Scoring Process

• Activity from July 2016 – July 2019
• Scores based on 5 categories
  • Donation
  • Email
  • Event
  • Site Usage
  • Volunteer
• Data came from iModules and Banner, our University-recognized databases
• Creates baseline data; will be rescored in 1 year
Overview of Results

- 126,368 Records
- 66% Engaged

Individual engagement scores range from zero to 100, with zero being no engagement within the 3 year period, and 100 being extremely engaged in all areas. Our average score is 7.
Highest Scoring Decades

Engagement Score

- 1960s (Reunion): 12
- 1950s: 10
- 2010s: 9
- 1970s: 8

Engagement Score
Highest Scoring Class Years

Engagement Score

- 1968: 14
- 1967: 13
- 1965: 13
- 2017: 11
- 1969: 11
- 2016: 11
- 2018: 11
Highest Scoring Colleges

<table>
<thead>
<tr>
<th>College</th>
<th>Engagement Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHS</td>
<td>10</td>
</tr>
<tr>
<td>Music/Theatre/Dance</td>
<td>9</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>8</td>
</tr>
<tr>
<td>Bryan School</td>
<td>8</td>
</tr>
</tbody>
</table>

Engagement Score
Scholarship Recipients

• Scholarship recipients from the 2000s rank among the most engaged
Highest Scoring States

- California
- Georgia
- Maryland
- North Carolina
- South Carolina
- Virginia
Highest Scoring Counties

- Those with the highest scores are located in North Carolina

- Guilford County (scores two points above the average)

- Cabarrus

- Catawba

- Cleveland

- Gaston

- Lincoln

- Mecklenburg County
Alumni Engagement by Race

Engagement Score

<table>
<thead>
<tr>
<th>Race</th>
<th>Engagement Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>10</td>
</tr>
<tr>
<td>White</td>
<td>7</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7</td>
</tr>
<tr>
<td>Native American</td>
<td>6</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>6</td>
</tr>
</tbody>
</table>
Volunteers

- Individuals who volunteer are much more highly engaged than the average constituent, with an average score of 58 compared to an average score of 7 for those who are not volunteers.

- Volunteers are six more times to participate in events, and over seven times as likely to make a gift.

- Over 53% of individuals coded as volunteers made a gift in FY19.
Highly Engaged Individuals

- 2,707 UNCG graduates (2%) rank as highly engaged.
- Most of the highly engaged individuals live in the GSO area with over 1,100, followed by Raleigh and Charlotte.
- The highest number graduated in 2010s with roughly equal numbers from the 1960s and 2000s.
- The highest number of engaged alumni graduated from Business Administration followed by English and Nursing.
  (all of these groups tend to have high email subscores).
Moderately Engaged Individuals

- 14,285 alumni (11%) rank as moderately engaged. As with highly engaged, this group tends to have high email subscores.
Individuals with No Engagement

- 43,540 individuals show no engagement with the university during the scoring period.
- From this number 32,566, or 75% do have a valid email address.
Highly Engaged Donors

• 281 donors are highly engaged, with engagement scores of at least 60.

• All highly engaged donors should be considered for an upgrade and reviewed for the potential of becoming leadership level donors.

• Donors with moderate engagement should also be asked for a higher gift in the coming year since they are engaging in other ways.
Less Engaged Donors

• 627 donors only have a donation score, indicating they have not engaged with UNCG in any other measurable way during the scoring period.

• 1,842 donors have a very low or no engagement via email. Of these, 855 do not have a valid email address.

• 254 current donors have a valid email address in Banner but have an email score of 0, indicting that they are not using that email address.
Email Status

• UNCG has valid email addresses for 64% of alumni

• The average engagement score for alumni with an email address is 10, compared to the overall average of 7. This compares to a score of 3 for graduates without a valid email.
Anticipated Outcomes

• Identification of regional volunteers
• Campaign readiness
• Increase the number of valid emails, which will increase overall engagement
• More effectively segment our diverse audience
Find your way here