

Survey Report:

Alumni Relations in a Changing World

agn

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AGN's Mission & Services

AGN helps educational institutions build great advancement teams. Through our **training and professional development** programs, we provide guidance and insight that empower staff and volunteers to improve their constituent engagement efforts and achieve better fundraising results.

Our services include:

- One-on-One Coaching
- Program Assessments
- Job Advertising & Recruiting

AGN Member Benefits

AGN is proud to have supported over 600 institutions through our membership program, empowering advancement teams with guidance and insight from some of the industry's top subject matter experts. Membership applies to your entire organization, so everyone on your team has year-round access to the following benefits:

- **Free registration to all of our training webinars**—including hundreds of hours of on-demand recordings, plus new live events added weekly
- **Our member-exclusive library** filled with samples, templates, articles, reports, and other tools
- **Dedicated support and guidance** from our network of experts who can address questions, provide feedback, and share best practices
- **Discounts of 20% or more** on workshops, job board ads, program assessments, and other services

About the Survey

- In July 2020, AGN conducted a survey of alumni relations staff at educational institutions including colleges, universities, and independent schools
- The goal of the survey was to gauge the impact of the COVID-19 pandemic on alumni relations teams over the past several months and to determine how alumni engagement efforts are changing in an increasingly virtual environment
- More than 300 individuals responded to this survey – the key findings and response summary are included in this report

KEY FINDINGS

Key Finding #1: *Even while pivoting, expectations are high*

Many alumni relations professionals have had to adjust their programs—and their expectations—over the past few months as a result of the COVID-19 pandemic

- 34% said the expectations on them now are even higher than they were before the pandemic
- 59% said their team has done a good or very job of pivoting efforts
- 59% said they are feeling highly optimistic about the future



Key Finding #2: *Alumni engagement levels have increased*



Despite all of the changes brought about by the pandemic, most institutions report that these shifts have *not* had a negative impact on alumni engagement overall

- 35% said alumni engagement levels have remained the same
- 42% said alumni appear *more* engaged now than before the pandemic
- Email is reported to be the most widely-used tool for keeping alumni engaged

Key Finding #3: *Virtual is valuable*

While in-person events and activities have been put on hold over the past few months, virtual engagement appears to be a good alternative for now

- 50% say that virtual events are just as (or more) effective as live events
- 69% say that ALL of their institution's events will be virtual through the fall
- 15% say they are/will be running their alumni reunions completely virtually
- 84% say that all of their virtual events are offered for free



Key Finding #4: *Volunteers have been a key resource*

As expectations and staffing levels change, teams are reliant on help from volunteers

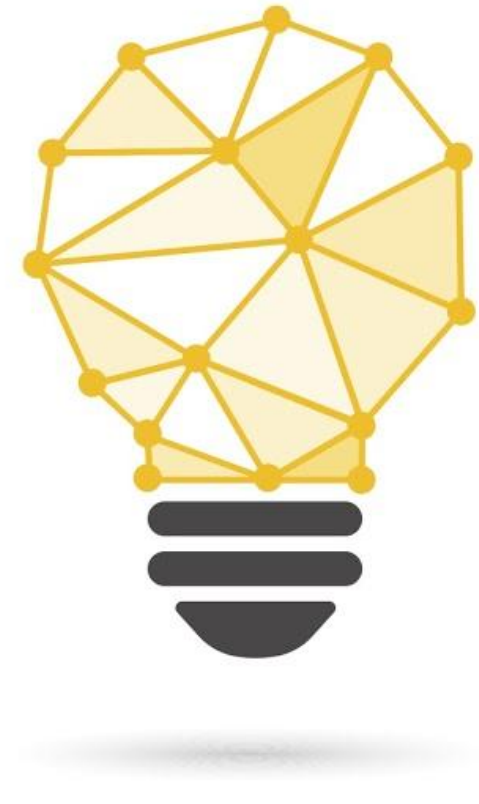
- 80% of alumni relations programs report hiring freezes and 24% report layoffs
- 30% say they have had more interaction with volunteers over the past few months
- 50% say volunteers have been involved in soliciting donations
- 21% say they have volunteers who are hosting *in-person* events



Key Finding #5: *This is a time of innovation*

Despite facing obstacles and challenges, many alumni relations programs are using this time to transform their strategies and implement new programs

- 56% have created a “virtual hub” to offer alumni information and resources
- 31% have launched a book club
- 45% have added a special newsletter
- 17% have started a podcast
- 74% have embarked on a new initiative other than those listed above





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