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<td>Alumni Website</td>
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<td>2015-16 Website Redesign</td>
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<td>Social Media</td>
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<td>Customer Relations</td>
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<td>Campus Liaison Program</td>
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<tr>
<td><strong>Alumni Staff</strong></td>
<td>34</td>
</tr>
</tbody>
</table>

Cover and inside photo: Vintage Santa Clara in September 2015 – an event so popular the line wraps campus
THE YEAR IN REVIEW

In 2015-16, the Alumni Association hosted hundreds of events and programs and provided a wide variety of benefits and services. Specifically, we focused on listening, engaging, and connecting our more than 94,000 Broncos worldwide.

As stewards of the Santa Clara Family, it’s important we listen to our constituents. The 2015 Alumni Attitude Survey helped us understand overall attitudes toward the University, alumni awareness of our efforts to engage them, and activities in which alumni are currently or would like to be engaged with the University. The findings have been shared broadly and will shape our 2016-17 long-term planning efforts. We also continue to send post-event surveys to better understand the loyalty of our constituents, the perceived value of our offerings, and how we may improve the experiences we provide to our alumni family. We are proud to report an average Net Promoter Score (a widely-used index ranging from -100 to 100 that measures the willingness of customers to recommend a company’s products or services to others) of 70 and an average response rate of 33 percent.

Our signature events—Vintage Santa Clara, Grand Reunion Weekend, Graduation Picnic, Pasta Feed and Legends Celebration, Easter Bunny Brunch, and President’s Dinner—remain popular and continue to grow in attendance and satisfaction. We also continue to find new and creative ways to keep alumni engaged, including the inaugural Mission Wine Collection, our first sold-out career webinar, and four “SCU Momentum” campaign events designed to energize the Santa Clara community in cities throughout the West Coast.

Social media and online engagement remain vital to keep alumni connected to SCU and each other. This year, engagement on our social channels significantly increased, with an average of 73 percent increase in likes, shares, and comments on Facebook. Traffic on our thought leader blog Illuminate doubled compared to the previous year and we had our first article “go viral” on social media, where it was shared nearly 60 times within the first hour. In alignment with the University website redesign efforts, we redesigned the structure of the Alumni Association website. We also added new features and content, including a redesigned homepage, better navigation, easily accessible FAQs, an interactive alumni demographic map, photo galleries and videos, and an online “event in a box” toolkit to support alumni in areas where we don’t have formal chapter support. Check it out at scu.edu/alumni!

I invite you to learn about all the many activities we offer in our ongoing efforts to keep our alumni connected, passionate, and proud. I welcome your feedback and look forward to sharing our accomplishments, challenges, and dreams in the years to come.

Go Broncos!

Kathryn Kale ’86
Assistant Vice President, Alumni Relations
Santa Clara University
ALUMNI DEMOGRAPHICS AND EVENT STATISTICS

NUMBER OF LIVING ALUMNI

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>53,851</td>
</tr>
<tr>
<td>Graduate</td>
<td>44,512</td>
</tr>
</tbody>
</table>

*Total excludes duplicates (alumni who have both an undergraduate and a graduate degree from SCU are only counted once) and does NOT include the Class of 2016.

ALL LIVING ALUMNI BY DECADE

<table>
<thead>
<tr>
<th>Decade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 1930s</td>
<td>0%</td>
</tr>
<tr>
<td>1930s</td>
<td>0%</td>
</tr>
<tr>
<td>1940s</td>
<td>0%</td>
</tr>
<tr>
<td>1950s</td>
<td>2%</td>
</tr>
<tr>
<td>1960s</td>
<td>6%</td>
</tr>
<tr>
<td>1970s</td>
<td>15%</td>
</tr>
<tr>
<td>1980s</td>
<td>18%</td>
</tr>
<tr>
<td>1990s</td>
<td>21%</td>
</tr>
<tr>
<td>2000s</td>
<td>22%</td>
</tr>
<tr>
<td>2010s</td>
<td>16%</td>
</tr>
</tbody>
</table>

ALL LIVING ALUMNI BY GENDER

- Female: 41,447 (44%)
- Male: 52,582 (56%)
- Unknown: 101
**EVENT STATISTICS**

**EVENTS BY YEAR**

| Total Alumni Events By Year: | 201 | 1.5% ↓ |
| Total Number of Reservations for Alumni Events: | 14,354 | 67% ↑ |

**EVENTS BY TYPE**

- Athletic: 13%
- Educational: 17%
- Student: 23%
- Social: 24%
- Community Service: 8%
- Young Alumni: 2%
- Affinity: 6%
- Career: 1%
- Spirituality: 1%
- Awards: 2%

**EVENTS WITH FACULTY, STAFF, AND ALUMNI SPEAKERS**

**OVERVIEW**

To encourage lifelong learning and share campus happenings with our alumni, we often invite distinguished faculty, staff, and alumni as event speakers.

**BY THE NUMBERS**

- 41 events with speakers*
  *13 took place during Grand Reunion

“Dr. Belotti is always very informative and presents in a highly succinct and easy to understand manner…This year I took my son to this event as he will be attending SCU next year - he was very excited to attend and got a chance to meet the new dean of business!”

– Bill Inserra ’84 (Attended Mario Belotti’s Economic Forecast in February 2016)
SIGNATURE EVENTS

OVERVIEW
Association signature events take place on campus and are held annually or bi-annually. They include large-scale events such as Vintage Santa Clara, Grand Reunion Weekend, and Graduation Picnic, and other classic alumni events, such as the Easter Bunny Brunch and the Pasta Feed & Bronco Legends Celebration.

SIGNATURE EVENT ATTENDANCE

<table>
<thead>
<tr>
<th>EVENT</th>
<th>2015-16</th>
<th>% CHANGE FROM LAST YEAR</th>
<th>% CHANGE FROM LAST YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vintage Santa Clara (tickets sold)*</td>
<td>1,829</td>
<td>-3%</td>
<td>↓ Sold out; slightly lower attendance cap</td>
</tr>
<tr>
<td>Legacy BBQ*</td>
<td>236</td>
<td>-19%</td>
<td>↓ Decrease in admitted legacy students</td>
</tr>
<tr>
<td>Grand Reunion Weekend</td>
<td>3,896</td>
<td>11%</td>
<td>↑</td>
</tr>
<tr>
<td>Gianera Society Lunch</td>
<td>245</td>
<td>22%</td>
<td>↑</td>
</tr>
<tr>
<td>Pasta Feed &amp; Bronco Legends</td>
<td>470</td>
<td>66%</td>
<td>↑</td>
</tr>
<tr>
<td>Easter Bunny Brunch*</td>
<td>284</td>
<td>-17%</td>
<td>↓ Attendance decrease due to rain</td>
</tr>
<tr>
<td>Pause for Coz</td>
<td>167</td>
<td>101%</td>
<td>↑</td>
</tr>
<tr>
<td>The President’s Dinner</td>
<td>511</td>
<td>11%</td>
<td>↑</td>
</tr>
<tr>
<td>Annual Alumni Day at the Giants</td>
<td>290</td>
<td>115%</td>
<td>↑</td>
</tr>
<tr>
<td>Graduation Picnic</td>
<td>6,800</td>
<td>-3%</td>
<td>↓</td>
</tr>
</tbody>
</table>

32ND ANNUAL VINTAGE SANTA CLARA

OVERVIEW
Our annual food and wine festival features alumni vintners and restaurateurs with a live band and an afternoon of fun in the Mission Gardens. A portion of event proceeds go to the Alumni Family Scholarship Fund.

Sep. 15, 2015 | Mission Gardens

HIGHLIGHT

• Layout changes improved the crowd flow within the event space, resulting in shorter lines and a better customer experience.

Total Undergrad Ticket Purchasers 794 7% ↑
Total Undergrad Donors whose only donation was Vintage 529 24% ↓
Total Purchasers 931 2% ↑
$62,870 raised for the Alumni Family Scholarship Fund
OVERVIEW

Grand Reunion welcomes alumni, family, and friends back to campus for an unforgettable weekend every October. The classes celebrating their reunion are invited to a class dinner, as well as a variety of other events that give them an opportunity to remember, reconnect, and renew their relationships with their classmates and the University.

Oct. 8-11, 2015 | SCU Campus

HIGHLIGHTS

• Partnering with Donor Relations, we were able to secure the resources to record alumni oral histories. The videos, which included recognizable alumni such as Steve Schott ’60 and Leon Panetta ’60, J.D. ’63, will help us preserve SCU’s rich history and traditions. They will also be excellent resources for future Grand Reunion and campaign promotions.

• We had the highest number of individual reunion attendees ever (1,751)!

“Nothing better than reconnecting and catching up with everyone in person! Many Broncos are my Facebook friends, but it is so much more meaningful and tangible to share a friendship in person!” – Stephanie Short ’85
35TH ANNUAL GIANERA SOCIETY LUNCH

OVERVIEW
The Gianera Society is an honorary designation of undergraduate alumni whose class graduated from Santa Clara 50 or more years ago. Gianera Society members meet every year for a luncheon during Grand Reunion Weekend to induct their newest members (i.e. those attending their 50th reunion).

Oct. 10, 2015 | Marketplace Benson Center

HIGHLIGHTS
• The 1964 Reunion Committee Chair, Pete Manno, encouraged attendance of the new Gianera Class of 1965 by sending them a letter sharing why it is a “can’t-miss”
• As part of the Class of 1965, we inducted the first four-year undergraduate class of women
• Featured a newly-edited version of the informational video, which helped explain who Fr. Gianera was and why the society is named after him

4TH ANNUAL PRESIDENT’S DINNER

OVERVIEW
In 2013, the Alumni Association’s annual “Alumni Anniversary Celebration” was combined with the Development and Event Planning Office’s annual “President’s Club Dinner” to become “The President’s Dinner.” At this event, we present three unique alumni awards honor and publicly recognize individuals who have given distinguished service to the Alumni Association, the University, and their community.

Apr. 23, 2016 | Malley Center

HIGHLIGHT
• A record high attendance prompted a relocation out of the traditional tent setting in the Mission Gardens into the Malley Center, which was transformed into an elegant and inviting event venue that delighted attendees

THE 2016 AWARD RECIPIENTS
Ignatian Award: Rick Giorgetti ’70
Ignatian Award: The Honorable Lawrence Terry ’57, J.D. ’62
Louis I. Bannan, S.J. Award: Bill Scilacci ’44
Paul L. Locatelli, S.J. Award: Peggy Bradshaw ’72
OVERVIEW

A beloved Santa Clara tradition, the Graduation Picnic takes place immediately following Undergraduate Commencement and provides an opportunity for graduates and their families to celebrate together on campus.

Jun. 11, 2016 | Bellomy Field

“We appreciated being able to celebrate with our graduate daughter, her wonderful SCU friends and her friends’ parents—all in one location.”

– Cheryl Breen - Mother of Molly Breen ’16

CLASSIC ALUMNI EVENTS

BY THE NUMBERS

• 16th Annual Pasta Feed & Bronco Legends | 471 attendees
• 12th Annual Easter Bunny Brunch | 287 attendees
• 10th Pause for Coz | 167 attendees
• 25th Annual Day at the Giants | 290 attendees

WOW! Highest attendance of all time…our alumni LOVE Bronco legend Carroll Williams!

WOW! The Pause for Coz Scholarship fund has now grown to more than $1.5 million!
I HAVE TO BE A GROWNUP NOW?

once a bronco always a BRONCO

I DON'T EVEN GO HERE...
REGIONAL EVENTS

ALUMNI REGIONAL CHAPTERS IN THE U.S.

HAWAI'I
Hawai’i

WASHINGTON
Seattle
Spokane

OREGON
Portland

CALIFORNIA
Central Coast
East Bay
Fresno
Los Angeles
Marin
Monterey/Salinas
Napa/Santa Rosa
Peninsula
Orange County
Palm Springs
Sacramento
San Diego
San Francisco
Santa Clara Valley
Santa Cruz
Stockton/Modesto

NEVADA
Las Vegas
Reno/Tahoe

ARIZONA
Phoenix

COLORADO
Denver

TEXAS
Austin
Dallas

ILLINOIS
Chicago

MASSACHUSETTS
Boston

NEW YORK
New York

DISTRICT OF COLOMBIA
Washington, D.C.

ADDITIONAL CHAPTERS/NETWORKS

ETHNIC
African American Chapter
Asian Pacific Islander Chapter
Chicano Latino Chapter

INTERNATIONAL
India Chapter

NETWORKS
Los Angeles Entertainment Group
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)
Santa Clara University Bronco Builders Association (SCUBBA)

2.3%
alumni live internationally
WOW! Our Broncos loved interacting with fellow alumnus and athletics superstar, Mike Pereira ’72. He called plays and live tweeted for FOX Sports as the game unfolded!

“It’s a lot of fun to reach out and connect with a new community. This was a great way to get Broncos involved in sharing their own stories in the hopes that it may help others. Thank you!”

– Gracelyn Bateman ’12 (New York alumna)
REGIONAL CHAPTER METRICS

**Facebook Chapters & Groups**
43 groups totaling 6,214 members

**TOP 15 CHAPTER/GROUPS BY # OF EVENTS**

<table>
<thead>
<tr>
<th>Chapter</th>
<th># of Events</th>
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</thead>
<tbody>
<tr>
<td>Santa Clara Valley</td>
<td>13</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>8</td>
</tr>
<tr>
<td>San Francisco</td>
<td>8</td>
</tr>
<tr>
<td>Sacramento</td>
<td>6</td>
</tr>
<tr>
<td>Denver</td>
<td>5</td>
</tr>
<tr>
<td>Seattle</td>
<td>5</td>
</tr>
<tr>
<td>East Bay</td>
<td>4</td>
</tr>
<tr>
<td>New York</td>
<td>4</td>
</tr>
<tr>
<td>San Diego</td>
<td>4</td>
</tr>
<tr>
<td>African American</td>
<td>3</td>
</tr>
<tr>
<td>Chicago</td>
<td>3</td>
</tr>
<tr>
<td>Chicano Latino</td>
<td>3</td>
</tr>
<tr>
<td>Orange County</td>
<td>3</td>
</tr>
<tr>
<td>Phoenix</td>
<td>3</td>
</tr>
<tr>
<td>Portland</td>
<td>3</td>
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75 Total events

**ALL EVENTS BY LOCATION**

<table>
<thead>
<tr>
<th>State</th>
<th># of Events</th>
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</thead>
<tbody>
<tr>
<td>California</td>
<td>164</td>
</tr>
<tr>
<td>Washington</td>
<td>6</td>
</tr>
<tr>
<td>Colorado</td>
<td>5</td>
</tr>
<tr>
<td>New York</td>
<td>4</td>
</tr>
<tr>
<td>Illinois</td>
<td>3</td>
</tr>
<tr>
<td>Arizona</td>
<td>3</td>
</tr>
<tr>
<td>Oregon</td>
<td>3</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>3</td>
</tr>
<tr>
<td>Webinar</td>
<td>3</td>
</tr>
<tr>
<td>Nevada</td>
<td>2</td>
</tr>
<tr>
<td>Texas</td>
<td>2</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1</td>
</tr>
<tr>
<td>Hawaii</td>
<td>1</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1</td>
</tr>
</tbody>
</table>

201 Total events

105 Total chapter events
71 Total California chapter events
ALUMNI PROGRAMS

CAREER PROGRAMS

OVERVIEW
In response to alumni demand, our assistant director, social media and career networking is focused on delivering in-person and virtual career education program so alumni in all geographic areas can participate and benefit from our offerings.

HIGHLIGHTS
• Reorganized the career section of the Alumni Association website so alumni can easily find relevant resources according to life and career stages
• Hosted our first-ever sold-out webinar, “Tips and Tricks for the reluctant Networker,” reaching the maximum number of registrants at 100
• Consistent with our Jesuit roots, developed and hosted “Spiritually Aligning Your Life and Career” with alumna speaker Nicole Cavanaugh ’04 – the event was a sellout success!
• Began tracking alumni who volunteered at career-related events (e.g., careers, career panels) and/or expressed interest in volunteering in the future, so we can build our volunteer database to create more robust programming

BY THE NUMBERS
• 7 events total (3 in-person, 4 virtual)
• 472 total attendees (101 in-person attendees, 370 virtual attendees)
• Co-sponsored an alumni panel for students, “Tech for Good,” with the Career Center

Spiritual Programs

OVERVIEW
The Alumni Association offers events and programs to meet the spiritual needs of alumni. Additionally, alumni are invited to attend programs sponsored by several campus departments including the Ignatian Center, Campus Ministry, Pastoral Ministries, and the Jesuit School of Theology.

First Friday Mass and Lunch
A time for Mass and fellowship, held every first Friday from November through May.

Month of Remembrance
63 alumni and friends submitted a total of 328 names online for inclusion in the Book of Remembrance, which was displayed in the Mission Church throughout November 2015.

In Memoriam Mass Cards
Sent to alumni who recently lost a loved one.
OVERVIEW

In May 2015, an Alumni Attitudes Survey was conducted to obtain baseline measurements and a fuller understanding of alumni feelings about and engagement with Santa Clara University. The data will be used to inform future events and programs, as well as update the Alumni Association Strategic Plan.

HIGHLIGHTS

- Gathered significant alumni perspective and feedback, which will be integral in our event and program development, as well as drafting our updated strategic plan
- Presented the survey results to many campus groups, including 80+ marketing professionals at the Marketing Lunch & Learn series, hosted by SCU’s Office of Marketing and Communications
- Provided campus partners with actionable recommendations on how they can better market and engage with alumni

82% say their current opinion of the University is excellent or good

92% of alumni are very or somewhat satisfied with the overall experience they had as a student at SCU

2 out of 5 alumni want to be MORE connected with SCU

SUPER BRONCOS: CAMPUS ALUMNI GROUP

OVERVIEW

Established in February 2015, the Super Broncos consist of the nearly 20 percent of faculty and staff who work at Santa Clara University and received an undergraduate or graduate degree from the University. We are experimenting with different types of events and various marketing and communications strategies to understand the best way to engage and honor this special alumni group, who are trusted insiders and advocates for the University.

BY THE NUMBERS

- 4 events | 65 total attendees
- 347 Super Broncos (21% of 1,658 faculty/staff)

HIGHLIGHTS

- Delivered 243 Super Bronco lapel pins to those members who hadn’t picked one up at a previous event as a way to honor and distinguish Super Broncos around campus and at events
- Honored the Super Broncos at the 2016 Staff Recognition event for the first time
OVERVIEW

The collection includes three wines from alumni-related wineries that were chosen by an alumni panel through a blind tasting. Each wine featured a custom-designed SCU label. All proceeds from the wine sales went to support the Alumni Family Scholarship Fund.

HIGHLIGHT

• Launched the Mission Wine Collection in 2015-16
• Built a website and created videos of each winery that showcased the connection between the winery and SCU

OVERVIEW

“SCUter” (pronounced skoo-ter) is the Alumni Association’s drone that captures never-before-seen shots of Santa Clara’s beautiful campus. SCUter’s first and most famous flight was in July 2014 down the Abby Sobrato Mall, over the rose garden, and through Mission Gardens. Since its inaugural flight, SCUter has shot five additional videos, viewable at the @SCUalumni Vimeo channel.

In July 2015, the FAA deemed SCU’s campus a “no-fly zone,” so we are working with Christopher Kitts from the robotics team; environment, health and safety; risk management and compliance; and the general counsel’s office to secure permission from the FAA to fly SCUter on campus again.

HIGHLIGHTS

• Edited video shot over the summer of 2014 to create a highlight reel of Swig Hall in honor of its 50th anniversary
• Featured Swig video as the lead in our March 2016 Bronco Connect newsletter (contributing to 3,511 total views on Vimeo)
OVERVIEW

Illuminate (www.scu.edu/illuminate) is Santa Clara University’s thought leader blog, which features alumni, faculty, and staff who offer a unique point of view to the Santa Clara community. The 2015-16 year featured 19 thought leaders from a broad mix of schools, departments, and subject matters.

BY THE NUMBERS

- **83,062** total page views in 2015-16 (114% increase compared to last year)
- **68** articles posted (24% increase compared to last year)

HIGHLIGHTS

- Site traffic doubled from the previous year
- Average time spent reading articles has increased 14% to 3 minutes and 45 seconds
- First article to go viral on Facebook (Thomas Plante’s “Why A CEO Hires SCU Grads Over Stanford”) was shared nearly 60 times within the first hour and reached more than **108,000** people within the first month it was posted

“Beautiful piece [...] This has left me inspired.”
– Alex Molloy ’13 (commenting on “The Poetry in Metamorphosis,” By Tanya Schmidt ’12)

“Thank you for highlighting this critical issue!”
– Nicole Clawson ’03 (commenting on “It’s Time to Close the Gender Gap – But How?” by Tanya Monsef Bunger ’86)
ALUMNI BENEFITS

**Baby Bibs**
Since 2008, the Alumni Association has sent baby bibs to alumni who notify us of having a baby. In the 2015-16 year, we sent 60 baby bibs to alumni.

**Deceased Emails**
The Alumni Association sends out information regarding the death of a classmate and any related services and information. Also included is a picture, information about the classmate, and where to send notes of condolence. This year, the Association sent out 25 deceased notification emails.

[In response to a deceased notice email]

"Thank you for sending this information about our classmate. Much appreciated."
– Antonia Allegra ’67

**Alumni Audit Program**
The University and Alumni Association established a class audit program in 1975. The program provides graduates the opportunity to audit (non-credit) undergraduate courses for a $25 processing fee. We had 29 participants in this year’s program. The largest number of classes audited were in the College of Arts & Sciences, with Theatre and Dance being most popular, followed by Art, Art History, and Modern Languages.

**Temporary Health Insurance**
We have offered temporary health insurance to alumni through a partnership with Mercer since 2001. In light of changing federal regulations regarding healthcare and the use of individual health insurance declining because of the Affordable Care Act, alumni no longer took advantage of this offering since 2014. Therefore, we decided to discontinue the program as of January 2016 and no longer promote this benefit on our website.

**Osher Lifelong Learning Institute (OLLI)**
OLLI is a community of learners age 50 and older who participate in classes and events to promote lifelong learning. Of the 1,228 total participants in 2015-16, 178 (14%) were SCU alumni.
NEW STUDENT WELCOME PROGRAM

OVERVIEW
The New Student Welcome Program, which began in 1972, offers a unique opportunity for alumni, parents, current students, and friends of Santa Clara University to personally congratulate and welcome accepted students.

BY THE NUMBERS
- **242** volunteers (early action/early decision in January)
- **345** volunteers (regular action in April)
- **6,750** students assigned to volunteers (92% of accepted students)
- **3,525** students contacted (48% of accepted students)

HIGHLIGHTS
- This year, volunteers were encouraged to contact students via text messages and/or social media – rather than traditional phone calls or emails – which, based on volunteer feedback, was a more successful way to contact students.
- There were 270 international students admitted in 2015-16 and volunteers were able to contact 95% of them.

STUDENT ALUMNI COUNCIL

OVERVIEW
The mission of the Student Alumni Council (SAC) is to connect the student body with SCU alumni. The goals of the SAC are to build tradition, foster student and alumni interaction, serve the diverse needs and interests of our community, and establish a lifelong connection between SAC members, alumni, and the University. This group of student leaders oversees the planning and execution of all the Alumni Association’s student events and programs.

18 MEMBERS
(up 80% from last year)

BAGELS, DONUTS, AND GREEN BOOKS

OVERVIEW
During finals week, each quarter the Alumni Association, in partnership with the Student Alumni Council (SAC), offers free bagels, donuts, green books, and Scantrons to students.

Donohoe Alumni House

BY THE NUMBERS
- **900-1,050** Total Attendees
BRONCO BRAWL

OVERVIEW
Bronco Brawl is a Family Feud themed game show of SCU trivia questions for undergraduate students held during SCU’s Spirit Week. This event replaced “Bronco Idol,” which was a performance competition based on the popular show, American Idol.

Feb. 23, 2016 | The Bronco, SCU Campus

BY THE NUMBERS
- 60 total game participants
- 75+ audience members
- 12 teams (compared to 7 teams last year)

HIGHLIGHTS
- First-ever, SCU-themed game show held on campus during Spirit Week
- The new event format – changed from Bronco Idol – allowed for more student participation because there were no performance skills required to participate

12TH ANNUAL LEGACY BARBECUE

OVERVIEW
The Legacy Barbecue welcomes the University’s newest legacy students to Santa Clara, celebrates their unique connection to the Santa Clara family, and gives them an opportunity to meet other legacy families. Legacy students are defined as those whose parents, grandparents, or siblings also attended Santa Clara.

Sept. 18, 2015 | Mission Gardens

HIGHLIGHT
- Notable alumnus Leon Panetta ’60, J.D. ’63 was in attendance with his family to welcome his grandson, Michael, to the Santa Clara family as an incoming first-year student

“It was a perfect kick-start to the move-in weekend and was great to see how many former Broncos had their children following in their footsteps. The event was lovely.”

– Elena J.D. ’92 and Jake Caruso ’89, MBA ’92
STUDENT GOOGLE TRIP

OVERVIEW

This new event invited a group of students from the College of Arts & Sciences to Google’s campus, where they heard from Google staff who are also SCU Arts & Sciences alumni. This event helped demonstrate how people with non-computer technology or engineering degrees can thrive at tech companies like Google.

Feb 25, 2016 | Google Campus, Mountain View, CA

BY THE NUMBERS

• 35 Attendees

SUMMER SEND OFF RECEPTIONS

OVERVIEW

The Summer Send Off Program, started in 1974, brings together incoming first-year and transfer students, parents, and alumni to connect and network with other Broncos in their area prior to the start of school. The regional receptions are usually hosted at an alumnus’ home and provide a warm welcome to the new Broncos and their families.

Various locations throughout the country

BY THE NUMBERS

• 25 regional receptions and three ethnic receptions held on campus during Welcome Weekend
• 319 student attendees (up 7% from the previous year), which is 41% of the total 2015-16 incoming student population

“We could not ask for more. Thank you for having us do this for SCU. It was such a positive experience for us as parents and for Frederik ’17 to be able to express how pleased he is with SCU, as well as everyone, not to worry because SCU is there to help.”

– Hosts Annette & Henrick Clausen, current parents, Lake Forest, Illinois

HIGHLIGHTS

• The event was well received by students, selling out in less than 48 hours
• We also had a 100% attendance rate, which has sparked us to plan more company field trip events like this in the future
OVERVIEW

Established in 2000, the Life After SCU series features fun and educational events with expert speakers to help graduating seniors prepare for life after Santa Clara.

April 5 - May 24, 2016 (every Tuesday evening)
Donohoe Alumni House

BY THE NUMBERS

• 355 unique attendees (22% decrease compared to last year) *Due to a pay at the door registration option, we had a larger number of no-shows

HIGHLIGHTS

• The wine education event was the most popular with more than 185 attendees, who loved learning about the wine-making industry from alumnus Rob Jensen ‘86, owner of Testarossa Winery in Los Gatos
• The LASCU task force – consisting of 6 SAC members (3 seniors, 2 first-years, and 1 junior) – was instrumental in this year’s success, assisting with all aspects of event production
• Added a new topic this year, “Travel: Better, Cheaper, and Longer,” due to an increased interest by undergraduates to study and work abroad – the event was successful, with 80 attendees
• Also new this year, the “Nutrition and Healthy Cooking Demo” was added to offer more real world skills like cooking
• Paid for outside speakers for the first time this year
  - New York Times best-selling travel writer and successful entrepreneur, Matthew Kepnes, presented at the travel session; students loved hearing how Matt has traveled the world, while also being successful in his online business ventures
  - West Point Military Academy professor and former corporate vice president, Sharyn Kennedy Amaroso, presented at the business networking session bringing a deep level of knowledge and inspiration to her session

2016 EVENT LINEUP

• Theology of Marriage with Professor Fred Parella
• Networking for Success with Sharyn Kennedy Amaroso
• Wine Education with Rob Jensen ‘86, Owner of Testarossa Winery
• Beer Education with Bay Area Draft Co. and Golden State Brewery
• Investments and 401ks with Jerome Burton ’11
• BBQ Basics with Lloyd Grant ’86
• Nutrition and Cooking Demo with Mary Mahoney ’00 at the Forge
• Travel: Better, Cheaper, and Longer with Matthew “Nomadic Matt” Kepnes
OVERVIEW

Broncos Go Social, created in 2014, connects and engages young alumni living in the Bay Area through social, educational, and professional events. Young alumni are defined as those who’ve graduated in the past 10 years.

FORT POINT BREW TOUR

OVERVIEW

The Fort Point Brew tour offered a behind-the-scenes tour of the brewery that is not normally open to the public.

Feb. 20, 2016 | Fort Point Brewery, San Francisco
34 attendees

HIGHLIGHTS

• Post-event survey responses were positive
• Attendees appreciated the uniqueness of the event and the picturesque location at the Presidio in San Francisco

2ND ANNUAL ALUMNI SOIREE

OVERVIEW

The Young Alumni Soiree is an elegant event where SCU alumni under 30 enjoy a special evening in San Francisco with their fellow Broncos. The event has a unique philanthropic component through which $20 of each ticket sold is donated equally to the Santa Clara Fund and the Alumni Family Scholarship program.

April 1, 2016 | The Presidio, San Francisco

HIGHLIGHTS

• Moved to the Presidio with a view of the Golden Gate Bridge, instead of the gallery we used last year
• Hired a professional photo booth company to capture great photos and memories from the evening
• Collaborated with the Development Office to plan and host this event

In 2016-17, the Broncos Go Social program will be expanded into Seattle and Southern California and will include more events with a greater variety of activities.
ALUMNI GIVING

BY THE NUMBERS

• Alumni Participation in Giving 20%

• Undergraduate Event Attendees and Donors 60%
  Percent of all undergraduate alumni who registered for a 2015-16 Alumni Association event AND made a gift to the University in 2015-16.

• Unique Guest Attendance
  Total number of unique event attendees for all alumni events throughout the year. 5,355 (↑ 5% compared to last year)

HOW ATTENDANCE INFLUENCES GIVING

- Undergraduate alumni who attended Grand Reunion and made a gift = 55%
- Undergraduate alumni who attended ANY alumni event and made a gift = 60%
- Overall alumni giving = 20%

ALUMNI FAMILY SCHOLARSHIP

OVERVIEW

The Alumni Family Scholarship (AFS) was established by the Council of Past Presidents in 1975 to help families of undergraduate alumni meet the cost of tuition and continue the tradition of an SCU education. All children and grandchildren of undergraduate alumni of record are eligible to apply. The Alumni Association provides the primary management and stewardship of the program.

HIGHLIGHTS

• 70% increase in the number of individual gifts and a 60% increase in the dollars raised from individuals due to our focused AFS outreach on Santa Clara University’s Day of Giving (4/6/16)

• 2016 marked the 10th anniversary of the Pause for Coz scholarship (an AFS scholarship) and the dollars raised for the Fr. Coz Endowed Scholarship grew 83%
  • We awarded $587,868 in 2015-16 to 99 AFS recipients
I’m all in for...

Alumni Family Scholarships!

#allforscu scu/allin

All in for SCU
04 - 06 - 16
ALUMNI BOARD OF DIRECTORS

OVERVIEW
The Alumni Board of Directors (BOD) oversees the work of the Alumni Association and plays an important role in guiding Santa Clara’s alumni chapters and programs. The board is composed of no more than 36 members and is made up entirely of alumni. New board members are elected by the board and serve a three-year term.

“I had a great experience on the board. It was a great way to stay in touch with what was happening at the University, while also continuing to drive important changes to make the alumni base feel a stronger connection to the school.”
– Andrew Zilli ’06 (Alumni Board Member)

BOD ACCOMPLISHMENTS
• Welcomed nine new, active, and passionate board members from our first-ever “open nomination” process
• President Joe Pfahnl ’71 and Immediate Past President Vicki Pope ’77 met with SCU President, Michael E. Engh, S.J. on Jan. 20, 2016
• At their meeting, President Pfahnl ’71 and Immediate Past President Pope ’77 briefed President Engh, S.J. on the work of the Board, and began/reconstituted the tradition of an annual SCU President/Alumni Constitution (ratified spring 2015)
• Redefined the New Member Orientation process to better integrate new members into Board processes, communications, and committees
• Instituted a liaison program between board members and chapter leaders to increase the Board’s awareness of chapter activities, inform chapter leadership of the priorities and progress of the BOD, and improve overall information sharing
• Worked on updating the Association Strategic Plan, based on feedback from the Alumni Attitudes Survey and benchmarking research from aspirational universities and industries
• Reconstituted the Council of Past Presidents to serve as advisors and counselors to the current board and executive committee
OVERVIEW
In 2009, the Santa Clara University Alumni Association Board of Directors (BOD) established a special award to provide financial support for students leaving SCU and going directly into a service program or project.

THE 2016 RECIPIENTS
After soliciting nominations from across campus, the BOD selected two students to receive the BOD Service Award. This year, we selected Hannah Baker ’16 (Peace Corps-Zambia) and Jenna Lipman ’16 (JVC – Belize). For the first time, we asked each recipient to make a video of gratitude using the OneDay app to share with donors and the Alumni Board.
MARKETING & COMMUNICATIONS

EMAIL MARKETING

BY THE NUMBERS

• 59% alumni with deliverable emails (6% ↑ compared to last year)
• 875 emails sent to alumni (including Osher)* (40% ↑ compared to last year)
• 575 emails sent to alumni (not including Osher) (8% ↓ compared to last year)
  - Emails from athletics, development, law, University, news, and young alumni decreased in 2015-16
• 27% average open rate for Monthly Bronco Connect Alumni Newsletter** (1% ↑ compared to last year)

*300 of 875 emails were sent by SCU’s Osher Lifelong Learning Institute (OLLI), which began using BBIS for member outreach in 2015-16

**The average open rate for newsletters in the higher education industry is 17%. (Source: Constant Contact, Average Industry Rates, August 2016)

ALUMNI WEBSITE

BY THE NUMBERS

• 459,532 total page views in 2015-16 (17% ↑ compared to last year)
• 121,832 total unique visitors (users) in 2015-16 (44% ↑ compared to last year)

MOST VISITED PAGES (after the homepage)

1. Event Calendar
2. Grand Reunion Event Page
3. Events Homepage
OVERVIEW

SCU’s Office of Marketing & Communications (OMC) spearheaded a website redesign for the entire University, affecting all groups, departments, and functions within Santa Clara University. Launched on Jan. 16, 2016, the new www.scu.edu exhibits fresh content and improved functionality, rendering an overall enhanced user experience for all audiences, including alumni.

HIGHLIGHTS

- Updated the entire Alumni Association’s website (www.scu.edu/alumni) consisting of 250+ webpages
- Created a more streamlined homepage with a large, engaging introductory feature, more active navigation bar, and prominent link to social networks
- Introduced new features and content including:
  - Interactive alumni demographic map
  - Embedded photo galleries and videos
  - Easily accessible FAQs
  - “Event in a Box” toolkit (to support alumni everywhere)
  - “Support SCU” giving button visible at the top of all pages on our site
- Updated email templates for branding consistency across channels
**LinkedIn**

17,810 members – Santa Clara University & Alumni Association Group (4% ↑ compared to last year)

**Facebook**

16,382 total fans (14% ↑ compared to last year)

73 TOTAL FACEBOOK GROUPS

- **36** total chapters and groups
  - **New in 2015-16**: Philippines, London, Hong Kong, Minneapolis, Raleigh/Durham
- **6** cultural and affinity groups
  - **New in 2015-16**: LGBTQ
- **48** total reunion class groups
  - **New in 2015-16**: Class of 1966, Class of 2016

**Highlights**

- Our engagement in the forms of likes, shares, and comments increased dramatically (up 77%, 79%, and 63%, respectively)
- Viral reach (the people who saw a story about our page in their newsfeed because one or more of their friends interacted with our page) was up 137%

**2015-16 Facebook Promotion Efforts**

- Boosted posts
- Trivia Tuesdays
- Happy birthday messages from Bucky Bronco
- Bronco nostalgia
- Social media contests
- Facebook ad ‘like’ campaigns

**Top Performing Posts in 2015-16**

1. Santa Clara University Alumni Association
   - February 5
   - Thomas Plante points out a "critically important distinction" between Stanford and Santa Clara grads – one that makes SCU alumni highly desirable to many companies.
   - Find out what it is:
   - #1 108,054 impressions

2. Why A CEO Hires SCU Grads Over Stanford Grads - SCU Illuminate
   - Legacy.scu.edu
   - We’ve done it again! Santa Clara University ranked third out of 100 in Niche’s Best Catholic Colleges. Way to go SCU.
   - #2 61,665 impressions
1,931 total followers (27% ↑ compared to last year)

- We also saw an increase in engagement with 31% more favorites on average compared to last year

**Instagram**

1,920 total followers (117% ↑ compared to last year)

- Our number of followers grew significantly this year due to our increased attention to Instagram

**YouTube**

18 videos uploaded (24 videos last year)
3,662 total video views (21% ↓ compared to last year)*

*Our views are down this year because we posted six fewer videos.

**vimeo**

4 videos uploaded (10 videos last year)
3,785 total video views (76% ↓ compared to last year)*

*We posted fewer videos on Vimeo this year because SCUter, the Alumni Association’s drone, is unable to fly, so we only published one video this year.

MOST SUCCESSFUL SOCIAL MEDIA CONTEST

“March Madness Bronco Brackets” In March 2016 we ran a social media contest that was a March Madness-style bracket competition where we substituted basketball teams with 16 common SCU experiences. We ran weekly votes on social media until we had a single winner. “Living in the Dorms” was determined to be “The Ultimate SCU Experience.”

HAPPY BIRTHDAY MESSAGES FROM BUCKY BRONCO

[Image of a Twitter post and a March Madness bracket diagram]
CUSTOMER RELATIONS

HIGHLIGHTS

• In April 2016, we sent SCU swag and admission materials to a student at Badger Springs Middle School, for their school’s college fair which aims to excite middle school students about going to college.

• Starting in 2015, we started the “Teachers’ Program” in which we send SCU materials to high school teachers (when requested) to help them promote higher education in the classroom; In 2015-16 we sent materials to eight teachers.

OVERVIEW

AlumUpdate@scu.edu is the association’s email address and the primary intake of all alumni website form submissions.

INBOUND EMAILS

1,018 total email inquiries (3% ↓ compared to last year)

• Responded to a total of 1,018 inquiries via our alumupdate@scu.edu email inbox this year, which is consistent with the past two years.

• Customers most commonly reached out with event-related questions, updates to RSVP, new contact information, alumni directory inquiries, alumni membership card requests, and other general feedback.

BRONCO PRIDE

OVERVIEW

Sometimes the best marketing happens organically though the efforts of our proud alumni.
OVERVIEW

Established in the 2013-14 year, the campus liaison program connects alumni staff with colleagues in 35 other schools, departments, and committees across campus. The purpose of the initiative is to increase overall efficiency and effectiveness of SCU communications and alumni engagement through truly collaborative campus partnerships.

CAMPUS PARTNERS

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SCHOOLS

Leavey School of Business
College of Arts and Sciences
School of Education & Counseling Psychology
School of Engineering
Jesuit School of Theology
School of Law
Pastoral Ministries

CENTERS

Miller Center for Social Entrepreneurship
Ignatian Center for Jesuit Education
Markkula Center for Applied Ethics
ALUMNI STAFF

Megan Bradley M.A. ’11
Assistant Director, Social Media & Career Networking

Melissa Brotherton
Associate Director, Engagement & Analytics

Michelle Cwirko-Godycki ’03
Associate Director, Marketing & Communications

Chris Dasgupta ’14
Assistant Director, Chapters & Groups (last day May 27, 2016)

Joey Eisenberg ’14
Assistant Director, Chapters & Groups

Kathy Kale ’86
Assistant Vice President, Alumni Relations

Lori Mack
Operations Coordinator

Alma McChesney
Operations and Finance Manager

Mary Modeste Smoker ’81*
Senior Assistant Director, Alumni for Others (AFO) and Spiritual Programs

Maureen Muscat ’91, MBA ’99
Associate Director, Events

Paul Neillan ’70
Senior Associate Director

Erin Rehkemper
Accounting Specialist (Fixed-term position, effective Jan. 1, 2016)

Kristina Schroeder ’09
Senior Assistant Director, Events

Jenny Sullivan ’07
Director, Chapters & Groups

Maria von Massenhausen ’87
Associate Director, Chapters & Groups

Paige Webster ’14
Assistant Director, Student & Young Alumni Programs

*Spent six months on loan to the President’s Office to support Super Bowl 50