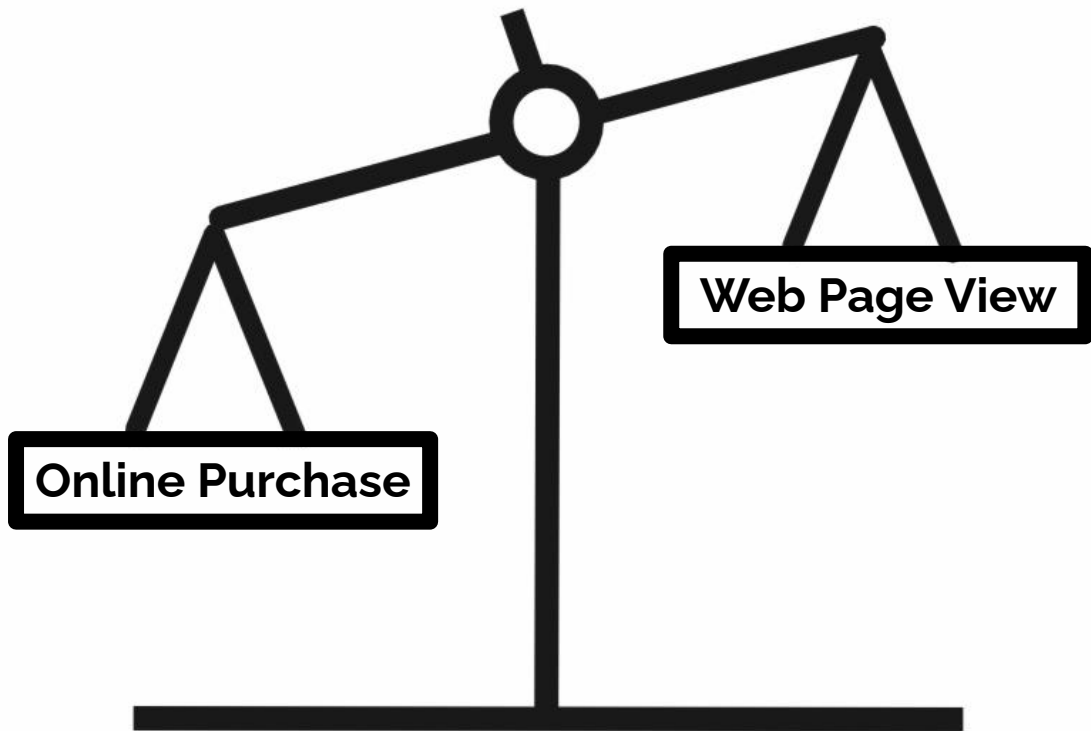
The Who

- Alums
- Valid Email Address \approx **184K**



What Counts?

• Email Clicks	• Online Purchase
• Web Activity SAA Domains	• SAA Membership Purchase
• Event Attendance	• Volunteer Role
• Event Registration	• Webcast Attendance
• Facebook Engagement EverTrue	• Webcast Registration
• SAA Contact Report	• Gave to Stanford
• Survey Response	• Club Join
• Class Note Submission	• Class Book Submission
• Alumni Directory/Job Search	• Address Update

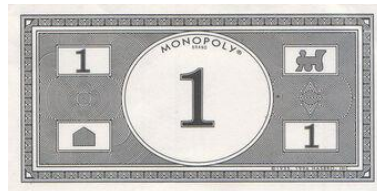




Email Clicks

Web Activity

=

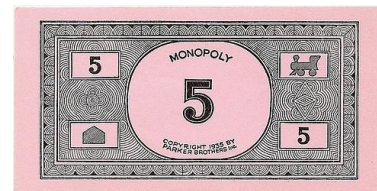


Event Reg

Webcast Reg

Facebook

=



Contact Report

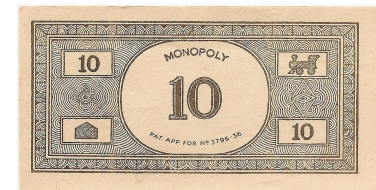
Donor Behavior

Event Attend

Webcast Attend

Online Purchase

=



Membership

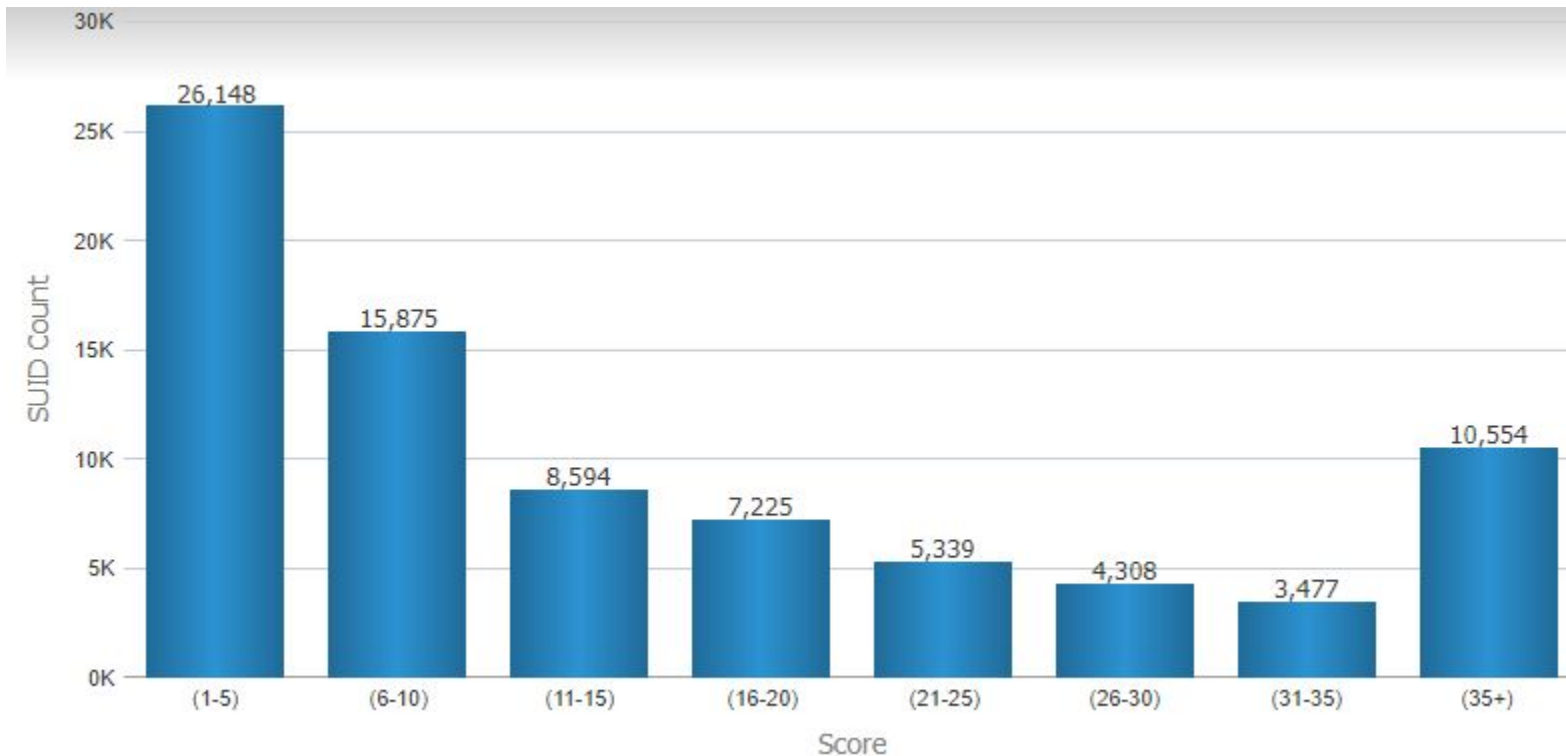
Volunteer

Activity/Constituent Info	Max Score	Max Instances (Cap)	Discount Interval
Event Attendance	20	2	1 year
Event Registration	10	2	6 months
Webcast Registration	10	2	6 months
Webcast Attendance	20	2	1 year
Web Activity all domains for SAA +1 pt/view	10	10	30 days
Email Clicks	10	10	30 days
Online Purchase -Travel Study -Sierra -Wine -Fan Shop	20	2	1 year
Directory/Job Search	6	3	3 months

Activity/Constituent Info	Max Score	Max Instances	Discount Interval
Volunteer - all	10	1	2 years
SAA Membership - Purchase	10	1	1 year
Facebook Engagement via EverTrue	5	1	6 months
SAA Contact Reports	5	1	1 year
University Giving	5	1	1 year
SAA Survey Respondents	5	1	6 months
Class Book Submitter	5	1	1 year
Class Notes Submitter	6	2	6 months
Club Join	10	2	1 year
Address Update	2	1	3 months



SAA Engagement All Alums





< 30%



Using the Score to Target Email

TITLE DEED Desert Visit	
Alum Registrations = 47	
Date 2/19/2020	
With Score	32

Number Sent:
1,750

Clicks:
42

CTR:
2.39%

With Engage Score	
Number Sent:	
421	
Clicks:	
20	
CTR:	
4.75%	



**TITLE DEED
Marketing Email**

Alum Clicks = 2,152

Date 12/13/2019

With Score **924**

Number Sent:
121,000

CTR:
2.23%

Unsub Global:
426 Allums
0.35%

With Engage Score

Number Sent:
34,000

CTR:
2.71%

Unsub:
NONE!



Football Watch Party Email

Stanford | alumni



Get excited for Big Game

Stanford football will take on Cal in the 123rd Big Game next Friday, November 27. Meet up virtually with fellow alumni to see some friendly faces and get excited for the game.

[See all Big Game parties](#)

Stanford @ Cal
(123rd Big Game)

Friday, November 27
1:30 p.m. Pacific, FOX

[Find Big Game parties >](#)



Invite

115K

Engagement
Score

Reminder

76K

Sent

34.0%

Open Rate

16.2%

Click Rate

7.5%

Unsub Count

58.3%

Global Unsub

33.3%



Wine Collection - December

Stanford | alumni

Stanford 2020 WINE COLLECTION

Celebrating 40 years!

The 2020 Stanford Wine Collection has arrived, and this year we're changing things up. Use our new mix-and-match option to customize your order to suit your budget, palate—or gift a 3-pack to a friend! This year's selections hail from alumni-affiliated California boutique wineries. As always, SAA members enjoy our special, discounted pricing. These wines are sure to go fast. Order today!

Order now

2020 Collection



2019

130K

Engagement
Score

2020

63K

Sent

51.6%

Open Rate

13.5%

Click Rate

82.0%

Unsub Count

48.6%

Global Unsub

52.4%



Fan Shop - Cyber Monday

Stanford | alumni

Stanford Alumni Association programs are sponsored in part by Stanford Alumni Fan Shop. Your email address and other private data is never shared with any sponsor.



Shop Now

Apparel for everyone



Extra savings

SAVE UP TO 65%
ON CLEARANCE ITEMS
Shop now >

2019

132K

Engagement
Score

2020

71K

Sent

46.7%

Open Rate

26.6%

Click Rate

48.3%

Unsub Count

54.2%

Global Unsub

62.3%



Engagement Mean Score

$$\frac{\text{Sum of Scores}}{\text{\# Alums with a Score}} = \frac{920,312}{72,577} = 12.68$$

The diagram illustrates the calculation of the Engagement Mean Score. It shows a fraction where the numerator is 'Sum of Scores' (920,312) and the denominator is '# Alums with a Score' (72,577). The result of the division is 12.68. Red arrows point from the bottom to the denominator value (72,577) and from the bottom to the final result (12.68).

Component	Value
Sum of Scores	920,312
# Alums with a Score	72,577
Engagement Mean Score	12.68

SAA Engagement Score

Summary

detail report

ID List Detail Report

Which Alums ☒ Both
☐ Grad
☐ Undergrad
☐ ID List

Degree Type ☒ All Alums
☐ Dual Alums

SCY Undergrad --Select Value ▼

SCY BUS --Select Value ▼

SCY EDU --Select Value ▼

SCY ENG --Select Value ▼

SCY ESC --Select Value ▼

SCY HSC --Select Value ▼

SCY LAW --Select Value ▼

SCY MED --Select Value ▼

Apply

Reset ▼

Total Records

234,314

Count of Selected
Population [Count
of Records with
Score 0+]

Records with
Engagement Score

81,376

Count of
Population with
Score [Count of
Records with Sc...

Depth of
Engagement

1,448,105

Sum of Population
Score [Sum of
Scores]

Avg Depth Score

17.80

Mean Score [Sum
of Score / Count of
Population with
Score]

Breadth of
Engagement

34.73%

% of Population
Engaged [Count of
Population with
Score / Count of ...]

Marketo --> OBIEE



[Summary](#) [detail report](#) [ID List Detail Report](#)

Engagement Score detail

Entity SUID	Entity Sort Name	Degree String	SAA Engagement Total Score	Score Email Clicks	Score Event Attendance	Score Event Registration	Score Facebook Engagement Evertrue	Score Online Purchase	Score SAA Contact Report	Score SAA Membership Purchase	Score University Donor	Score Volunteer Role	Score Web Activity SAA Domains	Score Webcast Attendance	Score Webcast Registration
	CHEN,HELEN	BA '12 ('11 Social) HSc, MS '12 Eng	86	8	20	5						10	8	20	0
	GIMMILLARO,LAUREN,ROSE	BS '15 ('14 Social) ESsc, MS '15 ESsc	85	8	20	5					5	10	1	20	0
	WEINER,M.,MADELINE	BS '18 HSc, 1 Qtr ('17 Social) Eng	72	7	20						5		10	20	0
	LIBERTY,COLLIN	BS '18 Eng, MS '18 Eng	71	9	20	0							10	20	0
	ALONZO-ESTRADA,JAYSHA,KUUIPOALOHA	BA '19 HSc	70	6	20					0		10	4	20	





A Year of Activity

SAA Engaged Alums Dashboard

January 18, 2023

filter this dashboard



Engagement Score:

Engaged Alums

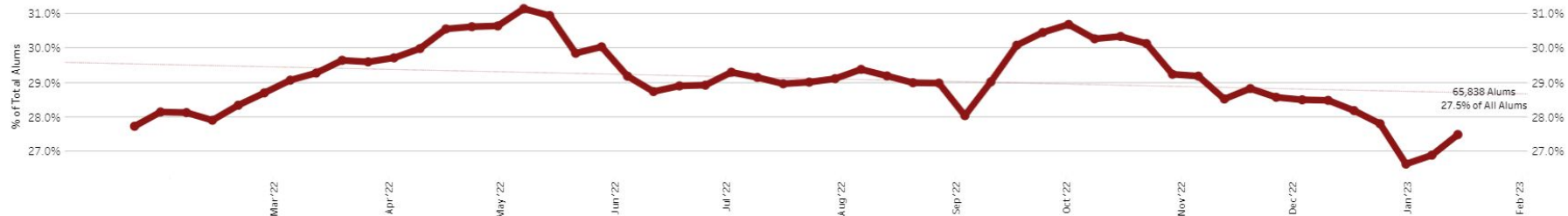
The Engaged Alums score includes a count of how many alums engage in at least one score (Breadth) and a sum of the participation scores (Depth). For individual score details, change the filter on the left of this dashboard.

Date Range

Current Year

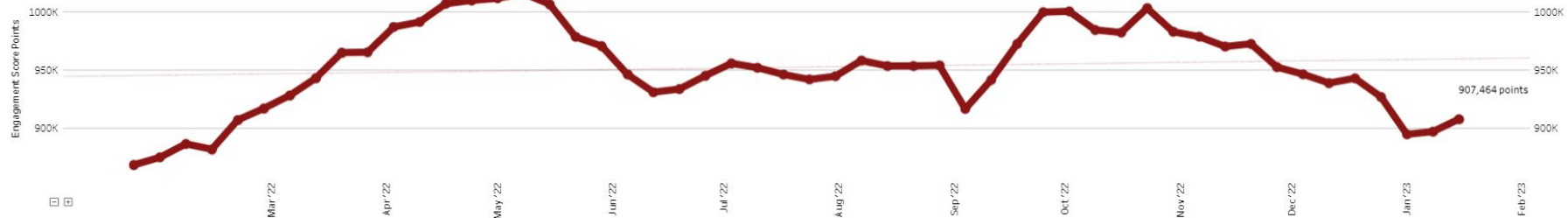
Engaged Alums Breadth History

Percentage of alums engaged during the past year



Engaged Alums Depth History

Number of points earned by engaged alums during the past year





All History

SAA Engaged Alums Dashboard

January 18, 2023

filter this dashboard



Engagement Score:

Engaged Alums

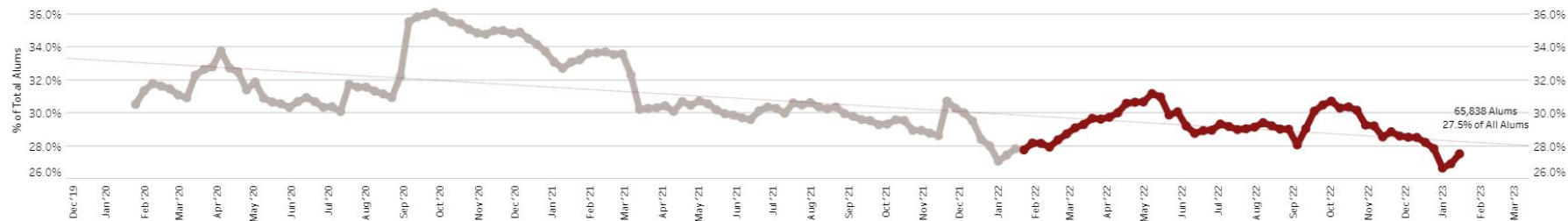
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Date Range

All History

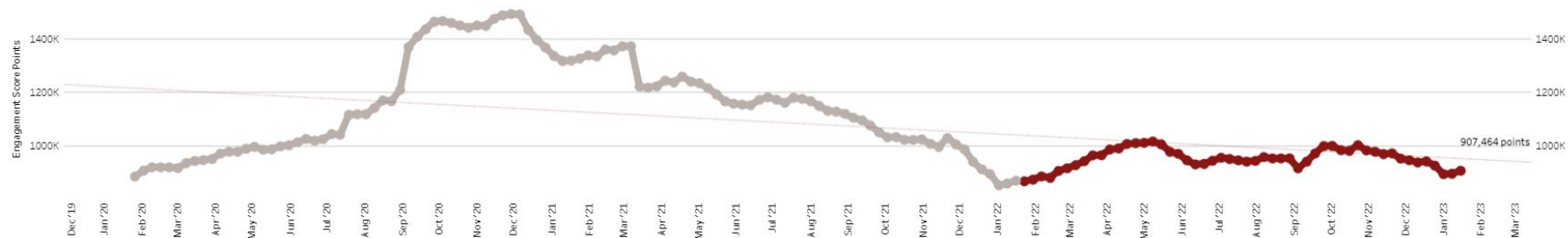
Engaged Alums Breadth History

Percentage of alums engaged during the past year



Engaged Alums Depth History

Number of points earned by engaged alums during the past year





Sub-Score Trends

Engaged Alums by Sub-Score





Cumulative Engagement

I removed this chart to keep me out of potential trouble with oversharing.

The idea is a distinct count across sub-score and an overall distinct count of engaged alums for the entire year (removing the discounts in the Engagement Score).

Ways to play the game

- Invite Everyone -> Remind/Push those w/Score
- Subset Relevant Parts of Score for Your Program
- Score of Audience Before -> Score After



CHANCE





Engagement Score Dashboard version 1.8

Detail Data in OBIEE

