

Dues as Part of Class Engagement "Ecosystem"



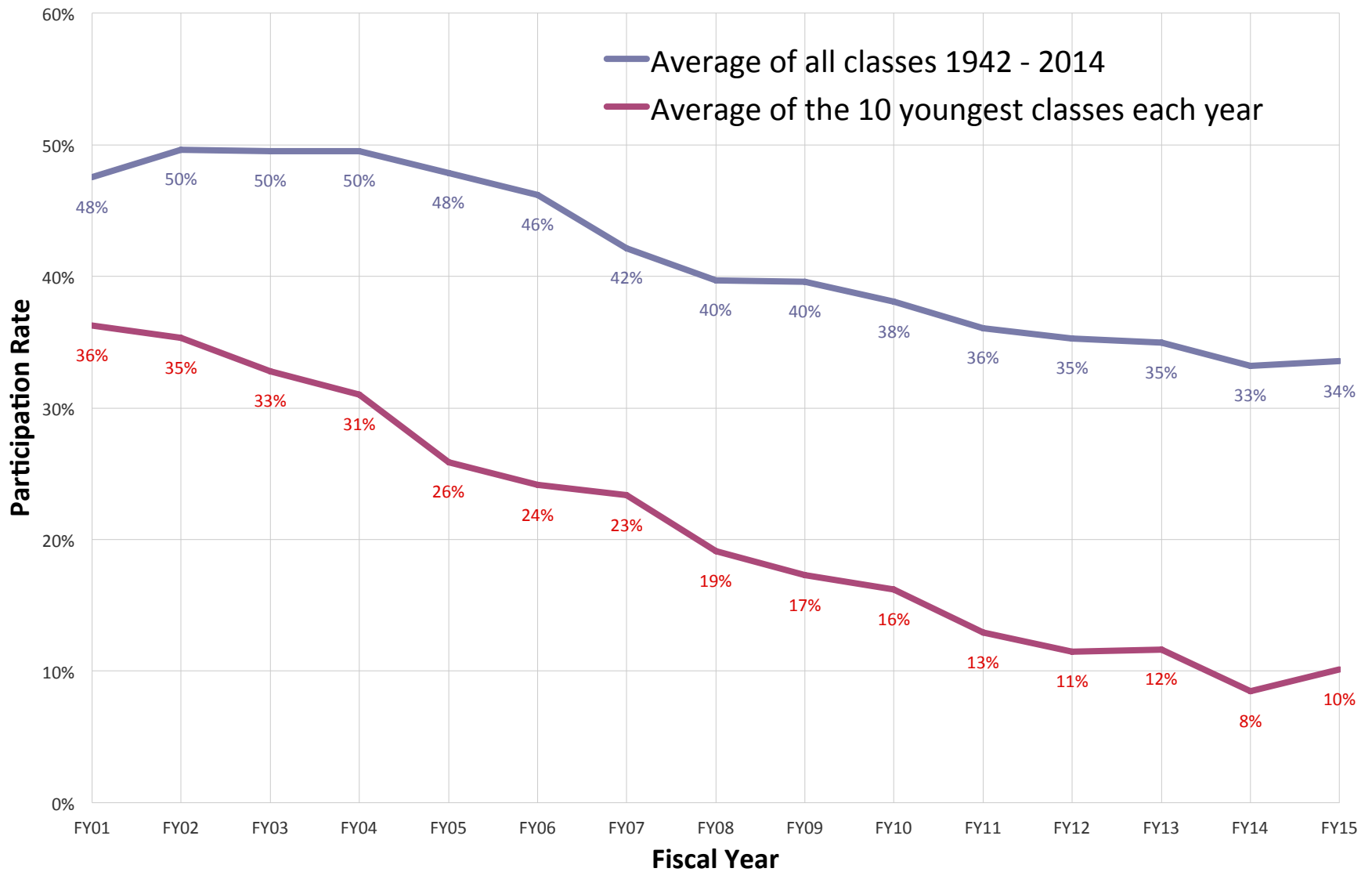
Analysis & Discussion

COW Treasurers Meeting, 2015

A bit of background

- Discussions over the last few years:
 - What drives dues participation?
 - What can you do as a treasurer to increase participation?
 - Overall a negative trend in dues participation the last 15 years
 - Remember our slide from last year...

Average dues participation rate over the last 15 fiscal years



Dues as an ecosystem

- Theory: alumni, especially younger ones, struggle with the “value add” between what the dues cost and what they receive in return
- If a class isn’t engaging its alumni (through newsletters, mini-reunions, class projects, social media, communication, paper mailings), then why would an alum pay class dues?
- Is there a connection between class activity/engagement and dues?
- Are class dues part of the ecosystem of class activity? In other words, is dues participation higher among the more “active” classes?

Using the CAR data

- We have a trove of data (self-reported through the CAR) and some student interns so we downloaded and analyzed the CAR reports from the last 3 fiscal years
- The data is self-reported so not 100% accurate or complete: some classes do not finish the CAR and QB is only as good as the reporting
- But there's still a lot of good information about what classes are doing in terms of engagement with their alumni
- Let's look at some correlations...

What's that again?

- Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. For example, height and weight are related; taller people tend to be heavier than shorter people
- The coefficient ranges from -1.0 to 1.0
- The closer the correlation coefficient to 1, the stronger the relationship
- A negative correlation coefficient indicates that as one variable increases, the other decreases, and vice-versa. Remember that correlation does not mean causation

Some data analysis

- Looked at data from 3 recent CARs and divided the classes into groups based on average dues participation

	Dues Participation			
	FY14	FY13	FY12	Avg
Top 20%	57%	57%	57%	57%
Second 20%	42%	44%	44%	43%
Middle 20%	33%	35%	34%	34%
Fourth 20%	21%	26%	24%	24%
Bottom 20%	7%	11%	10%	10%

Compared dues participation to other “metrics” in the CAR

- For example, the correlation between # of newsletters produced and dues:

	Dues Participation			
	FY14	FY13	FY12	Avg
Top 20%	57%	57%	57%	57%
Second 20%	42%	44%	44%	43%
Middle 20%	33%	35%	34%	34%
Fourth 20%	21%	26%	24%	24%
Bottom 20%	7%	11%	10%	10%
	Newsletters			
	FY14	FY13	FY12	Avg
Top 20%	4.8	5.8	5.1	5.2
Second 20%	3.2	4.0	5.2	4.1
Middle 20%	3.1	2.8	2.9	2.9
Fourth 20%	2.4	2.8	2.7	2.6
Bottom 20%	2.0	1.7	2.2	1.9
Correlation of each column	.96	.96	.91	.97

Some coefficients from FY12-FY14

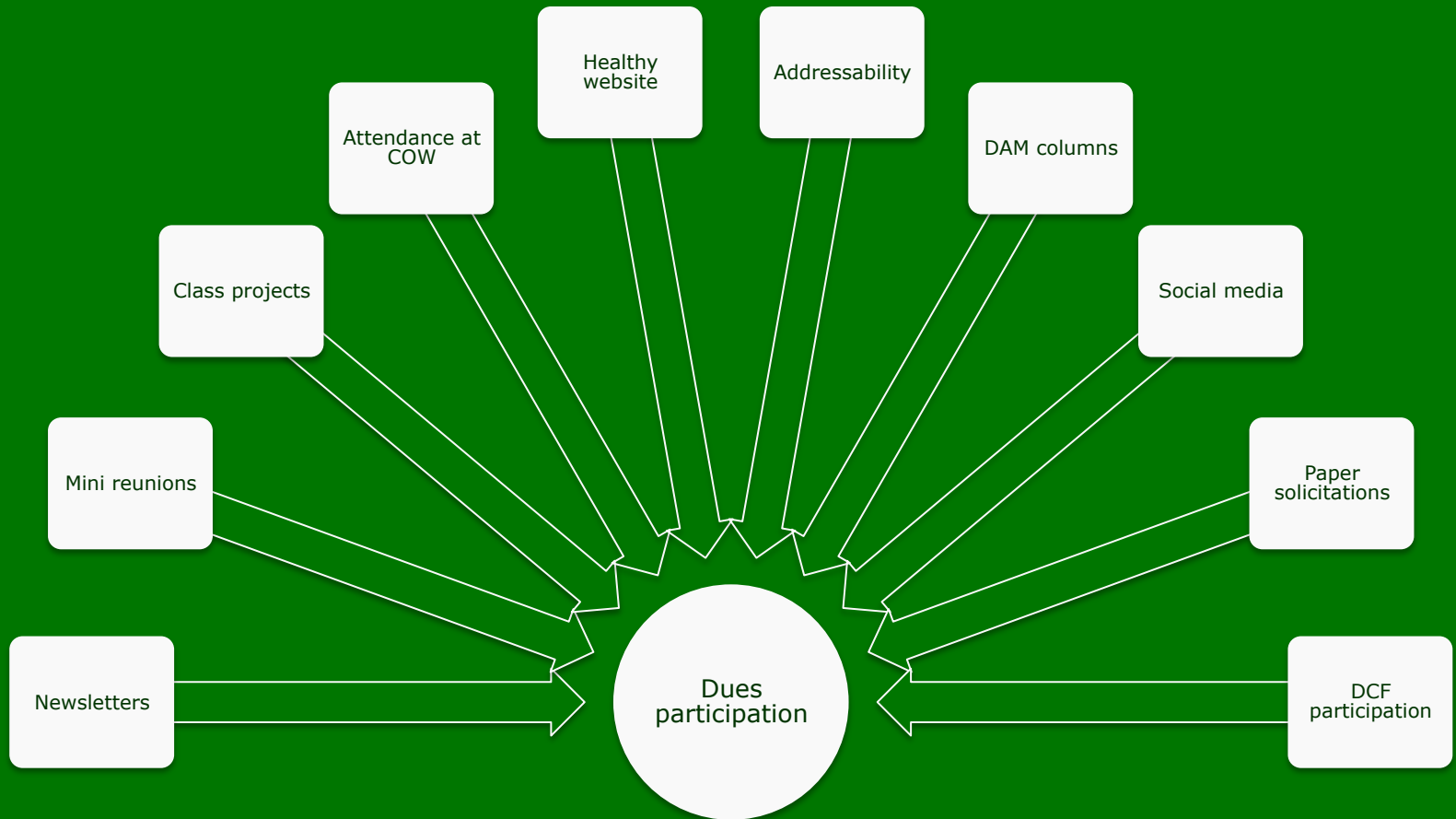
Metric	Correlation to dues participation %
Class year * -1	.99
# of paper dues solicitations	.98
# of class projects	.97
# of newsletters	.97
Dues asking amount	.97
DCF participation %	.93
Project money awarded	.85
COW attendance (# of officers)	.83
# of mini reunions	.43
DCF money raised	.37
# of class meetings	.06
Average mini reunion attendance	-.46

FY15 dues participation and CAR scores (minus reunion bonuses)

- This resulted in a correlation of .93!
- It appears that the most active classes are also the most successful at collecting dues (or vice versa)!

Class Percentile	Dues Avg Particip. %	CAR score
10%	61%	88.6
20%	54%	82.2
30%	45%	78.4
40%	39%	76.4
50%	36%	75.6
60%	34%	64.7
70%	27%	52.7
80%	20%	61.9
90%	14%	53.6
100%	4%	52.4

Is everything connected?



Some macro data

	FY13	FY14	FY15
Avg Dues participation	35.0%	33.2%	33.5%
Total # of dues paper mailings	140	137	142
Paper newsletters by AR	138	126	134
Total # of class projects	165	157	185
Avg DCF Participation	44.5%	42.8%	42.9%

- So there seems to be a pretty strong correlation between class activity and dues participation

The ecosystem approach

- It takes a village – this strategy requires teamwork from your executive committee
- Seeing this data last year, our class (2008) tried to elevate all levels of its engagement
 - We added 2 projects, sent out 3 dues mailings, did e-mail solicitations, an e-newsletter, did a DCF and dues raffle, improved our website and had a strong DCF push on top of our normal efforts like DAM notes
- Results?
 - FY14: 85 deposits and \$2,000 raised
 - FY15: 182 deposits and \$6,924 raised including \$1,785 for 2 worthy projects benefitting Dartmouth students

Final thoughts

- Every alumni class is different and you may have low dues but high activity elsewhere
- But for those classes with low dues and low activity, it might be worth the time and effort to increase all areas of alumni engagement next fiscal year (baby steps are just fine)