



ALUMNI ENGAGEMENT DASHBOARD

IUAA STAFF MEETING | FEB. 7, 2023



INDIANA UNIVERSITY
ALUMNI ASSOCIATION

Session

AGENDA

WHY MEASURE ALUMNI ENGAGEMENT?

HOW DO WE DO IT?

THE AED EXPERIENCE

WHAT'S NEXT?



WHY MEASURE ALUMNI ENGAGEMENT?

Alumni Engagement

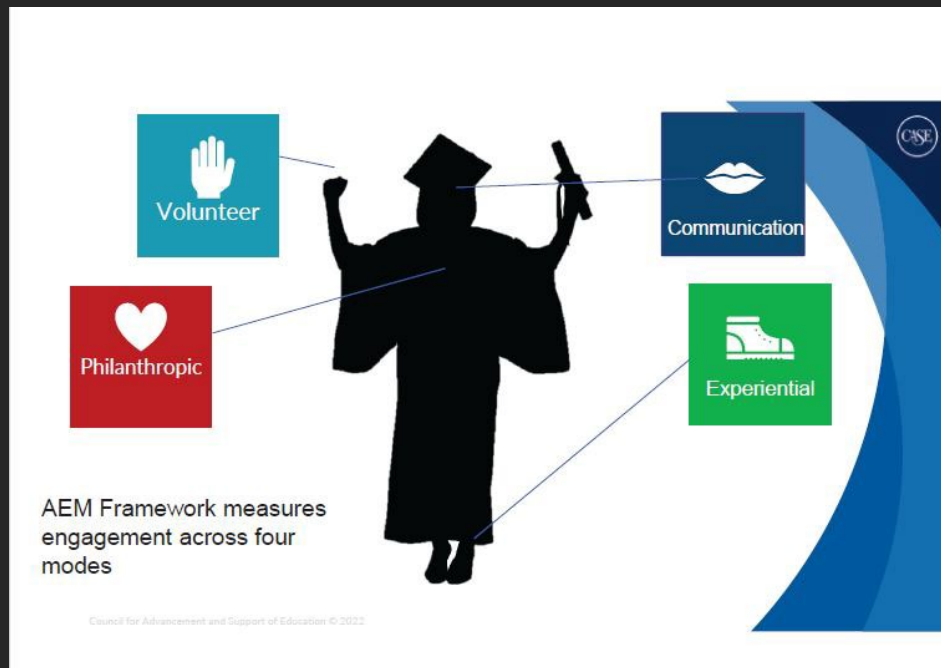
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“People working in alumni relations inherently know the value of alumni engagement but haven’t had an easy way of demonstrating that value to unit and university leaders”

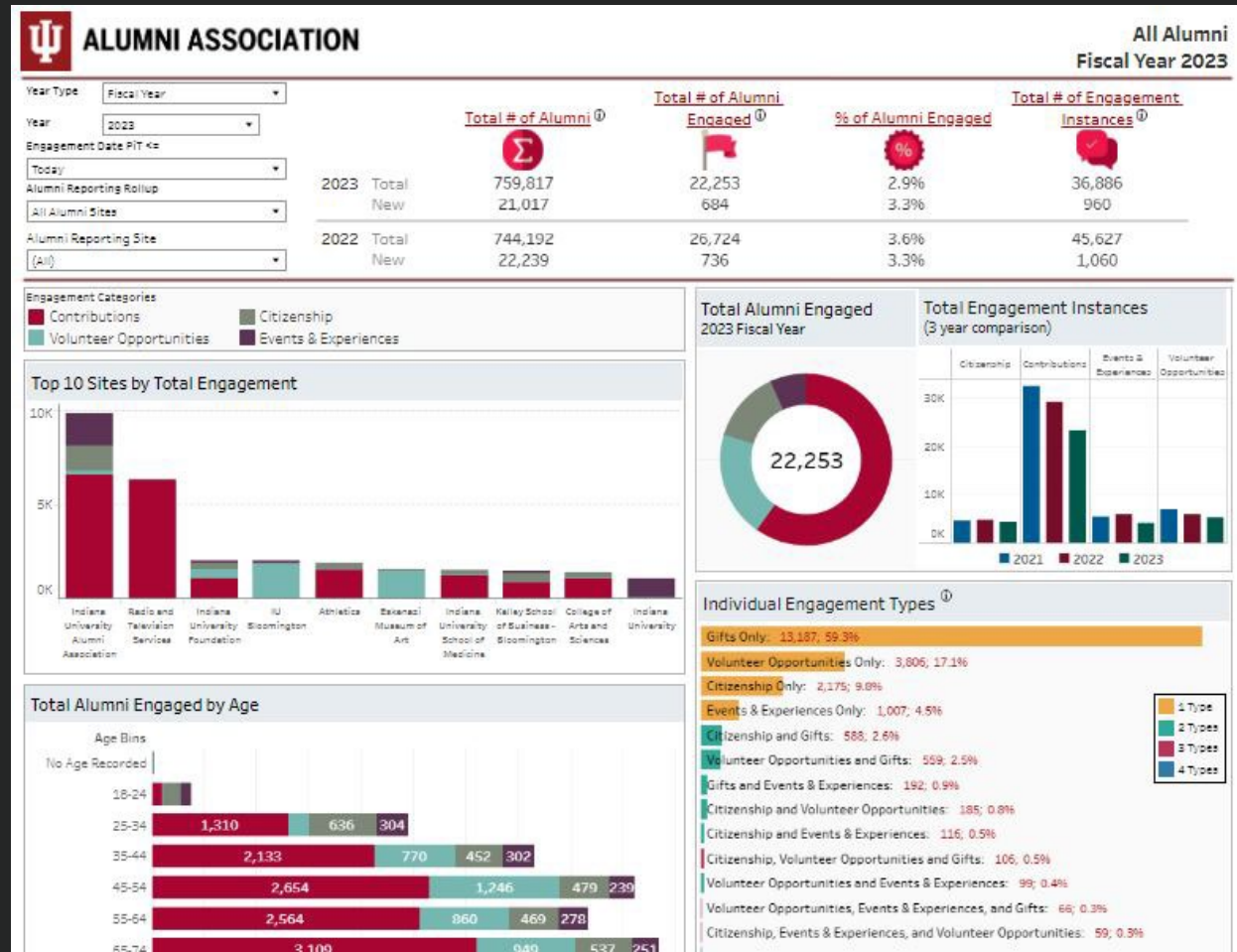
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CASE AND THE AED



THE ALUMNI ENGAGEMENT DASHBOARD





“The Alumni Engagement Dashboard is a robust tool that provides a variety of ways to show the breadth and depth of our alumni’s devotion to IU.”
- Advancement colleague



WHO DOES THIS IMPACT?

- **EVERYONE!**
 - Advancement Marketing
 - IUAA Programs and Events
 - Advancement Data Services
 - IU Foundation partnership



WHATS NEXT?

- “Data in” Initiative
- Adoption of the platform
- The AED Roadshow
- Phase 2 of the AED
 - Volunteerism
 - Communications



QUESTIONS?

Allison DeWitt

dewittan@iu.edu

Jennifer Gentry

jengentr@iu.edu

Nattie Meador

ndmeador@iu.edu



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