

SANTA CLARA UNIVERSITY

Alumni Association 2017-18 Annual Report



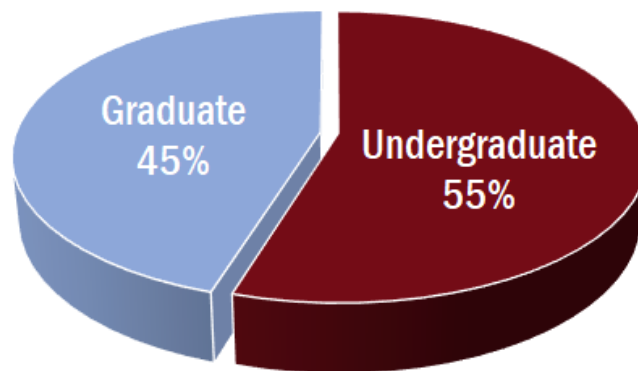
Alumni
ASSOCIATION



Alumni Demographics

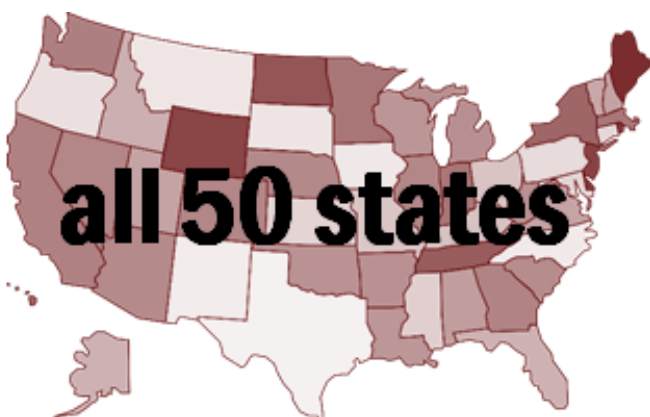
With close to 100,000 alumni, we closely track demographics, so we can make data-driven decisions about our programming. The incoming first-year class increases each year, so we track the changes in our alumni population. Currently, 36% of all alumni graduated in the past 15 years, and we have alumni in over 120 countries.

Number of Living Alumni = **98,139***



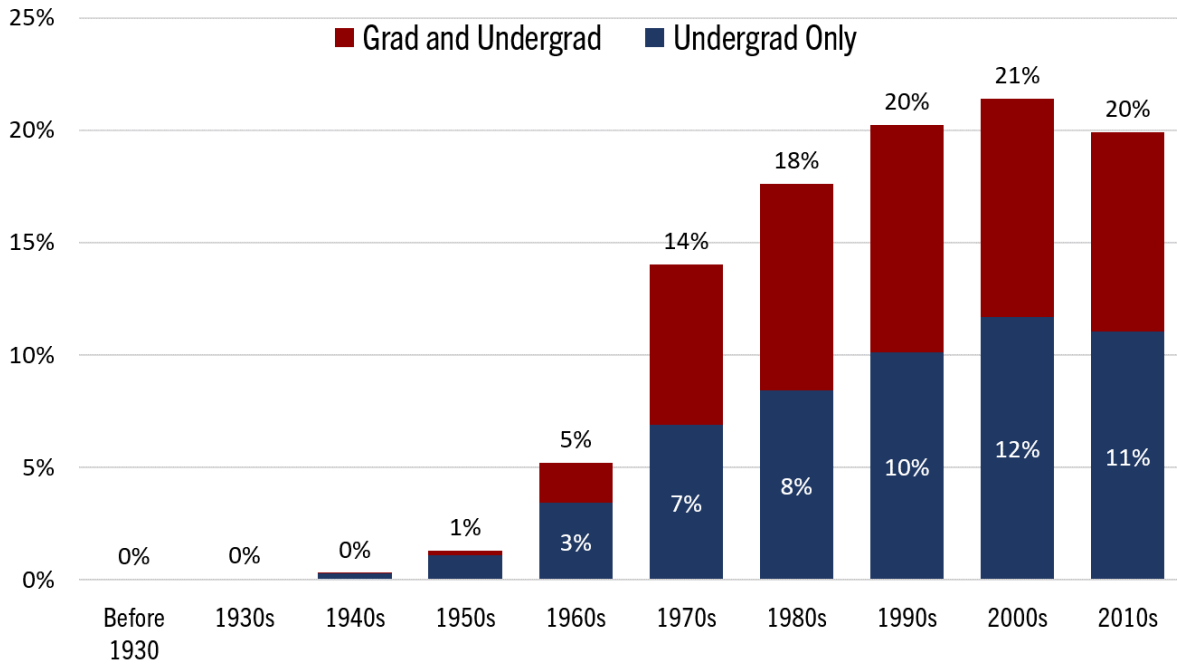
*Total excludes duplicates (alumni who have both an undergraduate and a graduate degree from SCU are only included in the undergraduate count) **and** does NOT include the Class of 2018.

All Living Alumni by Location

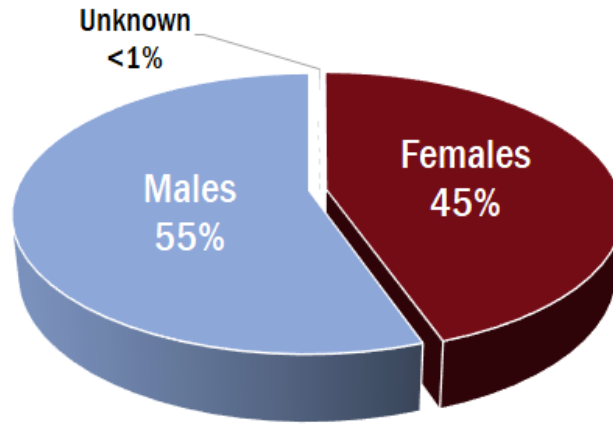


Includes locations such as: **Angola, Aruba, Belarus, Malta, Namibia, Papua New Guinea, Seychelles, and Togo.**

All Living Alumni by Decade



All Living Alumni by Gender



Event Statistics

In an effort to improve event quality and focus resources on quality not quantity, we consciously reduced the total events, resulting in fewer reservations (7% and 30%, respectively).

Our Net Promoter Score (NPS) average across all events for 2017-18 is 63, which is above the industry-accepted benchmark of 50 for higher education.

Total Events = 224

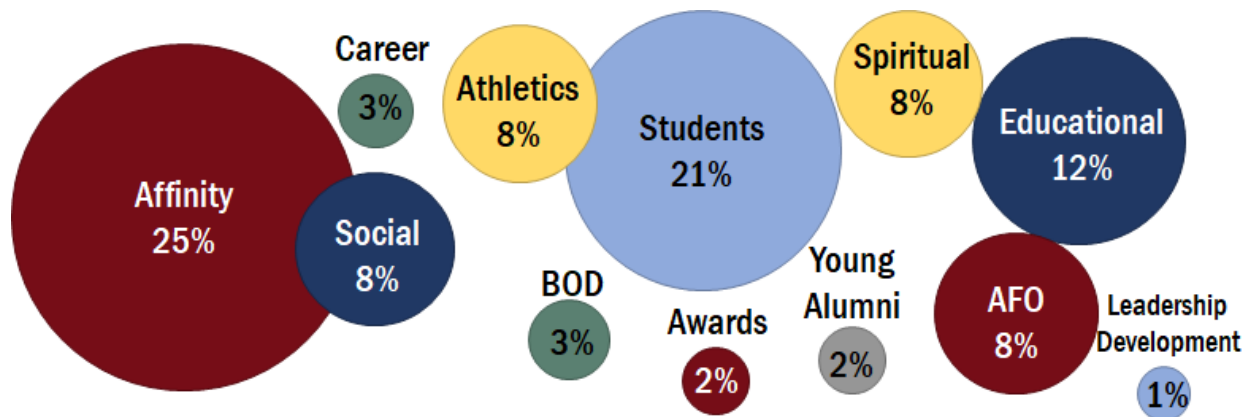
(7% decrease compared to last year)

- Signature and Other Events = 77 (34%)
(Includes: Alumni Board, Campus Events)
- Chapters & Groups = 147 (66%)
(Includes: Student, AFO, Young Alumni, Spiritual)

Total Number of Reservations = 13,530

(30% decrease compared to last year)

Events by Type



Net Promoter Score for Alumni Events

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
# of Events Surveyed	27	29	24	59	56	93	82
Average Response Rate	28%	26%	25%	31%	33%	29%	26%
Overall Average NPS Score	64	75	74	64	69	72	63

*A NPS score of 50 or above is considered good.

Signature Events

Our signature events are larger on-campus events, which happen annually. We monitor attendance trends, which can shift dramatically due to variables such as weather, venue capacity limitations, and conflicting events/holidays. Since we repeat our Signature events each year, it is challenging to find new and innovative ways to attract alumni to attend year after year. As you can see from our event highlights, we accomplished our goals this year to stay under budget, find creative ways to increase attendance, and improve the customer experience at signature events.

Event Attendance and Highlights

Event	Attendance	% Change from last year
Easter Bunny Brunch	380	15% increase
Gianera Society Luncheon	269	29% increase
Graduation Picnic	6,200	Same
Grand Reunion Weekend	3,669	9% decrease
Legacy Barbecue	270	18% decrease
Pasta Feed	363	36% increase
President's Dinner	278	17% decrease
Vintage Santa Clara	1,785	2% decrease

- We expanded seating at the **Graduation Picnic** this year to include the softball field to better maximize our capacity and follow the city of Santa Clara fire codes. It was a great collaboration between athletics, facilities, and alumni relations. We will repeat this new seating layout in future years.



A 2018 grad celebrating with her family at Graduation Picnic

- Through careful stewardship, we kept the **Grand Reunion** event within our projected budget for the first time in several years. With increasing vendor prices and unexpected costs, we are very proud of this accomplishment.

“I renewed old friendships, made new ones, and got closer to Santa Clara.”

Kerry San Chirico '92
(Attended Grand Reunion)

“What a wonderful weekend! The activities were very well planned and executed. The campus looked more beautiful than ever, but the best part was connecting with classmates, many of whom I hadn't seen in 50 years.”

Linda Zepfel Crowley '67
(Attended Grand Reunion)



Members of the Class of 1987 arriving for the Block Party during Grand Reunion Weekend

- At the **Gianera Society Luncheon** we moved the check-in tables outside to offer more space for early check-ins to gather. We also added a table with coffee and water, which improved the customer experience for the attendees, especially since many of them show up over an hour before the event starts.
- The mass before the **President's Dinner** was in the Mission this year (instead of Malley), which gave us the opportunity to have the welcome reception inside Malley (instead of outside). The award recipient photoshoot was at the Adobe Wall this year, which was a much better setting than at the Solar House.

“Overall well planned event from the Mass to the reception, dinner and presentations. We thought the student speaker was excellent and the combination of the written statements by the honorees with the video tributes to them captured them much better than their talks alone could have done.”

Bill Regan '62
(Attended the President's Dinner)

- At the **Bunny Brunch**, we have a higher attendance than last year because we were able to accommodate more people with outside seating and we offered a new option to



participate in the egg hunt only.
The egg hunt at the Bunny Brunch

- The **Pasta Feed and Bronco Legends Celebration** honored football coaches this year. The event brought back 72 coaches and players, many of whom had not been back to campus in a long time. It was a great way to re-engage these folks that have mixed

“It was a great way to honor and thank all of our past coaches in football, and especially remember all that Pat Malley did, and it was like a football reunion, where I had the privilege of reconnecting with teammates, as well as others who played before and after me.”

Steve Carter '75, former football player
(Attended the Pasta Feed and Bronco Legends Celebration)



emotions about SCU since the football program was discontinued.

Pasta Feed football alumni (left to right): Chuy Guerra '85, Fran Ogbogu '87, Rob Uhrich '87, and Jon Varni '92

- We celebrated our newest legacy students and their families at the **Legacy BBQ**. Legacy students are defined as those whose parents, grandparents, or siblings also attended Santa Clara.



Legacy BBQ 2018

Chapters & Groups

Santa Clara alumni communities are comprised of regional chapters, identity-based groups, and professional industry groups. Each provides a unique opportunity to stay connected to the University and to each other, regardless of location.

Domestic Chapters (31)

Austin, TX	Orange County
Boston, MA	Palm Springs
Central Coast	Peninsula
Chicago, IL	Phoenix, AZ
Dallas, TX	Portland, OR
Denver, CO	Reno/Tahoe
East Bay	Sacramento
Fresno	San Diego
Guam	San Francisco
Hawai`i	Santa Clara Valley
Las Vegas, NV	Santa Cruz
Los Angeles	Seattle, WA
Marin	Spokane, WA
Monterey/Salinas	Stockton/Modesto
Napa/Santa Rosa	Washington, D.C.
New York, NY	

Affinity Groups (1)

Pep Band Alumni

Identity-Based Groups (4)

Asian Pacific Islander Alumni Group
Black Alumni Group
Chicano Latino Alumni Group
LGBTQ+ Alumni Group

Industry-Based Groups (5)

SCU Bronco Builders Association
(SCUBBA) Industry Group
SCU Entertainment Industry Group
SCU Real Estate Industry Group
SCU Software Group
SCU STEM Group *NEW this year!

International Chapters (3)

Hong Kong
India
Manila



2017 Summer Send Off Reception in Chicago

Highlights

- The **Portland Summer Send Off reception** was in a new location for 2017. Sean Keys '93 fully sponsored the event at his privately owned polo club, Hidden Creek Polo Club. The event kicked off with the summer send off networking event and then attendees were invited to enjoy a polo match and food trucks. The event was a huge success with 45 in attendance at the Summer Send Off and 197 overall at the chapter event. The hosts quickly offered to repeat the event next year.
- We hosted the first event in our newly established **Hong Kong Chapter**; Mike Sexton, VP for Enrollment Management, provided a University update
- Alumni were invited to an **advanced screening of the movie Tag**, which was based on the true story of two alumni from the class of 1987
- To broaden our regional reach, we launched new **volunteer led/volunteer driven** events in three communities where we don't have established chapters, allowing us to engage alumni where we haven't historically been able to offer programming:
 - An **alumni book signing** in St. Louis with Anna Yen '91, author of Sophia of Silicon Valley
 - A **men's basketball watch party** in Redding, CA
 - A **Vietnamese Student Association** alumni brunch
- We hosted the **first ever identity-based service project for the LGBTQ+ Group** at the Billy DeFrank Center in San Jose, CA, which offers support for the LGBTQ+ community; Alumni re-painted the interior and tended to their garden
- We offered a private mass and tour of the iconic **St. Patrick's Cathedral in New York** with our very own Rev. Dorian Llywelyn, S.J.

“1) As a parent of a new SCU student, it's encouraging and comforting to connect with other people in the SCU family in this Hong Kong community. 2) The meeting also provided a good relationship building opportunity for people who (as we found out) have connections and common interests outside of the SCU commonality.”

Nick Appel
(Bronco Parent)



LGBTQ+ Group

- To take advantage of the great events already offered by Santa Clara, we've partnered with other campus schools and departments, to open these unique events to alumni:

“The setting was delightful, Food was wonderful, Ted Burke is a magnificent host, learned much about SCU and the future in a timely manner...”

Nancy Bilicich '73, M.A. '76
(attended Annual Santa Cruz Luncheon & Stampede Event)

- **Athletic Stampede** event with the Santa Cruz annual luncheon
- **Pre-season basketball** game at USC (100 attendees)
- The **Business School for GE's CIO Sue Siegel** event
- Admissions
 - Identified participation for the Alumni Life Invented Podcast
 - Invited alumni to attend the Unity Luncheon (37 attendees)

Alumni Programs

Programs offer alumni engagement opportunities outside the traditional event format and allow us to engage alumni no matter where they live.

Highlights

- The **Mission Wine Collection** (in its third year) debuted with a new label featuring the Mission from the 1920s (see back cover). The 2017 collection also sold out of the Bronco Select Chardonnay and Bronco Select Cabernet Sauvignon by the time we were ready to launch the 2018 collection.
- **Career programs** have been a great way to engage new alumni. We learned that 23% of career event attendees in FY18 have never attended an alumni event and 61% hadn't attended an alumni event in over a year. We

Baby Bibs Program
Education Outreach Program
Get Involved
Travel Program
Career Programs
Super Broncos
Audit Program
Mission Wine Collection
Osher Program

“I felt like this gave me some steps that I can take to start exploring new careers. I felt very stuck and this was very helpful.”

Elisa Marie Delmuro '12
(Attended the Career Transition for Alumni 5-10 years out of College event)



had six career events/webinars.

Alumni at the StrenghtFinders 2.0 career event sharing their results

- The Alumni Office will launch a new **Alumni Travel Program** in 2018-19. This year we spoke to other schools, travel coordinators, and our campus partners to help develop a plan and best practices for the program.
- After being grounded since July 2015, the SCU Robotics team (lead by Professor Christopher Kitts) has worked with the FAA, campus safety and risk management, to develop a process to safely and legally fly our drone **SCUter** on campus. In May 2018,

we successfully shot footage of the Donohoe Alumni House that will be used to create a video when the building is re-named the “Bannan Alumni House” in March 2019.

- The **Super Broncos** program continues to be a great point of pride for alumni who work on campus. We regularly hear people introduce themselves as a “Super Bronco” in meetings and at events. With new hires and departures, the group maintains at around 328 people. This year, we delivered 57 welcome bags to honor Super Bronco new hires, which includes a notebook, sticker, lapel pin, and welcome card.

“I should really check my mailbox more often than once a quarter. :) I picked up my mail on Friday and got the best surprise -- all of the Super Bronco goodies. Thank you so much! I will wear and use with pride.”

Laura Jacobus '87
Adjunct Lecturer, Management Department (Super Bronco)

Digital Engagement & Social Media

Our online engagement efforts continue to expand as alumni want to connect with the University and each other on social media and other digital channels. With a rapid changing landscape, we are continuously trying new and different ways to help alumni engage with their alma mater online.

Highlights

- **Illuminate** continues to be a successful digital engagement platform. This year the average views per article topped the charts at 1,300 views, which is a 69% increase compared to last year. The average number of comments per article more than doubled compared to last year. We are also seeing that readers are not only engaging with our new posts, but also reading and commenting on articles that are over a year old – a testament to the great content on Illuminate.
- Due primarily to a very successful first profile promotion ad on **Instagram**, our followers grew 42.3% (compared to 29.7% growth last year), which is above the 30.1% peer group average. We ended at 3,544 followers this year compared 2,490 last year.
- **Online Classroom** is a new offering launched this year in partnership with the Markkula

“I've really enjoyed the format of the course and am grateful to the Alumni Association for the opportunity. Looking forward to the next two options later this year. Both are highly relevant to me since I am 1) a mother, and 2) a senior executive in local government.”

Kristen Mignone Crane '95
("Ethics for Managers and Executives" online classroom attendee)

inaugural “experimental” phase of Online Classroom consists of three courses, two of which took place during 2017-18: “Ethics for Managers and Executives” and “Raising Ethical Children and Teens.”

Switchboard
Illuminate
Online Classroom
Facebook
Instagram
LinkedIn Group & Profile
Snapchat
Twitter
Vimeo
YouTube
Alumni Association Website
Bronco Connect
Alumni Directory

“I happened to contact a lawyer in the Santa Clara DA's office, about setting up a philosophy student with a summer internship. As an addendum to her response to me, she told me that she thought I was the person who wrote the essay about "science party tricks" that she and her sixth grade son read together. Which apparently excited him enough that he used one of "tricks" as the basis of his science fair project... and he got an A! Cool, huh?”

Phil Keston, Physics Professor
Illuminate thought leader

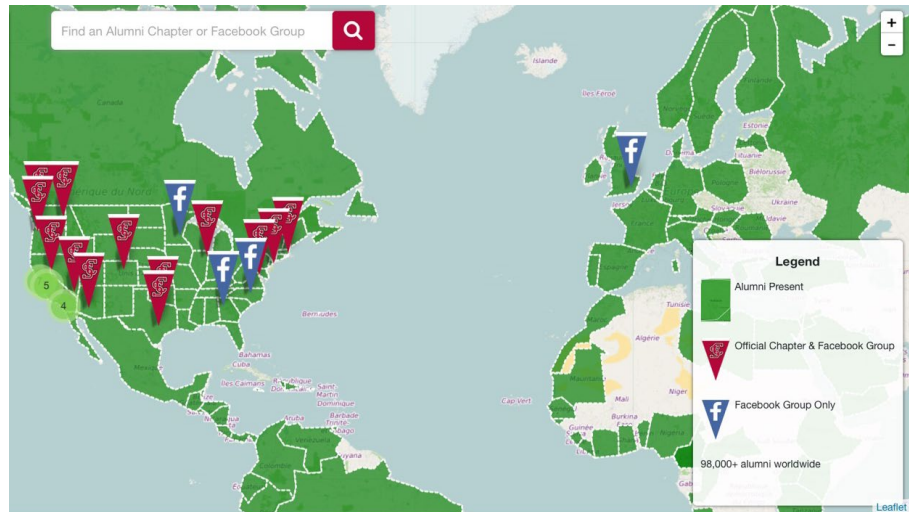
Center for Applied Ethics. Leveraging their experience and success with massive open online courses (MOOCs), we offered free online courses exclusively to SCU alumni. This

- We increased **Switchboard** membership by 110% to nearly 3,000 users and 92.5% of those users engaged with Switchboard, with the highest category being advice (84%). The most popular category was Job /internship with 33% of the posts.

“Switchboard helped me find my very first job out of SCU”
 Riley McShane '17

- We tested out two new forms of engagement on **Snapchat** this year: 1) a takeover of SCU's Snapchat marketing Switchboard (536 people watched our story beginning to end), and 2) a lens at Graduation Picnic (snaps with our lens were viewed 619 times), which elevated our brand to a younger audience.
- We are steadily gaining fans outside of the Bay Area on our **Facebook** page. New York and Sacramento are two new cities to join our top 10 list, and Seattle and Portland are climbing the ranks.

- To clearly demonstrate our broader regional engagement, we added Facebook pennants to our Alumni Map online to feature areas where we have a Facebook group but no official chapters. Areas include:



- Houston
- Raleigh/Durham
- Minneapolis
- London

- On **Twitter**, we experienced an increase in engagement with 37% more impressions and 4% more favorites on average than last year, driven in part by an increase in followers of 9.5% and increase in content relevance.

Marketing & Communications

This year we experimented with fresh ideas and new tactics when it came to our marketing and communications efforts to help engage alumni in cool ways. We increased our marketing collateral and significantly improved our graphic images.

Alumni Email Communications
Alumupdate@scu.edu - Inbound Email
Inquiries
Branding & Graphic Design
Print Communications and Collateral
Marketing Strategy and Cross-Channel
Marketing Promotion (ex: The Hut)
Customer Service
Email Stats (Deliverables etc.)

Highlights

- We hired our first **Graphic Design Specialist** student assistant this year, which positively influenced our Alumni Association branding and visual presence. We completed more than 18 tangible branding pieces including new program identifiers, email headers, collateral pieces, promotional materials, and more.



The banner features the Santa Clara University Alumni Association logo at the top. Below it, five event highlights are listed, each with a small photo and text:

- Welcome to the Alumni Association**
- Grand Reunion Weekend**
Oct. 11–14, 2018
- Pasta Feed & Legends Night**
January/
February 2019
- The President's Dinner**
March 2019
- Your Favorite Regional Event**
scu.edu/
alumnierevents
- Help Recruit New Broncos!**
Sign up:
scu.edu/nswp

At the bottom of the banner, it reads: **Once a Bronco, Always a Bronco!**

www.scu.edu/alumni

- We created approximately 150 new custom **Alumni Association stock photos**, spanning over 20 different categories, which alumni directors can leverage to visually strengthen and better target our marketing efforts around events, programs, and social channel marketing.
- Grand Reunion 2017 enjoyed an entirely **new branding presence** on campus with prominent and **eye-catching flagpole banners** lining the main entrance to campus, Palm Drive, featuring the 13 reunion classes and school spirit slogans such as “It’s a Great Day to Be a Bronco.”



Spirituality Events & Programs

Since the SCU experience is rooted in the Jesuit tradition, the Alumni Association offers spirituality events such as Masses, retreats, and days of reflection, which allow alumni to continue their spiritual connection to Santa Clara.

Alumni Retreat
Spiritual Programs
First Fridays
Funerals & Special Alumni Ad hoc events

Highlight

- Rob Scholla, S.J., Professor of Religious Studies, was the lead facilitator at the annual **Alumni Retreat**. He is one of the most endearing priests we have at Santa Clara and he provided a wonderful retreat program with the theme “Encounters with God’s Love.” This year we brought back the Sacrament of Reconciliation, or private spiritual conversations, provided by three facilitators: Rob Scholla, S.J., Jim Blaettler, S.J., and Greg Schultz. Sixteen guests took advantage of the opportunity, over half of our 33 retreat attendees.



Alumni Retreat with Rob Scholla, S.J. speaking

Student Events & Programs

Our student-focused events and programs – which take place from enrollment through graduation – introduce students to Santa Clara’s robust alumni community and reinforce their lifelong connection to Santa Clara. **“Once a Bronco, Always a Bronco.”**

Highlights

- The Student Alumni Council hosted the **Bronco Brawl**, which is a Family Feud style game show about SCU trivia. Teams compete for a prize of \$500. We had five different teams compete for the title of Bronco Brawl champions.
- **Life after SCU** is a series of educational and fun events to help graduating seniors transition from student to alumni. Based on the feedback from a fall senior survey, we introduced two new topics to the series: “Friendzone to Endzone: Relationships after SCU” and a “Young Alumni Panel.” Six of the seven events were sold out and the “Friendzone to End Zone” event had the highest NPS score (89) of all the events.
- Alumni Relations collaborated with the Activities Programming Board (APB) to host **de-stress with dogs**. It was a great way to bring alumni and students together over their love our K9 friends.
- We passed out **free bagels and greenbooks with words of encouragement** from alumni the Friday before finals week each quarter. Over 100 alumni wrote personal notes to motivate students. We also started a new tradition of students rubbing the Luck of the Buck for good luck.

Bronco Brawl
Legacy BBQ
Life After Santa Clara
New Student Welcome Program (NSWP)
Student Programs & Events (including Student Alumni Council)
Summer Send Offs
Buck Bannan Dinner



Students in line excited for their bagels and greenbooks

Young Alumni Events & Programs

Our Young Alumni programming engages undergraduate alumni who've graduated in the past ten years through social, educational, and professional events (primarily in the Bay Area).

Financial Management Webinar
Young Alumni Soiree
SCCAP and Young Alumni Service
Kickoff to Summer
Career Transition Event
Dinner

Highlights

- We hosted a **Student Loan Debt online workshop** led by Nick Der'14 for the second year in a row and we reached young alumni from Alaska to Nicaragua with 38 attendees.
- We also hosted a **kick off to summer event** at Bronco owned Camino Brewing, which sold out with 45 alumni.



Young alumni at the kick off to summer event at Camino Brewing



Alumni Generosity

Alumni are the only lifelong stakeholders in the University and they give back in many ways, not only in dollars, but also through their time, resources, connections, jobs/internships, ideas, advice, advocacy, brand influence, word-of-mouth referrals, and many other ways.

Undergraduate Alumni Giving

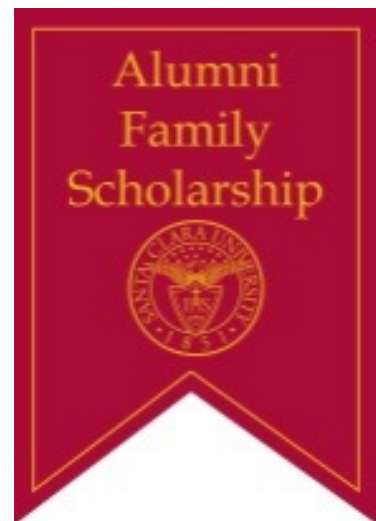
- Undergraduate Alumni Participation in Giving **20.03%** (20.39% in 2016-17)
- Undergraduate Event Attendees and Donors **55%*** (58% in 2016-17)

*Percent of all undergraduate alumni who registered for a 2017-18 Alumni Association event AND made a gift to the University in 2017-18.

Alumni Family Scholarship (AFS)

In 1975, the Council of Past Presidents established the Alumni Family Scholarship (AFS) Program to help children and grandchildren of undergraduate alumni meet the cost of tuition and continue the tradition of an SCU education. The Alumni Association provides primary management and stewardship of the AFS Program. We have four direct sources of revenue for the Alumni Family Scholarship:

- Vintage Santa Clara ticket proceeds
- Day of Giving gifts
- Young Alumni Soiree ticket proceeds
- Direct donations



In 2017-18, we awarded **\$895,233** to **102** recipients

This was the third year in a row we were able to send specific AFS appeals as part of the Day of Giving (March 7, 2018). We created targeted emails and messages that were sent to all previous AFS recipients and donors. As a result of that outreach, the money raised increased 19%, even though the total number of gifts decreased 14% and the number of donors decreased 20%. We also created an AFS testimonial video for the Day of Giving website, using two seniors (Molly Martin '18 and Austin Diercks '18).

Alumni Board of Directors

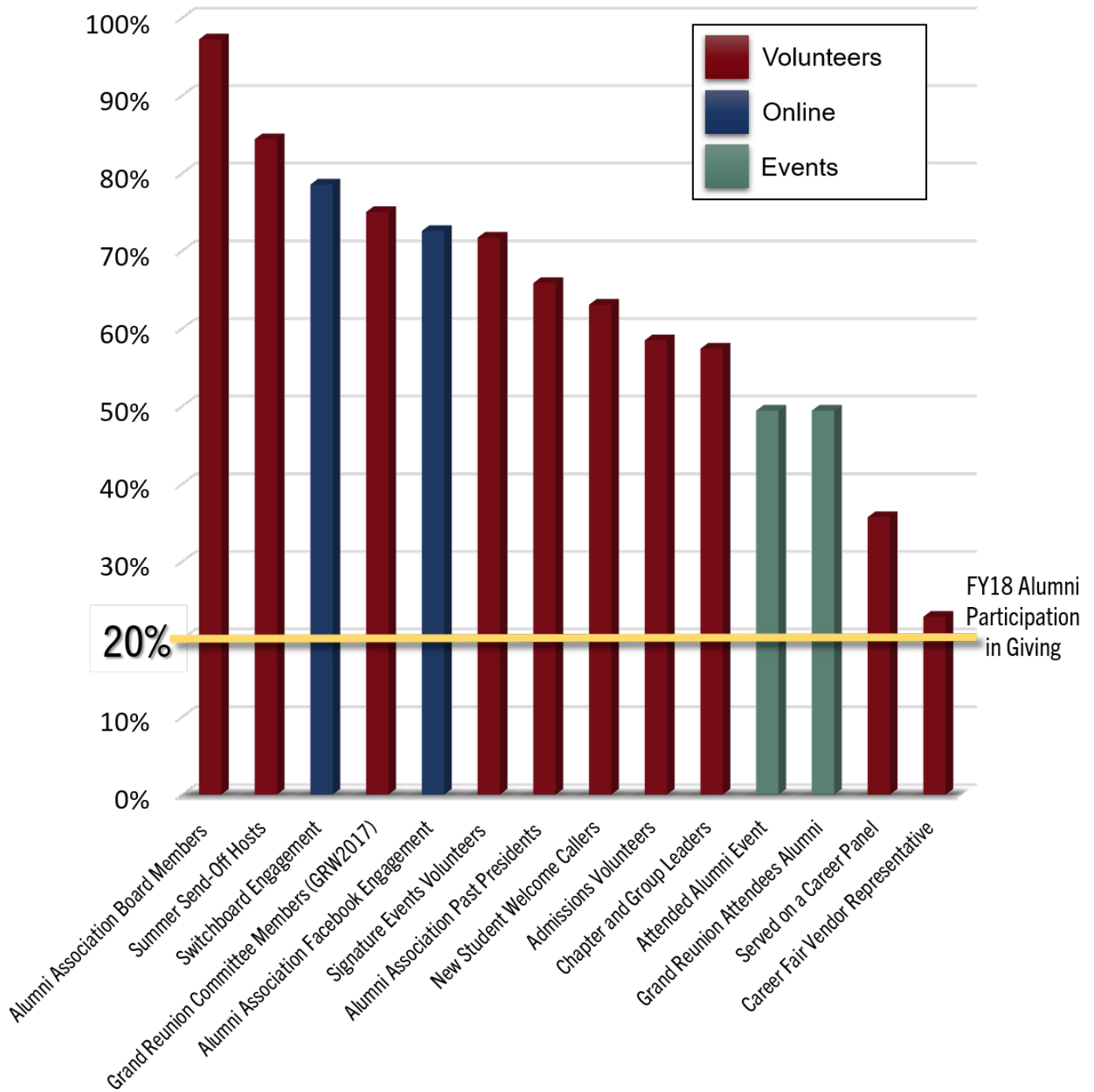
- 100% participation in giving for **6th year in row**
- Every college, school and center (except Law and ECP) presented to the Board this year, as well as Development (Katie Rohrer), University President, Michael E. Engh, S.J., and Trustee and alumnus Jeff Miller '73, MBA '76.
- Board committees focused on four key priorities of the [Strategic Plan](#) (One Family; Professional Networking; Diversity & Inclusion; and Spirit, History, Pride, Tradition). In addition to helping advance each priority this year, every committee focused on delivering at least one video that tells our alumni story.
- Videos are now posted on our SCUAlumni YouTube page:
 - VIDEO: [Spirit, Pride, History & Tradition](#)
 - VIDEO: [Professional Connections](#)
 - VIDEO: [One Family](#)
 - Diversity & Inclusion (video still in progress)



2017-18 Alumni Board of Directors

How Participation Influences Giving

We know from our Alumni Attitude Survey (May 2015) that alumni who feel part of the community give at a rate of 2-3 times our university average. The following graph reinforces this connection and highlights the overall giving rates of the many alumni who engage with SCU each year.



Campus Partnerships

The alumni relations liaison program connects the alumni relations staff members with over 73 schools, centers, departments, and committees on campus. The goal of the program is to increase the overall effectiveness of SCU alumni engagement through collaborative campus partnerships and to reinforce Alumni Relations as relevant and valuable to the SCU campus.

Highlights

- We integrated a link to the LinkedIn Group as part of a Recent Alumni Survey sent by Institutional Research.
- We partnered with the Law School to highlight notable alumni.
- We collaborated with University Marketing and Communications for improved single-voice messaging for Alumni.
- We also assisted the Leavey School of Business (LSB) by (1) increasing their specific presence at the Grand Reunion Weekend, (2) increasing our Alumni Association presence at their Graduate School of Business orientations, graduations, etc., and (3) sharing our schedule of events so they can attend and promote their programs and LSB success stories. Further, the Alumni Association welcomed those graduates at their ceremony with the message, "Welcome to the Alumni Family!"
- We partnered with the Library on the Bronco Reads Alumni Award.
- We worked with the APB to host a quarterly de-stress with dogs, cooking class, Pixar tour, and professional dress events.
- In addition, we collaborated with the Rainbow Resource Center for this year's Lavender Senior Ceremony. Graduating Seniors who identify with the LGBTQ+ community will receive recognition. Faculty/Staff and Alumni will also attend. The LGBTQ+ Alumni Group will encourage alumni to attend and mix/mingle with the students who are soon to be alumni.
- We assisted Pastoral Ministries with promoting the 35th Anniversary of PM event.
- Further, we enhanced collaboration for the annual Unity Luncheon by inviting alumni and hosting alumni to attend.
- Finally, we began process for improved collaboration with the Career Center.

