Our Strategic Plan

- Identify and understand key constituencies
- Increase engagement
- Motivate giving
Project Objectives

What do they know about us?
   Understand perceptions of Bemidji State

How interested are they?
   Determine current engagement level

Will they support BSU?
   Gauge funding interest
Ultimately leading to . . .

A greater understanding of where and how we should focus our outreach strategies
Methodology

Online survey distributed to . . .

- Alumni
- Current BSU employees
- Emeriti employees
- Businesses/organizations
- Friends (individuals who have donated, registered for an event or had some other connection to BSU)

Excellent results!
1,156 completed, providing a statistical reliability of +/-2.7% at the 95% confidence level
Demographics

Age Distribution:
- 18 to 34: 22%
- 35 to 54: 33%
- 55 to 74: 40%
- 75+: 5%
- Did not provide: <1%

Gender Distribution:
- Male: 57%
- Female: 43%
### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>19%</td>
</tr>
<tr>
<td>$50,000 to $69,999</td>
<td>16%</td>
</tr>
<tr>
<td>$70,000 to $89,999</td>
<td>15%</td>
</tr>
<tr>
<td>$90,000 to $109,999</td>
<td>13%</td>
</tr>
<tr>
<td>$110,000 to $129,999</td>
<td>8%</td>
</tr>
<tr>
<td>$130,000 to $149,999</td>
<td>4%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>9%</td>
</tr>
<tr>
<td>Did not provide</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Location of Residence

<table>
<thead>
<tr>
<th>Residence</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Bemidji</td>
<td>15%</td>
</tr>
<tr>
<td>Within 20 miles of Bemidji</td>
<td>11%</td>
</tr>
<tr>
<td>21 to 100 miles from Bemidji</td>
<td>13%</td>
</tr>
<tr>
<td>101 to 300 miles from Bemidji</td>
<td>36%</td>
</tr>
<tr>
<td>Outside of Minnesota</td>
<td>22%</td>
</tr>
<tr>
<td>Outside of the U.S.</td>
<td>3%</td>
</tr>
</tbody>
</table>
Alumni Percentage

Yes: 86%
No: 14%
Three Key Opportunities
Opportunity #1: Educate
Perceptions of BSU are largely positive, with the greatest respect related to its physical and economic attributes.
Great news! 86%

Overall Feelings Toward BSU

- Very positive: 48%
- Positive: 38%
- Neutral: 11%
- Negative: 3%
- Very negative: 1%
BSU’s Greatest Strength

- Location: 21%
- Affordable cost: 18%
- Size of university: 12%
- Academic excellence: 10%
- Quality of faculty and staff: 10%
- Relationships with students: 9%
- Reputation: 5%
- Athletic programs: 2%
- Diversity: 2%
- Quality of students: 1%
- Technology: 1%
- Extracurricular activities: <1%
- Other: 3%
- Unsure: 5%
Beliefs Toward BSU

I believe BSU is critical to the economic and cultural vitality of northern Minnesota. 89%

I feel a BSU education can transform lives. 87%

I believe the educational opportunities at BSU are better than those available at most Minnesota higher education institutions. 38%

Agree or strongly agree
The good news:
Recollection of the student experience is overwhelmingly positive.
Satisfaction with Experience as a BSU Student

Outstanding!

- Very satisfied: 79%
- Somewhat satisfied: 19%
- Not very satisfied: 2%
- Not at all satisfied: 1%

98%
The challenge: Current engagement needs improvement.
## Personal Connection with BSU

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Some</th>
<th>Not much</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pride in your BSU degree</td>
<td>63%</td>
<td>32%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>An emotional connection to BSU</td>
<td>42%</td>
<td>44%</td>
<td>13%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Top responses within option

RUSSELL HERDER
Do You Feel a Part of the Greater BSU Community?

Issue: 40% feel disengaged

- High: 19%
- Some: 41%
- Not much: 30%
- Not at all: 10%
Opportunity #2: Connect
While our audiences are not as familiar with *today’s* BSU as we would like them to be, they’re interested in learning more.
Current Knowledge of BSU and Its Programs

- Very familiar: 9%
- Familiar: 21%
- Neutral: 31%
- Not very familiar: 27%
- Not at all familiar: 11%

30% Very familiar
38% Not at all familiar
Interest in Learning More About BSU and Its Recent Accomplishments

- Very interested: 13%
- Interested: 32%
- Neutral: 35%
- Not very interested: 15%
- Not at all interested: 5%
Interested in Learning More About

- Alumni updates: 47%
- New and emerging programs: 45%
- University’s vision for the future: 40%
- Upcoming events: 40%
- News from my academic department: 35%
- Athletic teams/events: 33%
- Current academic programs: 33%
- Faculty and staff: 27%
- Alumni volunteer opportunities: 19%
- Other: 5%

Multiple responses allowed
Opportunities clearly exist to increase engagement by building upon BSU’s current outreach channels.
Current Information Sources About BSU

- University magazine: 68%
- E-newsletter from BSU Foundation and Alumni Association: 46%
- Social media: 20%
- Other: 6%
- I do not currently keep up on BSU news: 13%

Multiple responses allowed
Information Channels Preferred

- Email: 76% Overall, 80% Those interested
- University magazine: 47% Overall, 53% Those interested
- Website: 42% Overall, 46% Those interested
- E-newsletter: 38% Overall, 46% Those interested
- Social media: 27% Overall, 33% Those interested
- Information sent by an academic department: 12% Overall, 15% Those interested
- Newspaper, TV or radio: 9% Overall, 9% Those interested
- Mobile phone text messages: 4% Overall, 6% Those interested
- Other: 1% Overall, 1% Those interested

Multiple responses allowed

Online is key!
# Frequency of Social Media Use

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Daily</th>
<th>Weekly</th>
<th>Only Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>44%</td>
<td>13%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Google+</td>
<td>10%</td>
<td>8%</td>
<td>23%</td>
<td>59%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
<td>4%</td>
<td>12%</td>
<td>76%</td>
</tr>
<tr>
<td>YouTube</td>
<td>5%</td>
<td>15%</td>
<td>41%</td>
<td>39%</td>
</tr>
<tr>
<td>Instagram</td>
<td>3%</td>
<td>2%</td>
<td>9%</td>
<td>86%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3%</td>
<td>14%</td>
<td>28%</td>
<td>55%</td>
</tr>
</tbody>
</table>

- Highest frequency per social media platform
Campus visits are most frequently event-driven, and continue to be a relationship-building opportunity.
### Last Time Visited BSU Campus

- **Within last 2 years:** 61%
- **Within last 3-4 years:** 11%
- **5 years ago or more:** 25%
- **I have never visited:** 4%

- **29% have not been on campus in 5+ years**

### Reason for Last Visit to BSU

- **Attend an athletic or alumni event:** 33%
- **Visit a faculty member:** 9%
- **Visit a student:** 8%
- **Other:** 50%
Reason for Not Attending a Past BSU Event

- Too far to travel: 42%
- Didn’t think I would know anyone there: 18%
- Schedule conflicts: 16%
- Haven’t seen an event I was interested in: 6%
- No interest in keeping in touch with BSU alums: 5%
- Not enough event information: 5%
- Cost was too high: 2%
- Other: 6%
Opportunity!

Interest in Attending BSU Events

No 22%
Yes 78%
# Events Attended or Interested in Attending

<table>
<thead>
<tr>
<th>Event</th>
<th>Have Attended</th>
<th>Would Like to Attend</th>
<th>Would Consider Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSU athletic events</td>
<td>42%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>BSU homecoming events</td>
<td>26%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Cultural events such as plays, concerts, shows</td>
<td>25%</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>Small alumni dinner or reception</td>
<td>11%</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>Dinner with BSU president as speaker</td>
<td>9%</td>
<td>11%</td>
<td>32%</td>
</tr>
<tr>
<td>Professional athletic events such as a Twins’ game</td>
<td>8%</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>Athletic team reunion</td>
<td>8%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Golf outing</td>
<td>8%</td>
<td>8%</td>
<td>26%</td>
</tr>
<tr>
<td>BSU faculty speaker series</td>
<td>6%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Class reunion on campus</td>
<td>5%</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>Outdoor activities such as biking, canoeing, hiking</td>
<td>4%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Cocktail cruise on river or lake</td>
<td>3%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>After-work career networking events</td>
<td>3%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Academic program or club reunion</td>
<td>3%</td>
<td>9%</td>
<td>24%</td>
</tr>
<tr>
<td>Other reunion</td>
<td>3%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Fraternity/sorority reunion</td>
<td>3%</td>
<td>2%</td>
<td>25%</td>
</tr>
<tr>
<td>Family outings such as Valleyfair or Minnesota Zoo</td>
<td>1%</td>
<td>9%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*Multiple responses allowed*
Also Interested in . . .

- Speaking to students in a classroom: 36%
- Mentoring a student: 29%
- Providing my business as an internship site: 17%

*Interested or very interested*
Opportunity #3: Cultivate Giving
Belief in BSU is translating to action!
Likelihood of Recommending BSU to a Prospective Student

- Very likely: 56%
- Likely: 30%
- Neutral: 11%
- Not very likely: 3%
- Not at all likely: 1%

Are we capitalizing on this?
Overall Opinion and Perception of BSU

I would speak highly of the university without being asked: 51%
I would speak highly of the university if someone asked my opinion: 35%
I have a neutral opinion of the university: 6%
I would be critical of the university if someone asked my opinion: 4%
I would be critical of the university without being asked: 1%
I don’t know enough about the university to have a strong opinion: 3%
BSU’s target markets not only support education, three in five are making that investment in Bemidji State.
Nonprofit Financial Contributions Made within Past Two Years

- Religious: 60%
- Programs that benefit youth: 46%
- Higher education: 42%
- K-12 education: 31%
- Environmental: 24%
- Healthcare: 23%
- Global relief: 19%
- Other: 18%
- I do not currently support any causes: 9%

Multiple responses allowed
Where BSU Ranks within Charitable Giving Priorities

- Top three: 13%
- Top five: 17%
- Top 10: 25%
- Does not rank: 45%

Greatest Opportunity
I believe it is important to contribute financially to BSU to help provide quality academic opportunities for others.

Agree or strongly agree

44%
Have Made a Contribution or Pledge to BSU

Yes 59%

No 41%
Type of Contributions Made to BSU

- Undesignated financial gift: 43%
- Scholarships: 39%
- Athletic programs or teams: 35%
- Gift to a specific academic department: 17%
- Commitment via an estate, will or insurance plan: 4%
- Other: 7%

Multiple responses allowed
Largest Past Gift to BSU

- Less than $100: 36%
- $100 to $500: 36%
- $501 to $1,000: 8%
- $1,001 to $5,000: 8%
- $5,001 to $10,000: 2%
- $10,001 to $20,000: 1%
- More than $20,000: 4%
- Did not provide: 6%

72% have given $500 or less.
Familiarity = Giving

Familiar with BSU Programs/Activities

- BSU Ranks Top 3: 48%
- Overall: 30%
Opportunity?

Have Made a Contribution in Past

- Alumni: 58%
- Non-alumni: 64%

Likely to Consider Giving in Next Two Years

- Alumni: 41%
- Non-alumni: 49%
Engagement = Giving

The more connected they feel to BSU, the more likely they are to give

- High: 66% gave in the past, 62% would consider giving in future
- Some: 65% gave in the past, 49% would consider giving in future
- Not much: 53% gave in the past, 27% would consider giving in future
- Not at all: 31% gave in the past, 16% would consider giving in future
Have Heard of "Imagine Tomorrow" Campaign

Yes 38%
No 62%
BSU donors are most motivated to give out of appreciation.
Reason for Contributing

- My experiences at BSU made a positive impact on my life and I want to give back. 70%
- I want to help provide quality educational opportunities to high-potential students. 26%
- I want to help ensure the future of our region. 24%
- I want to help provide quality educational opportunities to the disadvantaged. 21%
- Other 8%
Who Cares Most About Providing Educational Opportunities to the Disadvantaged?

Location of Residence

- **In Bemidji**: 23% Want to help disadvantaged, 15% Overall
- **Within 20 miles of Bemidji**: 23%, 11%
- **21 to 100 miles from Bemidji**: 5%, 13%
- **101 to 300 miles from Bemidji**: 27%, 36%
- **Outside of Minnesota**: 22%, 22%
- **Outside of the U.S.**: 1%, 3%

The bar chart shows a comparison of percentages indicating who wants to help disadvantaged students, compared to the overall percentage. The location categories range from being in Bemidji, within 20 miles, 21 to 100 miles, 101 to 300 miles, outside of Minnesota, to outside of the U.S.
Future giving will continue, but frequency and financial level could be improved.
Likelihood of Giving to BSU Within Next Two Years

- Very likely: 28%
- Likely: 15%
- Neutral: 20%
- Not very likely: 13%
- Not at all likely: 24%

Conversion opportunity!
Who’s Most Likely to Give?

**Likely to Give**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likely to Give</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>13%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>31%</td>
</tr>
<tr>
<td>55 to 74</td>
<td>50%</td>
</tr>
<tr>
<td>75+</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Overall**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>22%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>33%</td>
</tr>
<tr>
<td>55 to 74</td>
<td>40%</td>
</tr>
<tr>
<td>75+</td>
<td>5%</td>
</tr>
</tbody>
</table>

Did not provide: <1% 1%

Plus... Those who have higher interest in learning more about BSU (60% vs. 45% overall)
Size of Possible Next Contribution

- Greater than in the past: 9%
- About the same: 61%
- Less than in the past: 5%
- This would be my first contribution to BSU: 25%
Who Will Be Giving More Than in the Past?

Those with higher interest in learning more about BSU
(70% vs. 45% overall)
Who Are Our New Prospects?

Indicate a Willingness to Give to BSU for the First Time

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Significantly Willing to Give</th>
<th>Overall Willingness</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>52%</td>
<td>22%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>55 to 74</td>
<td>11%</td>
<td>40%</td>
</tr>
<tr>
<td>75+</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Did not provide</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Significant Potential

Age

- 18 to 34: 52%
- 35 to 54: 35%
- 55 to 74: 11%
- 75+: 2%
- Did not provide: <1%
How Do We Reach Them?

- **Email**: Overall 76%, Ages 18-34 80%
- **University magazine**: Overall 47%, Ages 18-34 48%
- **Website**: Overall 42%, Ages 18-34 40%
- **E-newsletter**: Overall 38%, Ages 18-34 38%
- **Social media**: Overall 27%, Ages 18-34 44%
- **Information sent by an academic department**: Overall 12%, Ages 18-34 16%
- **Newspaper, TV or radio**: Overall 9%, Ages 18-34 5%
- **Mobile phone text messages**: Overall 4%, Ages 18-34 7%
- **Other**: Overall 1%, Ages 18-34 1%

*Multiple responses allowed*

Again, online is key!
However, they are the most likely to have a household income of less than $50,000

### Household Income

- **Less than $50,000**: 19% (Overall), 34% (Want to give to first time)
- **$50,000 to $69,999**: 15% (Overall), 16% (Want to give to first time)
- **$70,000 to $89,999**: 15% (Overall), 15% (Want to give to first time)
- **$90,000 to $109,999**: 12% (Overall), 13% (Want to give to first time)
- **$110,000 to $129,999**: 8% (Overall), 8% (Want to give to first time)
- **$130,000 to $149,999**: 2% (Overall)
- **$150,000 or more**: 6% (Overall), 9% (Want to give to first time)
- **Did not provide**: 9% (Overall), 16% (Want to give to first time)