



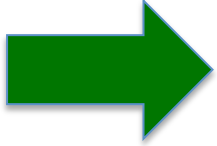
ALUMNI & FOUNDATION

# Engagement Study

February 2014



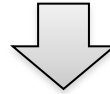
# Our Strategic Plan



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)

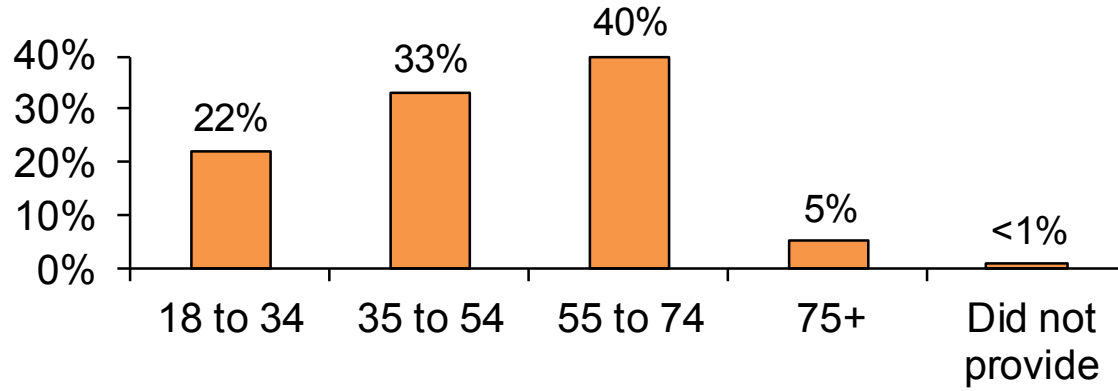
## **Excellent results!**

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

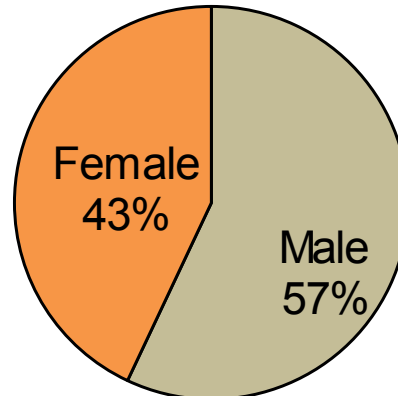


# Demographics

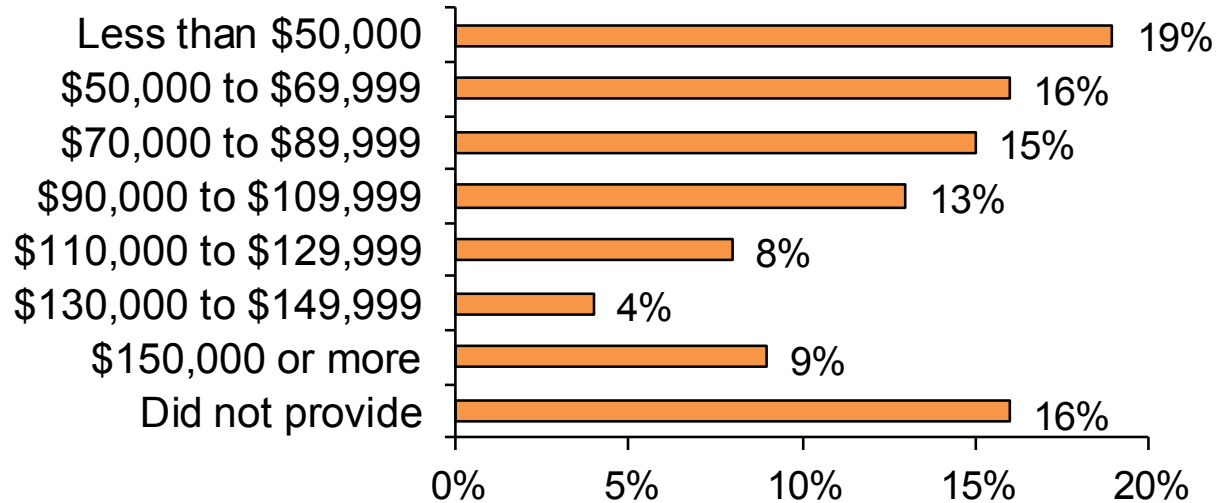
## Age



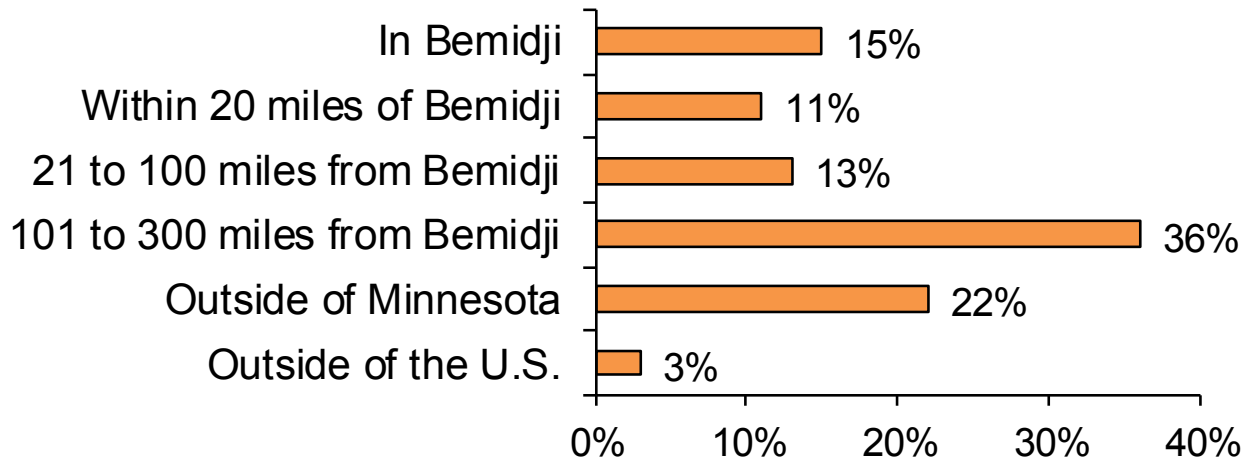
## Gender



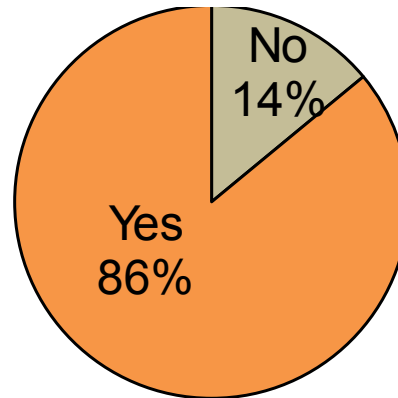
## Household Income



## Location of Residence



# Alumni Percentage





# Three Key Opportunities

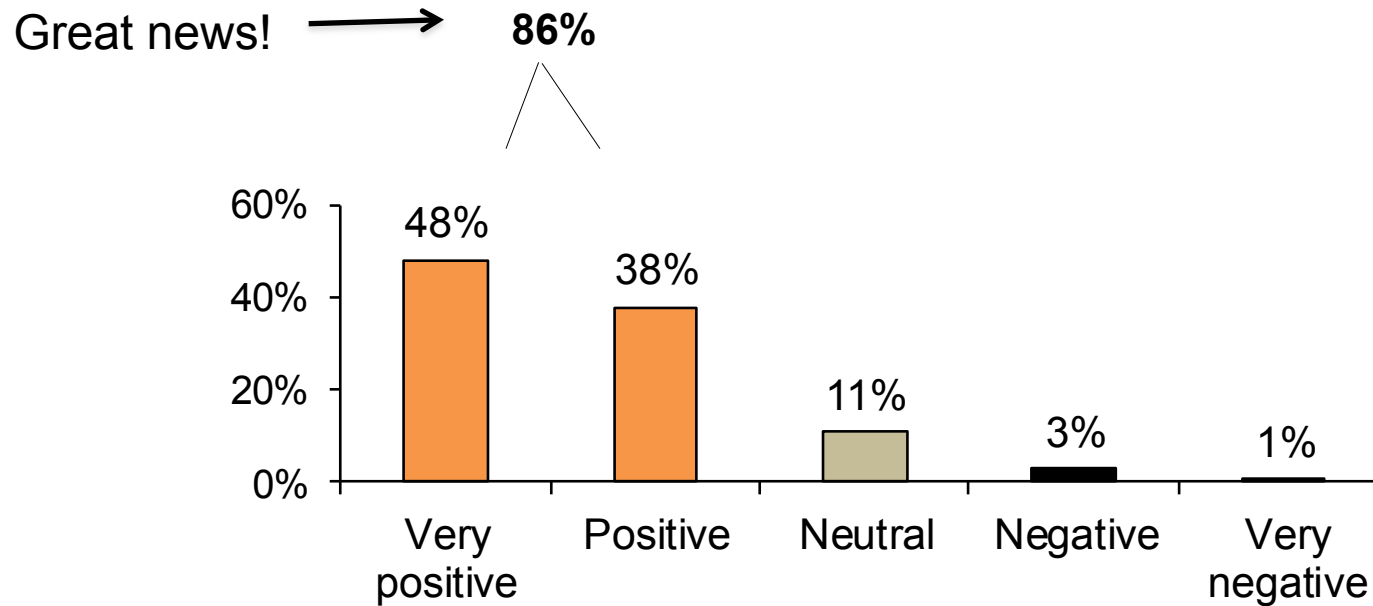


Opportunity #1:  
Educate

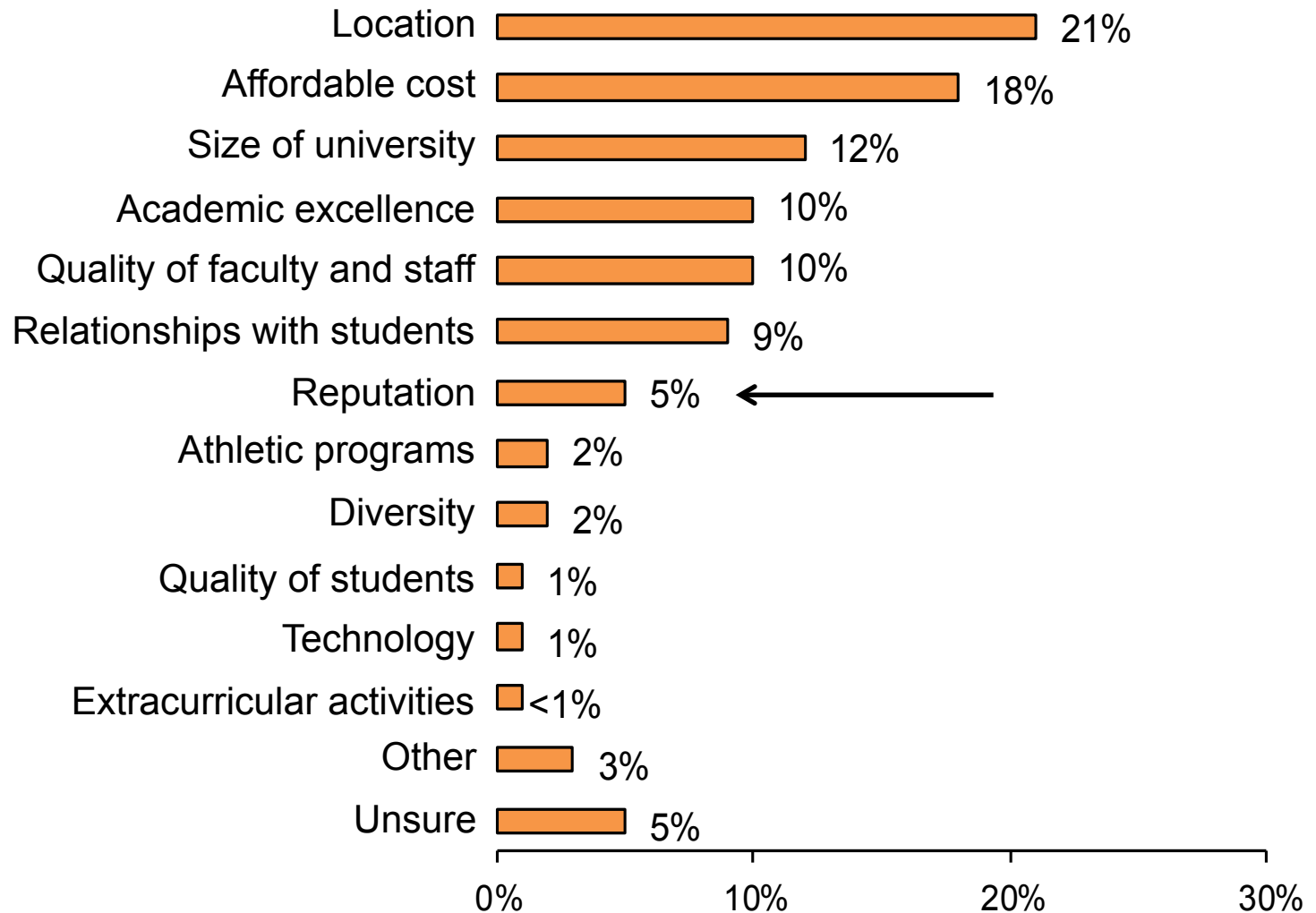
Perceptions of BSU are largely positive, with the greatest respect related to its physical and economic attributes.



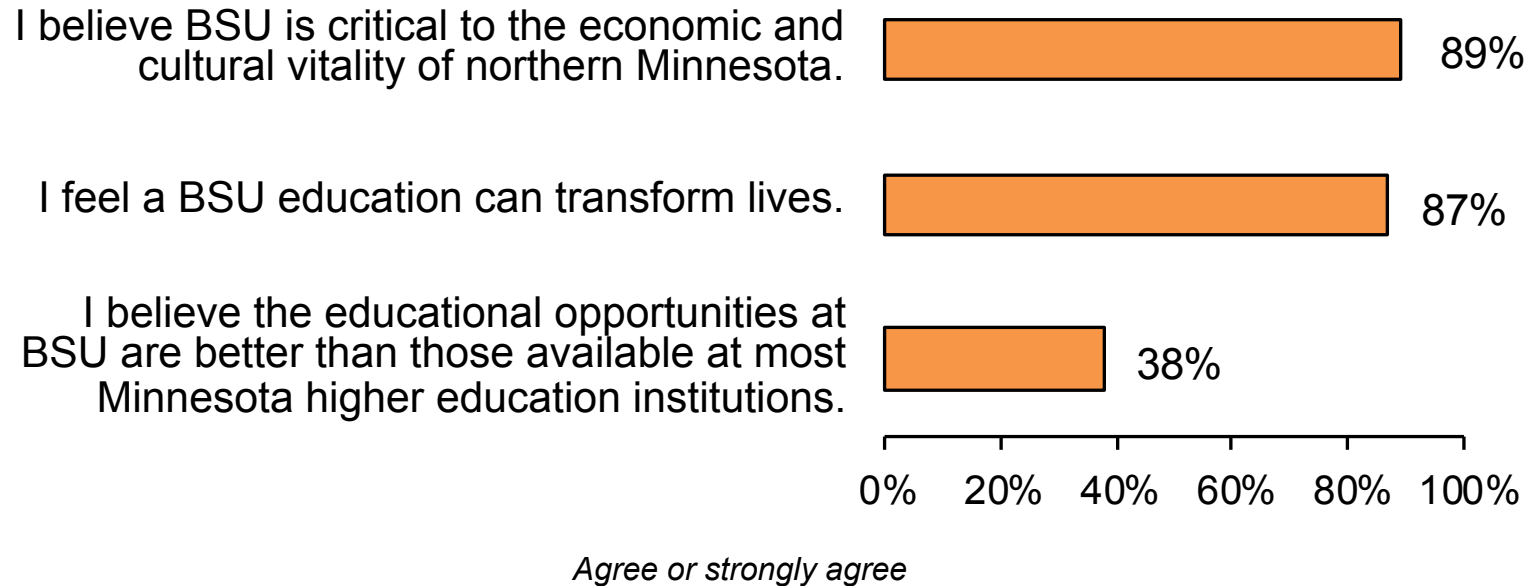
# Overall Feelings Toward BSU



# BSU's Greatest Strength



# Beliefs Toward BSU

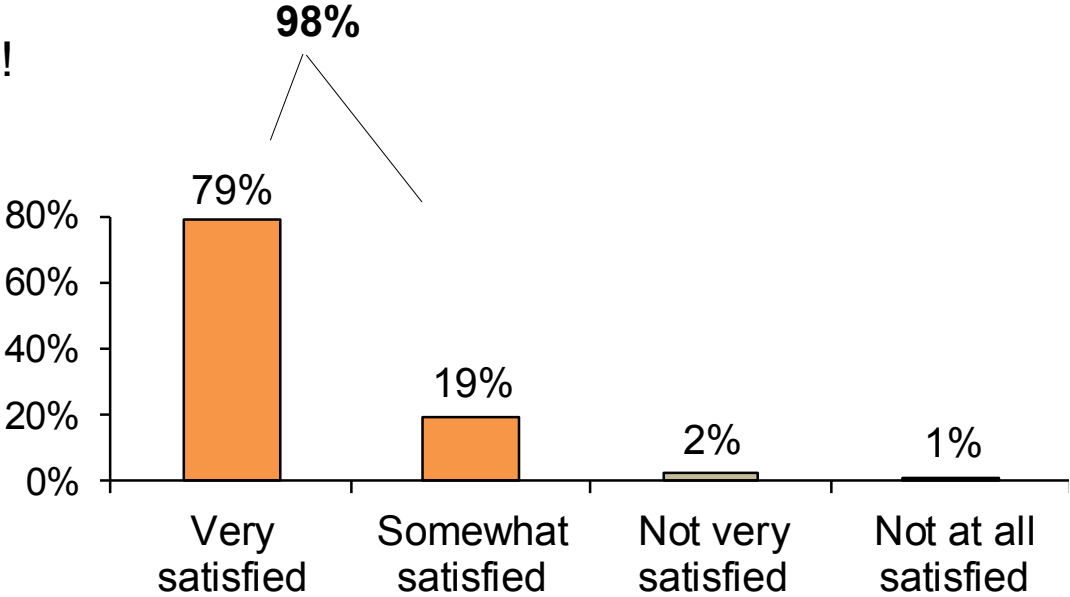


The good news:  
Recollection of the student experience is  
overwhelmingly positive.



# Satisfaction with Experience as a BSU Student

Outstanding!








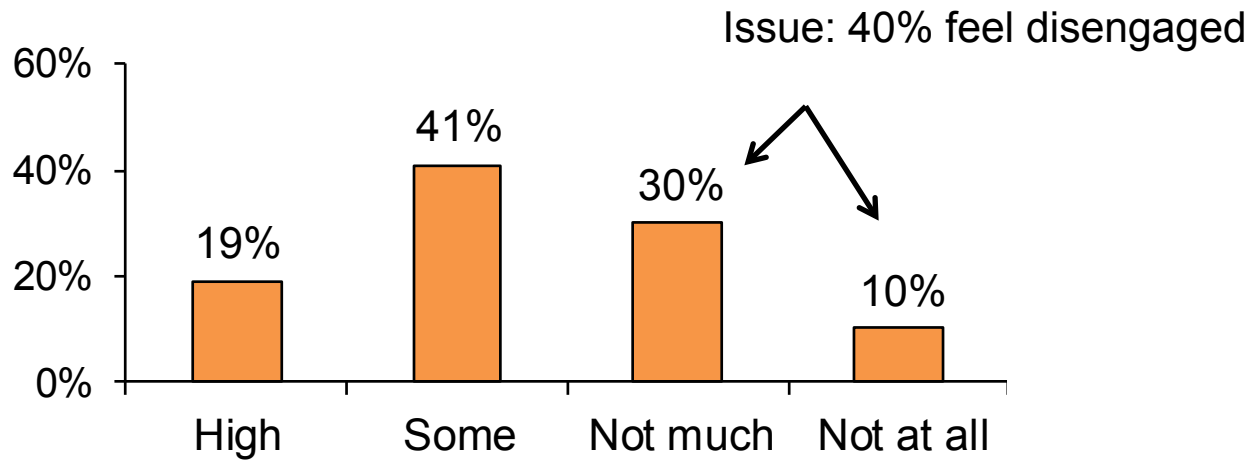
The challenge:  
*Current* engagement needs improvement.

## Personal Connection with BSU

	High	Some	Not much	Not at all
Pride in your BSU degree	63%	32%	4%	1%
An emotional connection to BSU	42%	44%	13%	2%

 Top responses within option

# Do You Feel a Part of the Greater BSU Community?



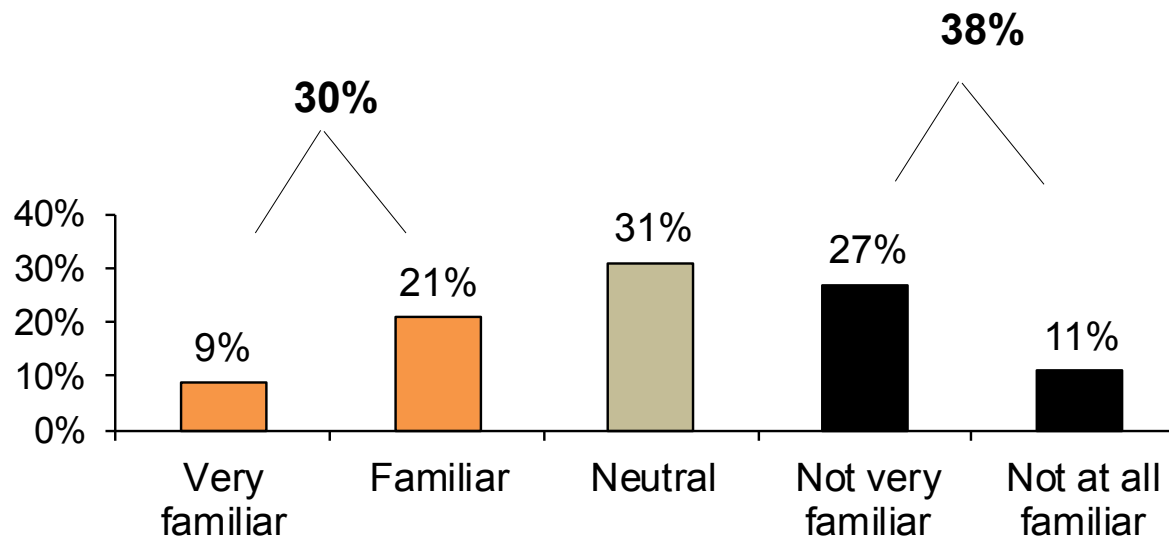


## Opportunity #2: Connect

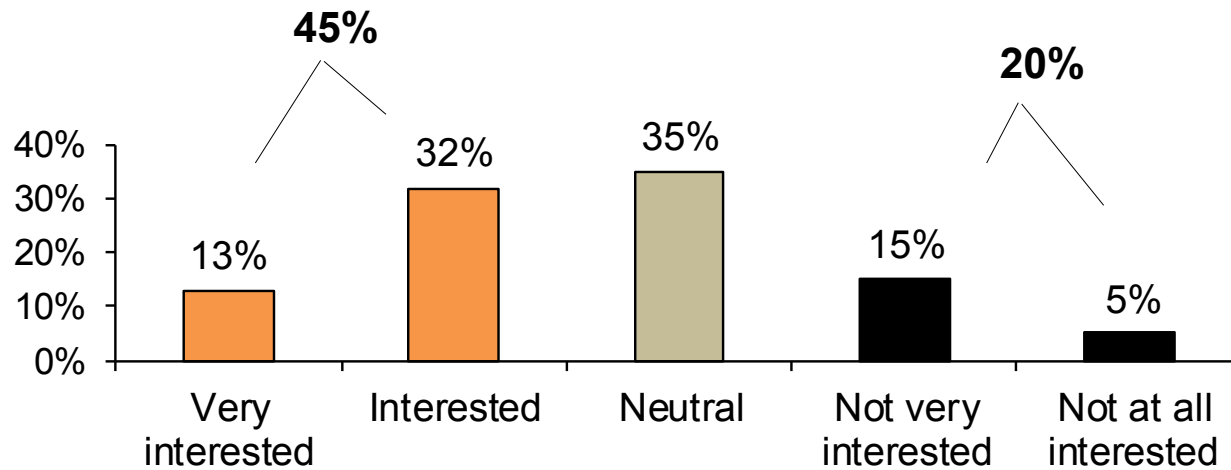
While our audiences are not as familiar with *today's* BSU as we would like them to be, they're interested in learning more.



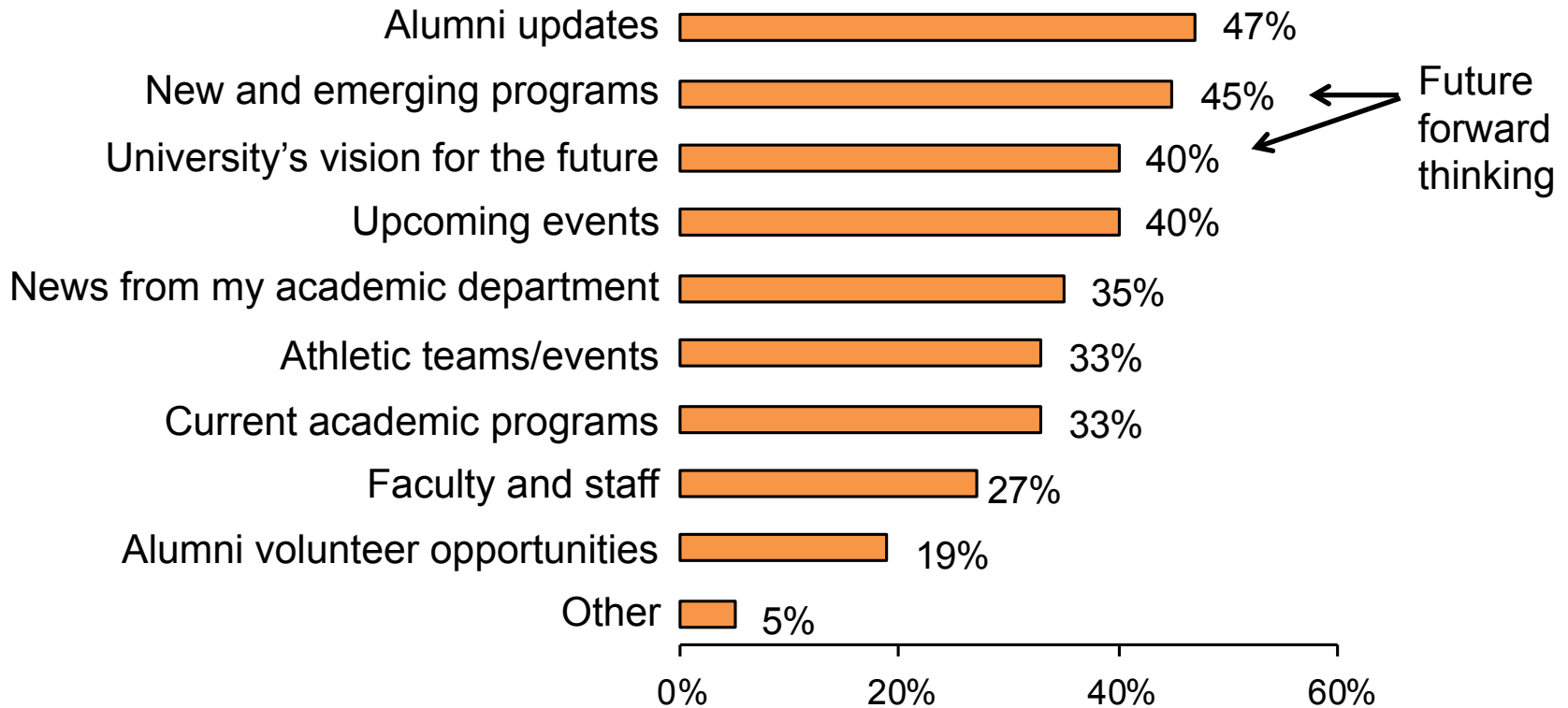
# Current Knowledge of BSU and Its Programs



# Interest in Learning More About BSU and Its Recent Accomplishments



# Interested in Learning More About



*Multiple responses allowed*








Search:


- Alumni
- Foundation
- Lakeside Fund
- Beaver Pride/Athletics
- B-Club
- Give to BSU
- Stay In Touch

Content Goes Here.


Be a part of BSU's first capital campaign



Help a BSU student succeed



Join the team behind the teams



## Events

**SEPT 26** Alumni Leaders in the Classroom panels  
Sept. 26 & 28

**SEPT 27** BSU Honors Gala  
5:30 p.m., Sanford Center

**SEPT 28** Annual Meetings  
???, Location (Alumni Board)  
???, Location (Foundation Board)

## BSU NEWS - NEWS & UPDATES

Headlines only

*Student ambassadors from Wiefang head for home*  
Friday, September 20, 2013 3:15:51 PM

*Dr. Allan Chapman delivers annual lecture, Sept. 24*  
Friday, September 20, 2013 9:37:15 AM

*BSU alum lectures on nutrition and ovarian cancer*  
Thursday, September 19, 2013

## Features



**BSU Honors Gala will be a night to remember**  
We'll honor esteemed alums, recognize generous donors and make a university-changing announcement. Register now!

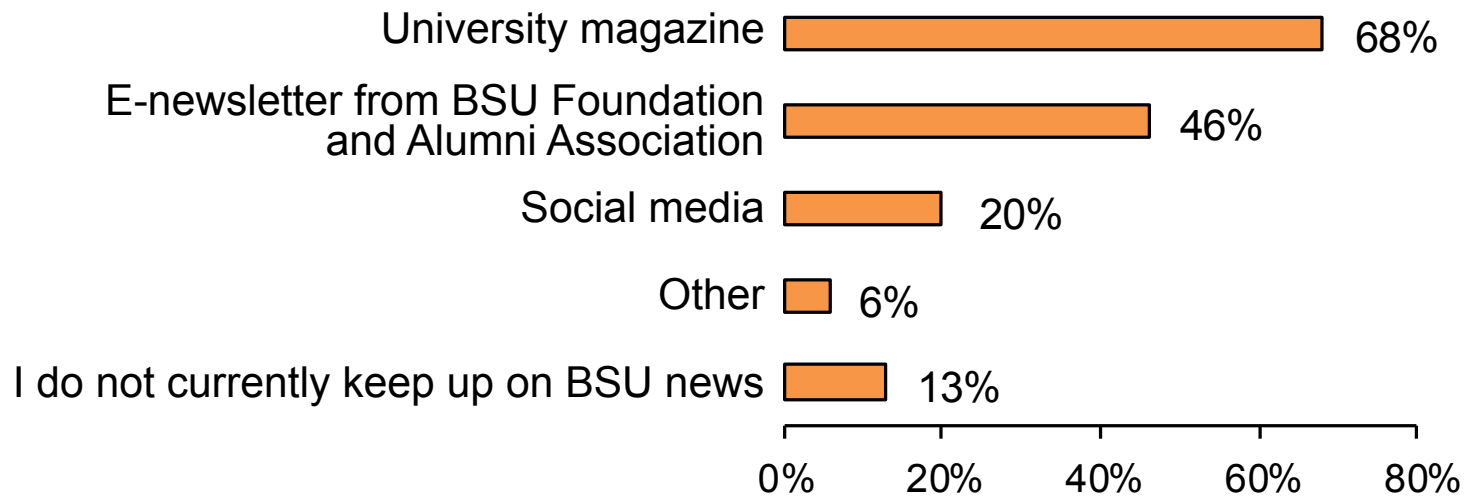


**Homecoming activities abound for all**  
An honors gala, reunions, tailgating, football, a street dance and a concert, oh my!

RUSSELL HERDER

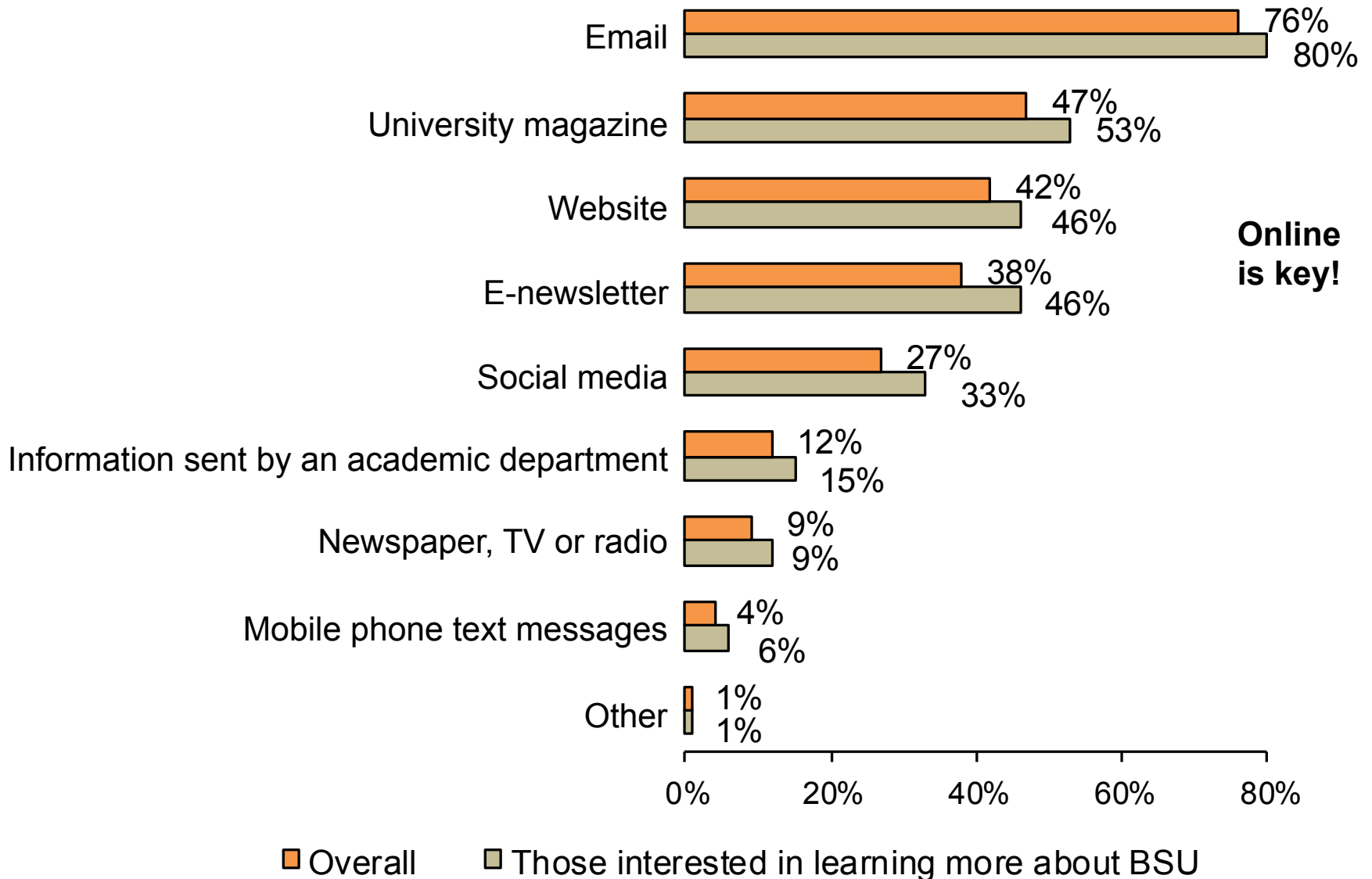
Opportunities clearly exist to increase engagement by building upon BSU's current outreach channels.

# Current Information Sources About BSU



*Multiple responses allowed*

# Information Channels Preferred



*Multiple responses allowed*



# Frequency of Social Media Use



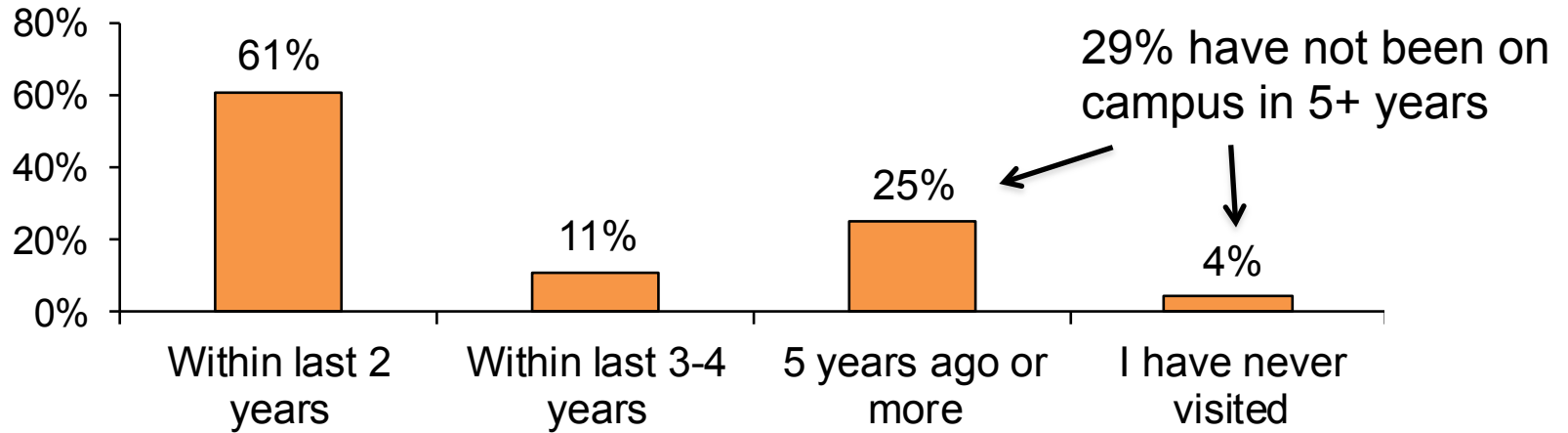
	Daily	Weekly	Only Occasionally	Never
Facebook	44%	13%	15%	29%
Google+	10%	8%	23%	59%
Twitter	8%	4%	12%	76%
YouTube	5%	15%	41%	39%
Instagram	3%	2%	9%	86%
LinkedIn	3%	14%	28%	55%

 Highest frequency per social media platform

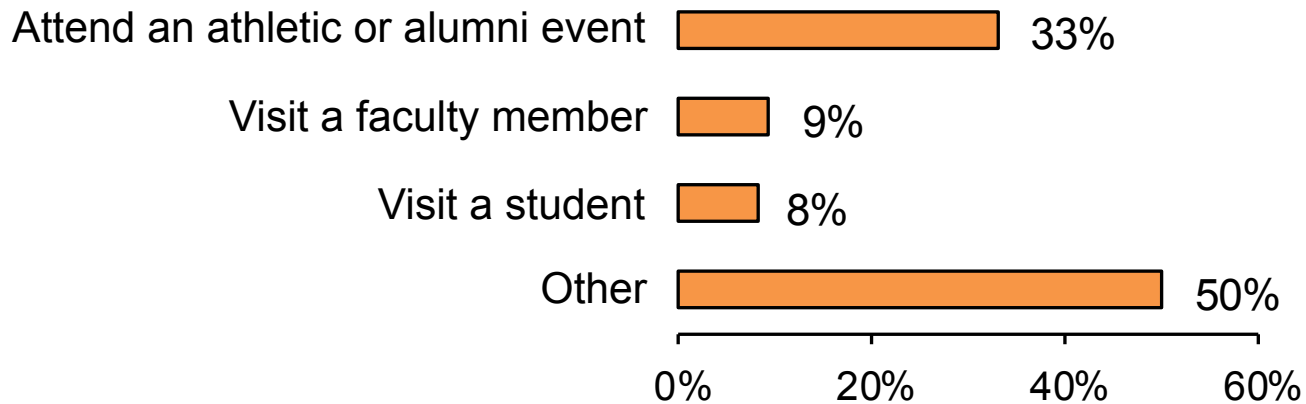


Campus visits are most frequently event-driven, and continue to be a relationship-building opportunity.

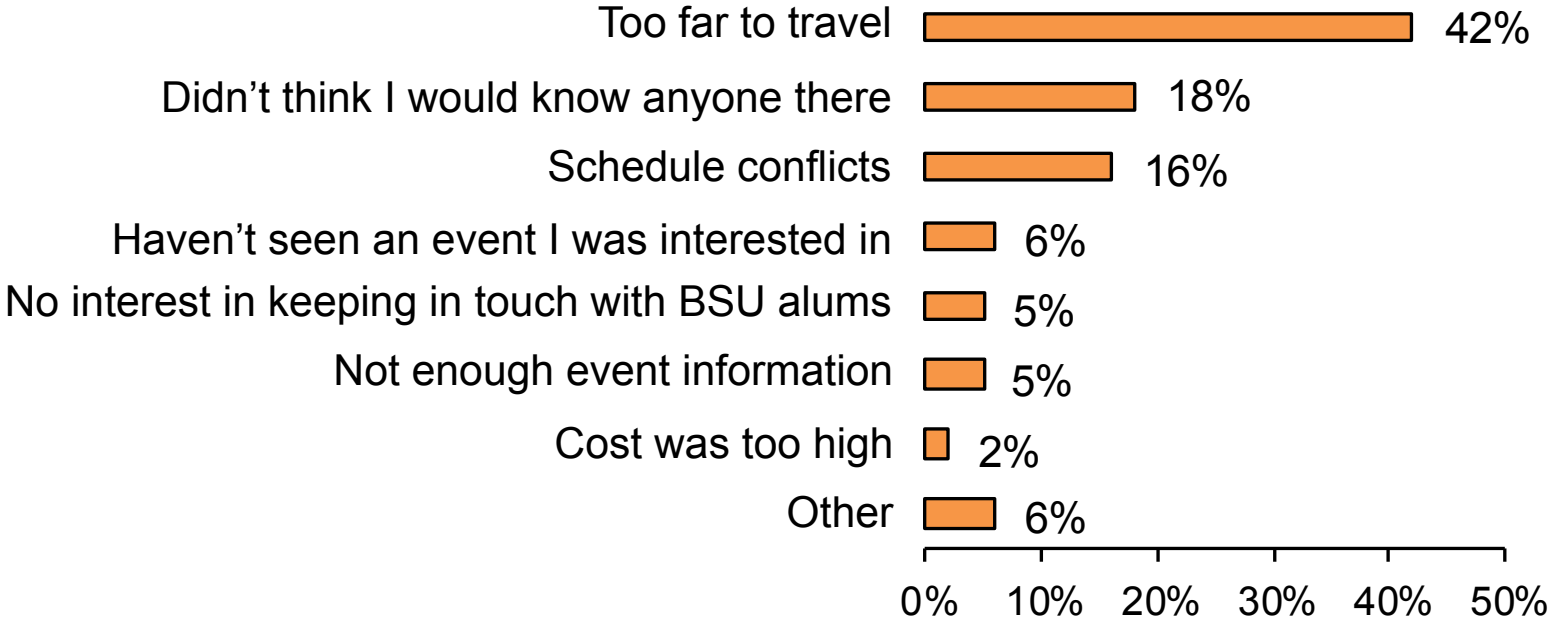
## Last Time Visited BSU Campus



## Reason for Last Visit to BSU

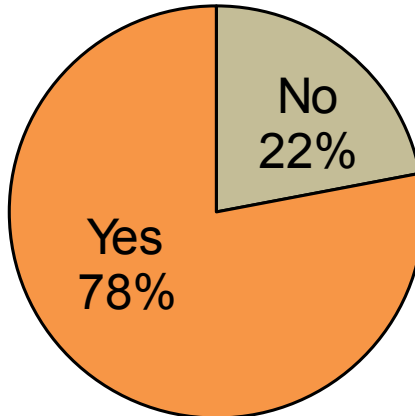


# Reason for Not Attending a Past BSU Event



# Opportunity!

## Interest in Attending BSU Events



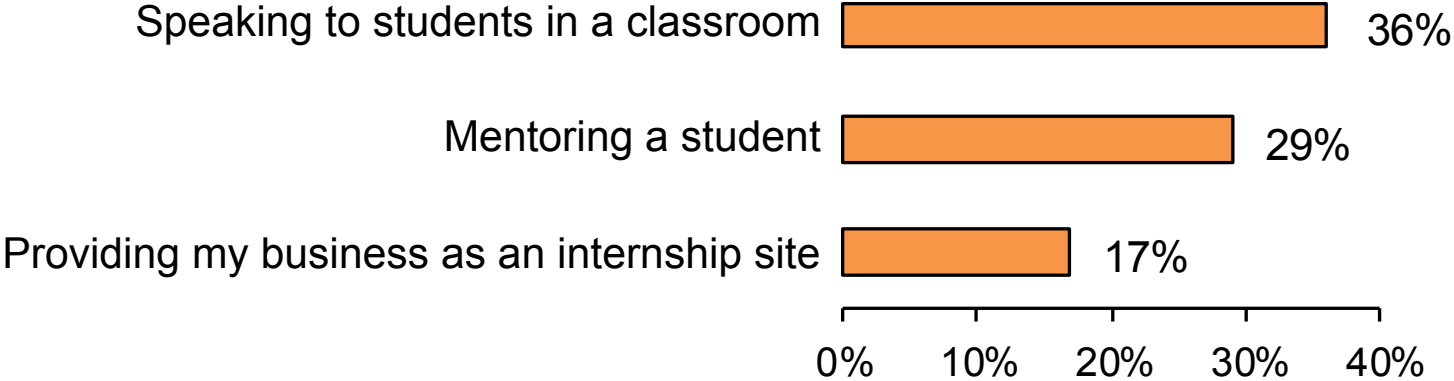


# Events Attended or Interested in Attending

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

*Multiple responses allowed*

# Also Interested in . . .



*Interested or very interested*

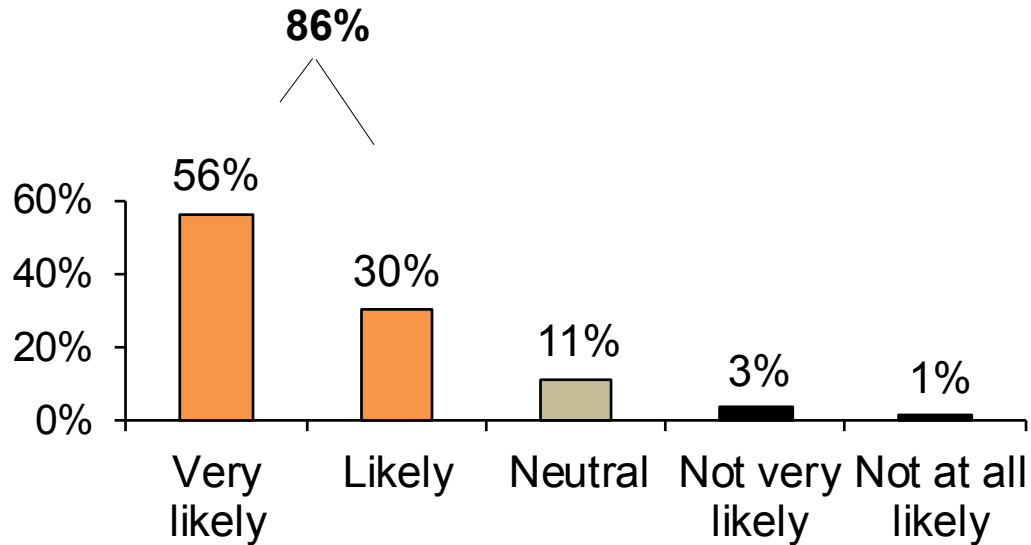


# Opportunity #3: Cultivate Giving



Belief in BSU is translating to *action!*

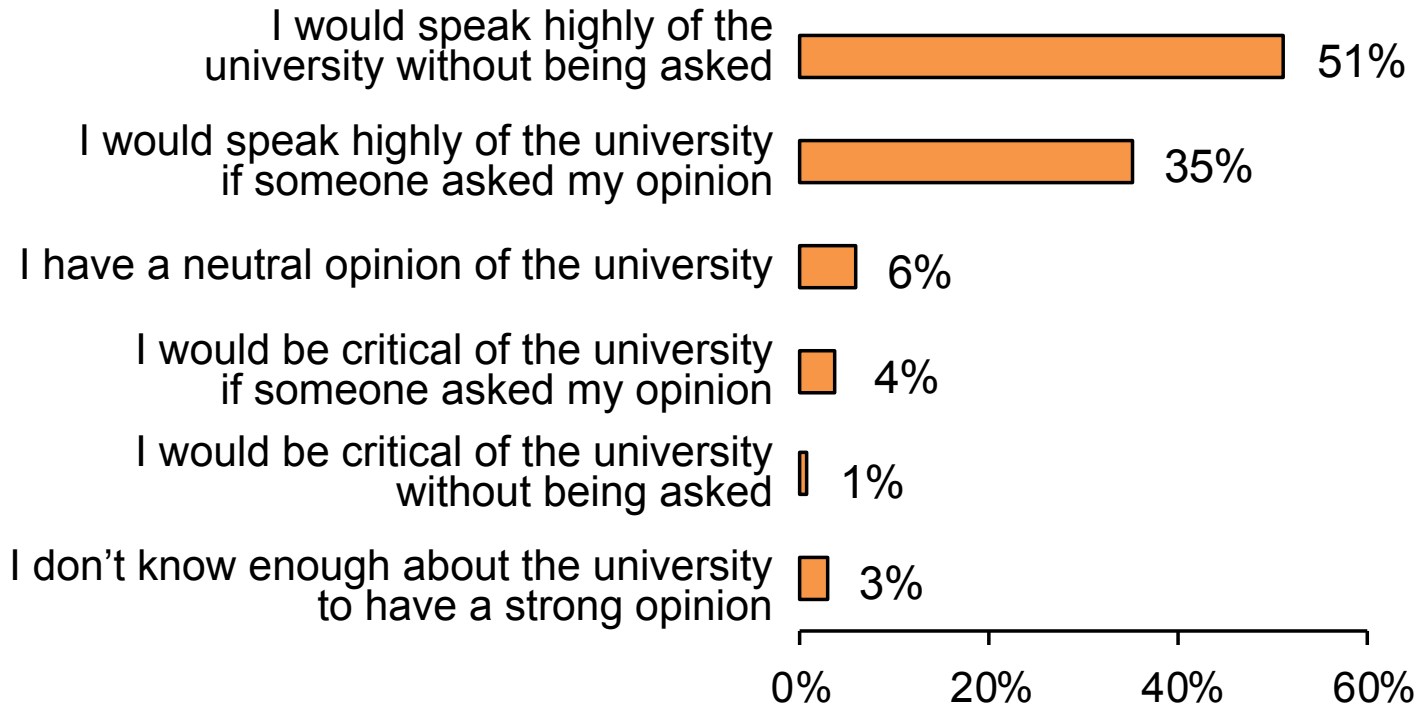
# Likelihood of Recommending BSU to a Prospective Student



Are we capitalizing on this?



# Overall Opinion and Perception of BSU



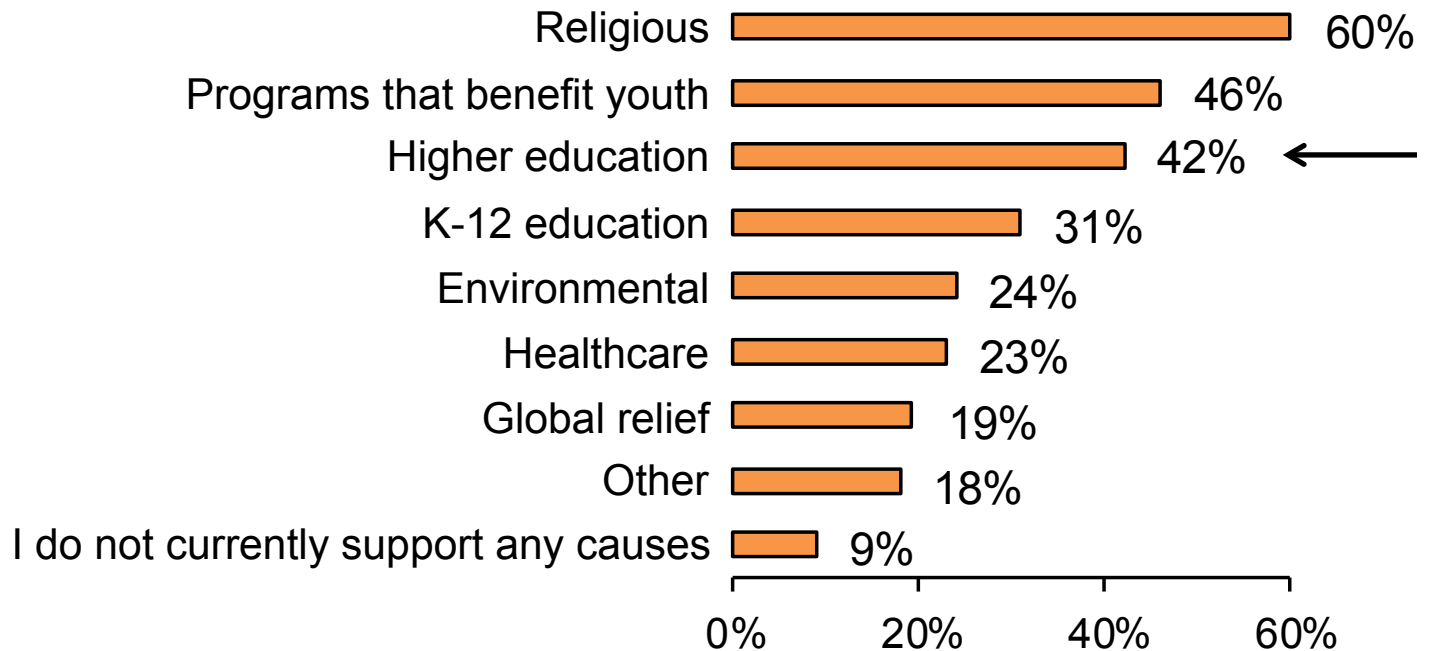
↑ **Opportunity!**  
Move supporters to advocates



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

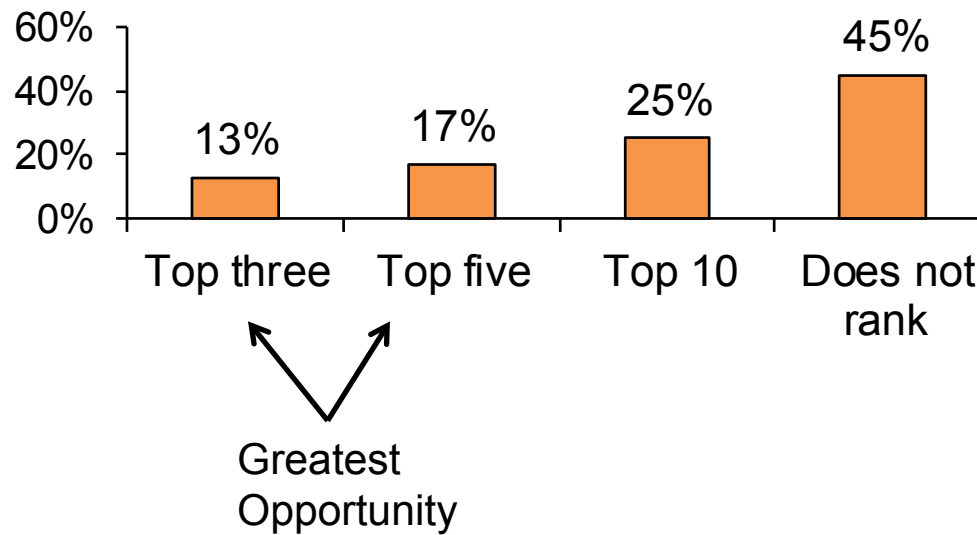


*Multiple responses allowed*

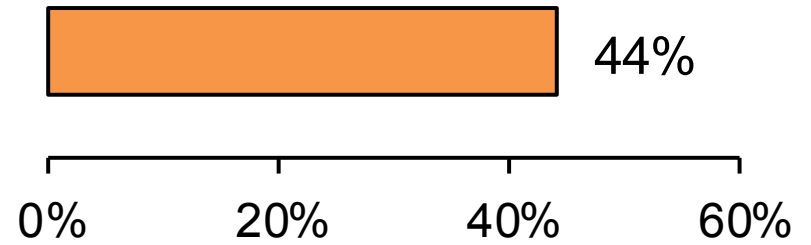




# Where BSU Ranks within Charitable Giving Priorities



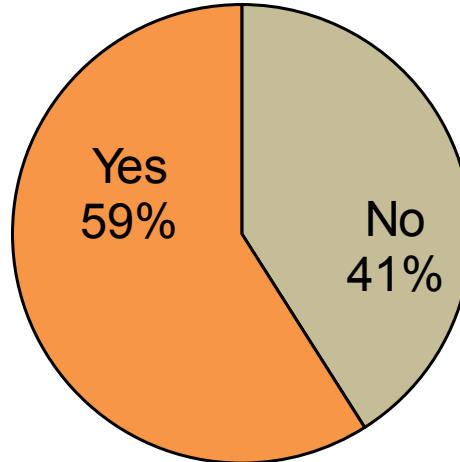
I believe it is important to contribute financially to BSU to help provide quality academic opportunities for others.



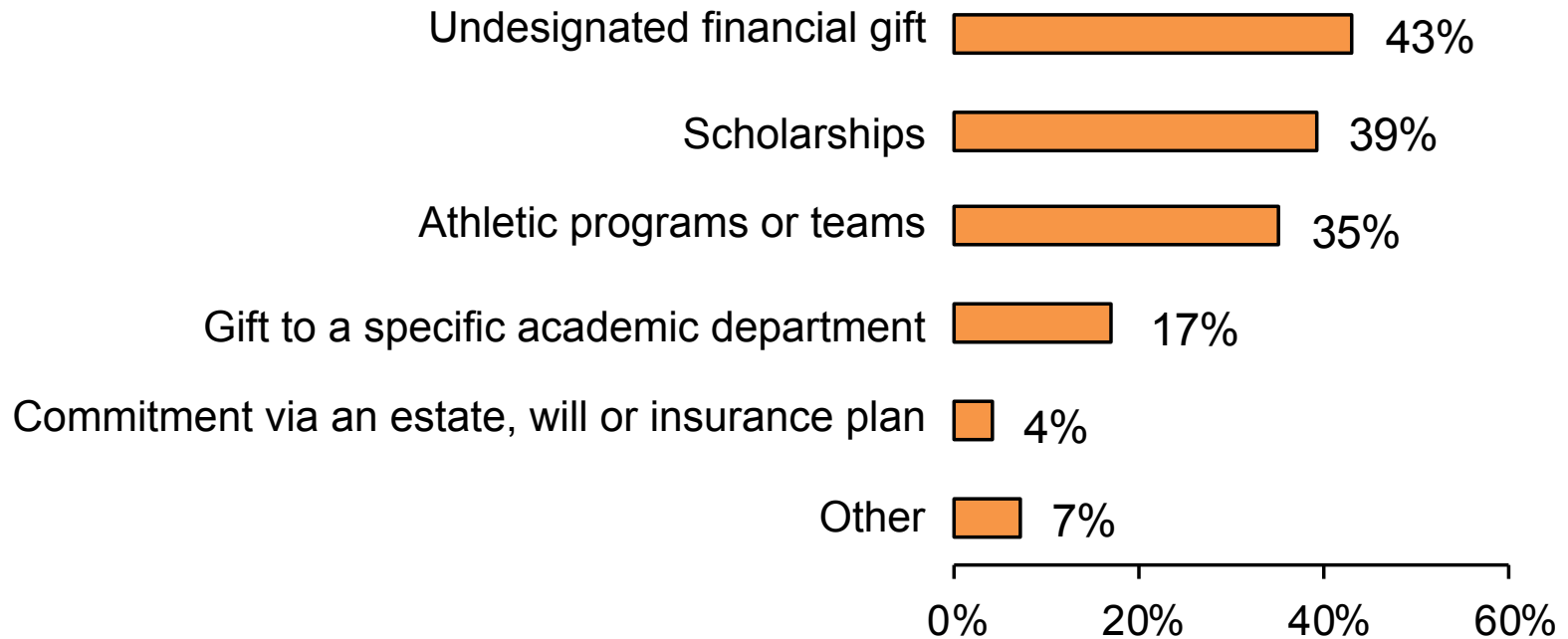
*Agree or strongly agree*



## Have Made a Contribution or Pledge to BSU

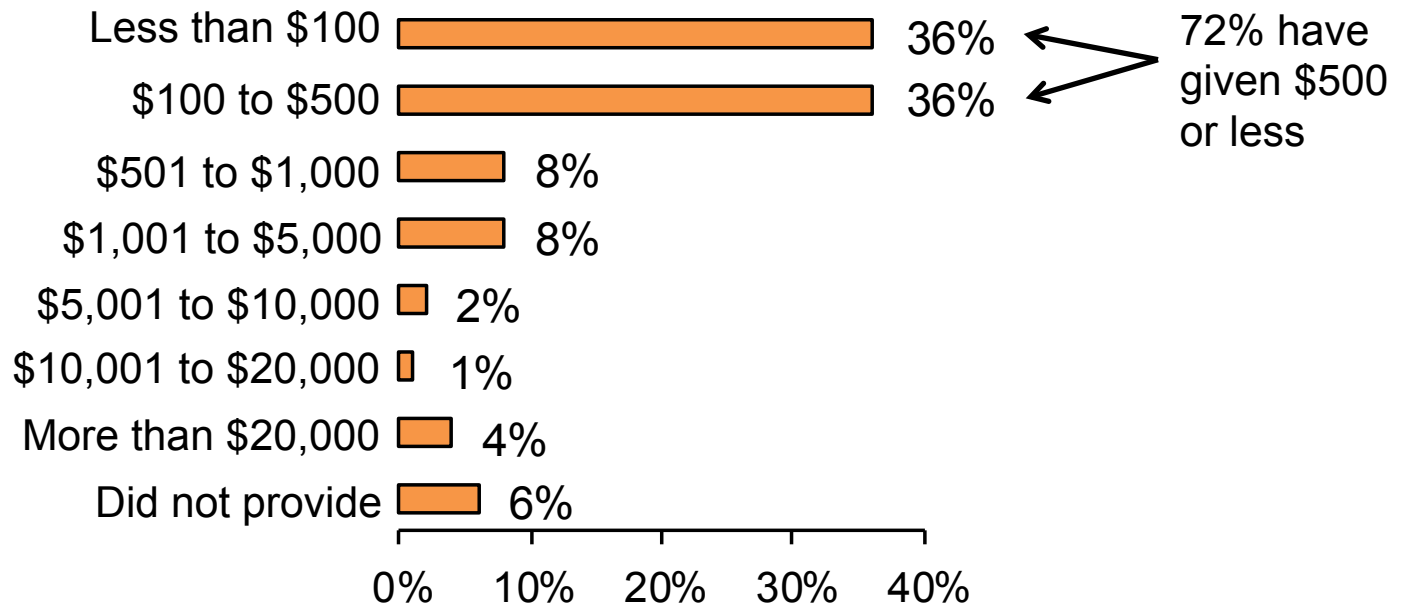


# Type of Contributions Made to BSU



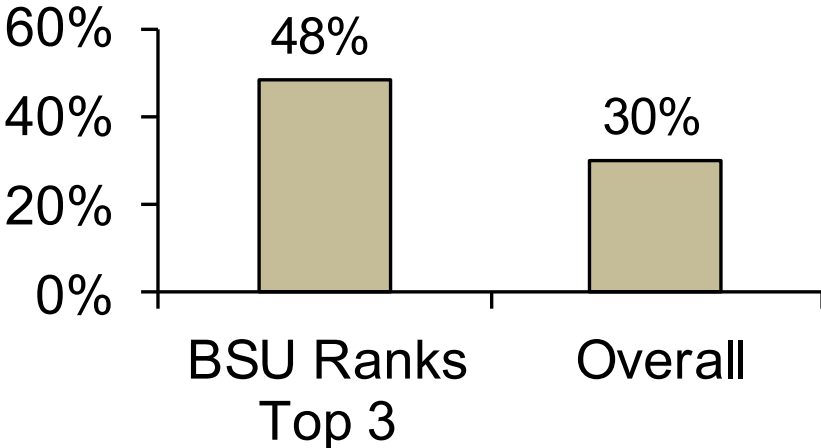
*Multiple responses allowed*

# Largest Past Gift to BSU



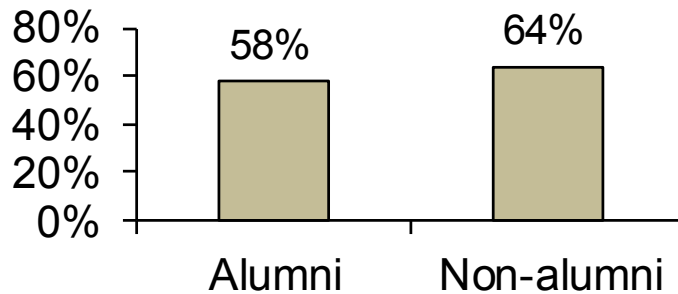
# Familiarity = Giving

## Familiar with BSU Programs/Activities

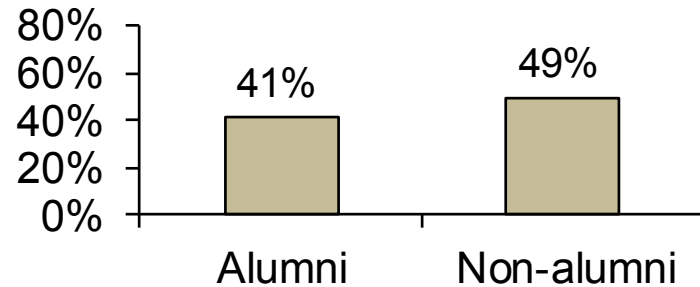


# Opportunity?

## Have Made a Contribution in Past

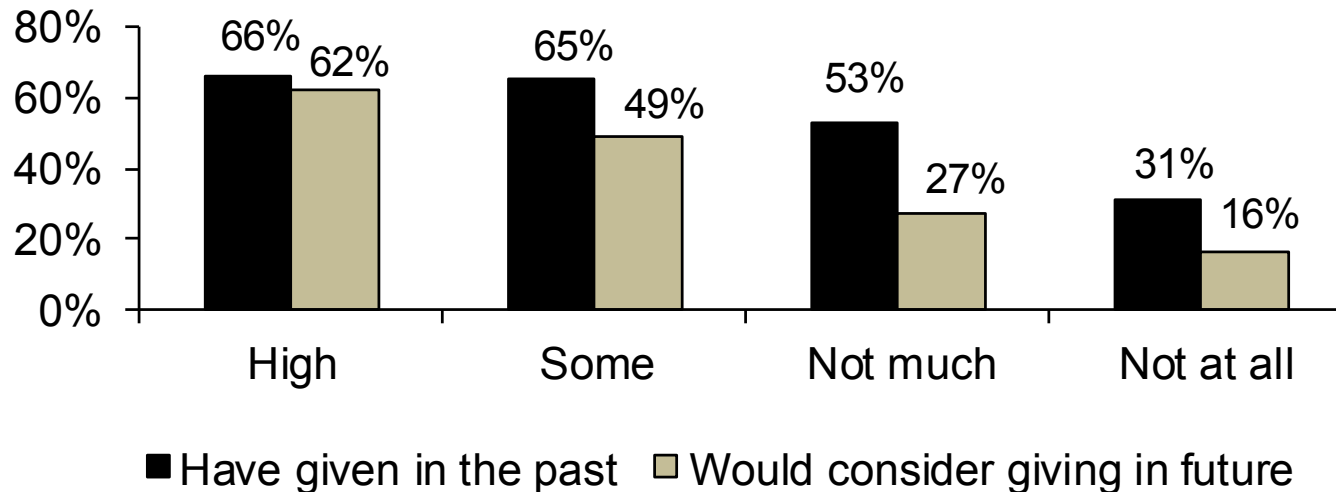


## Likely to Consider Giving in Next Two Years



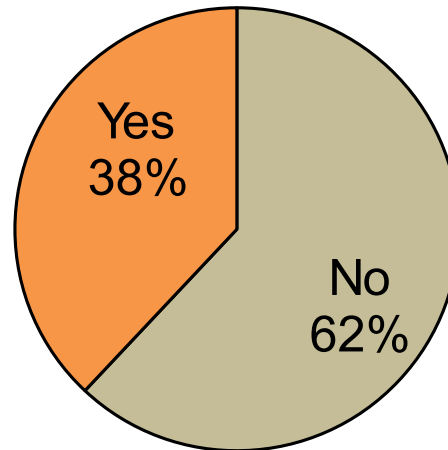
# Engagement = Giving

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





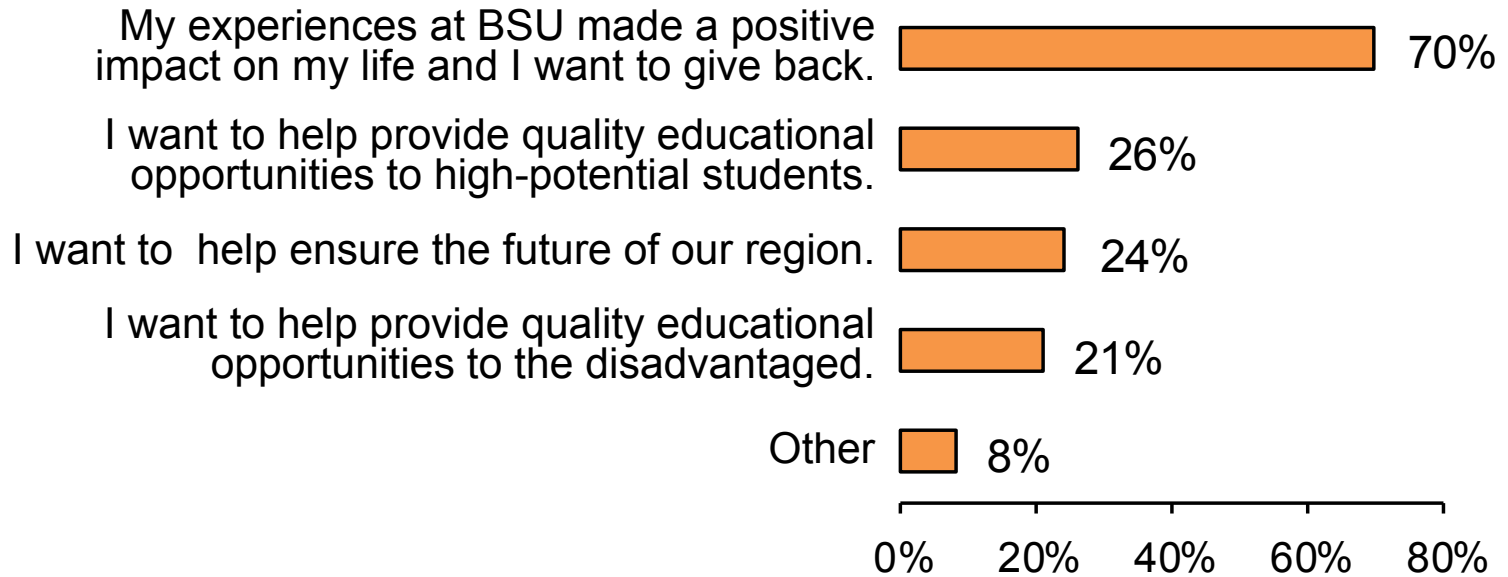
## Have Heard of "Imagine Tomorrow" Campaign



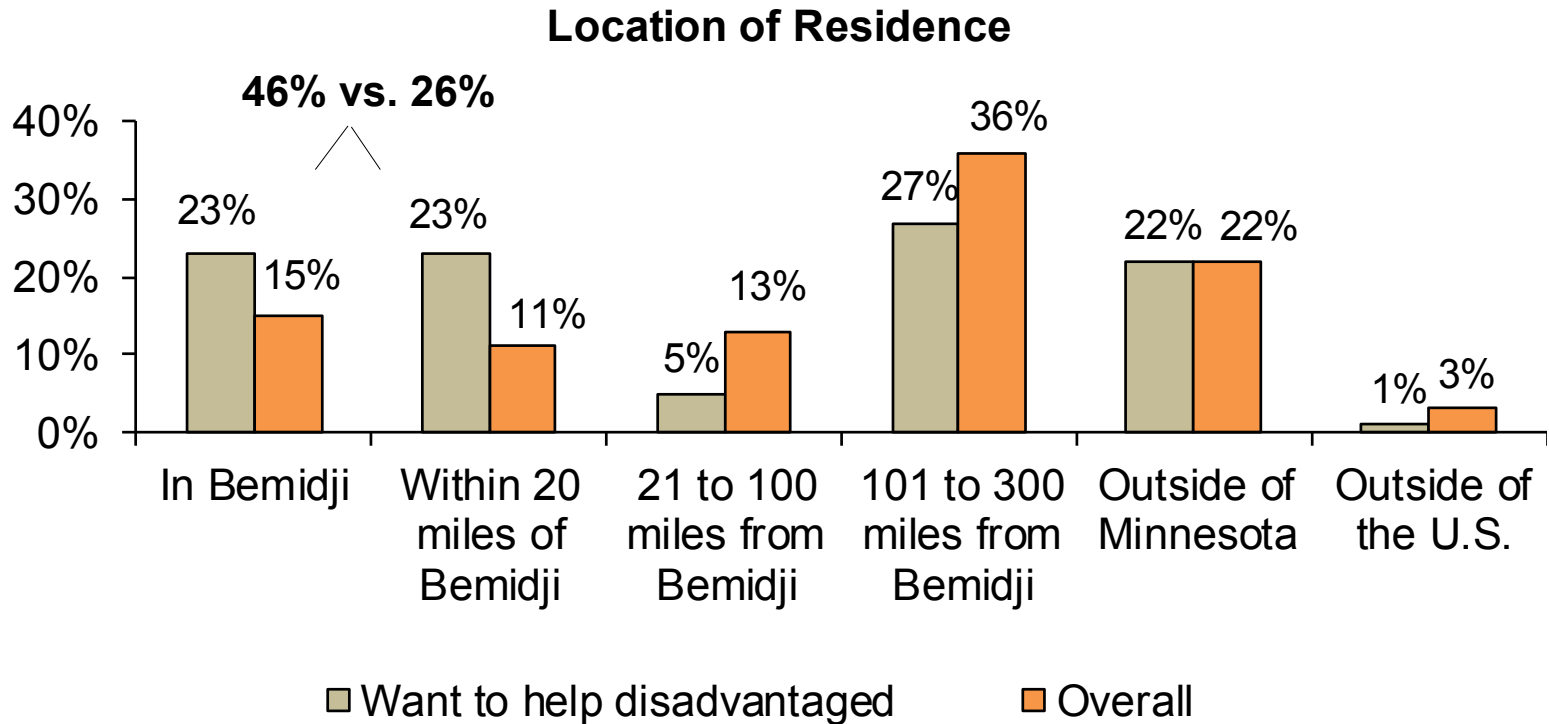
BSU donors are most motivated to give out of appreciation.



# Reason for Contributing



# Who Cares Most About Providing Educational Opportunities to the Disadvantaged?





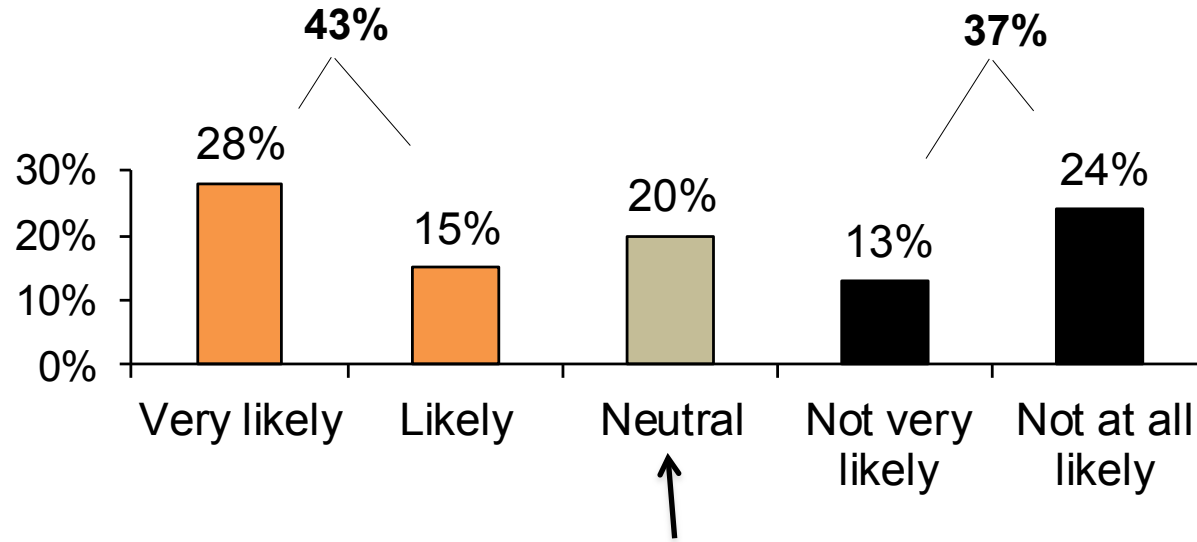
# IMAGINE TOMORROW

THE CAMPAIGN FOR BEMIDJI STATE UNIVERSITY



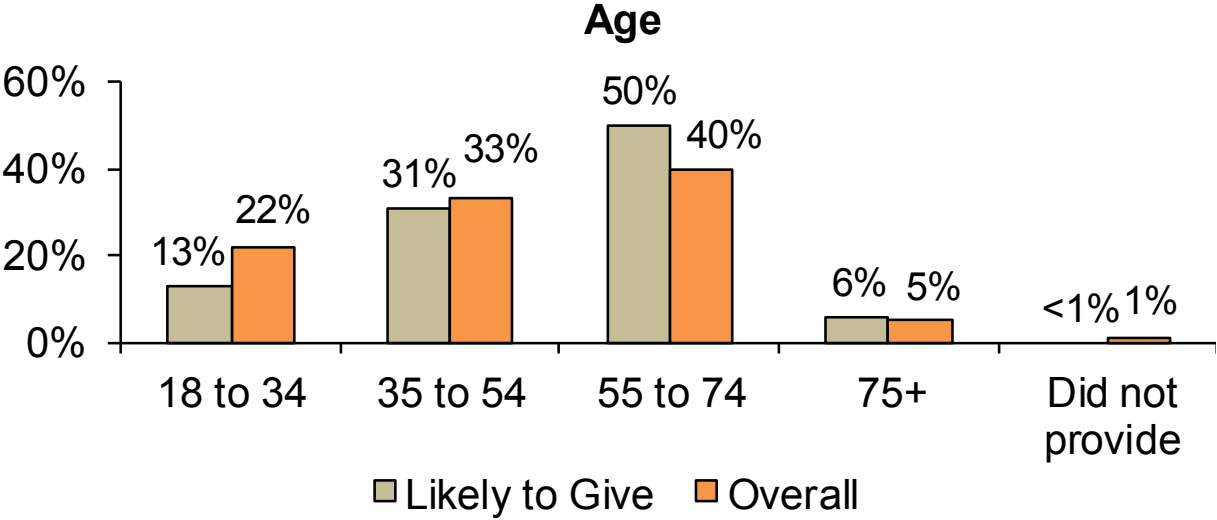
Future giving will continue,  
but frequency and financial level could be improved.

# Likelihood of Giving to BSU Within Next Two Years



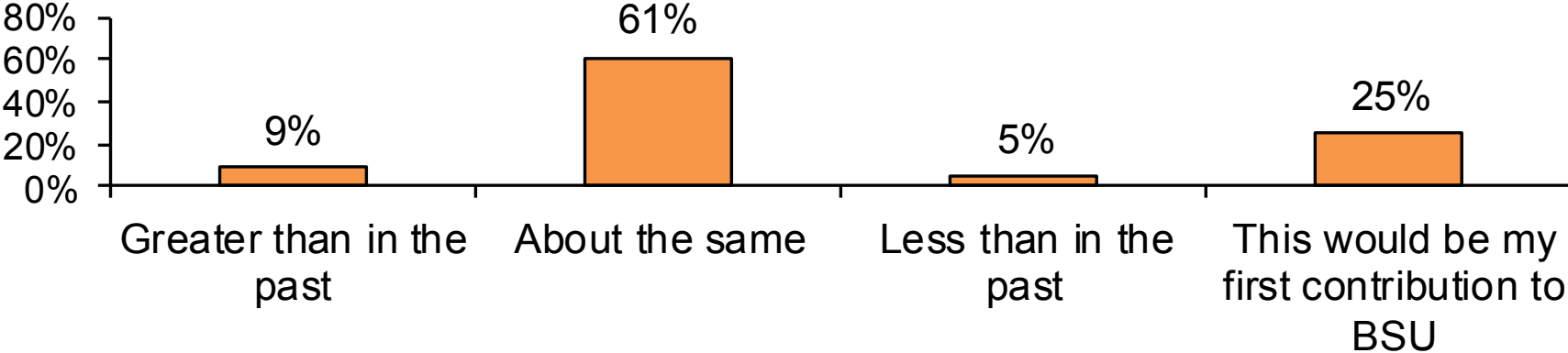
Conversion opportunity!

# Who's Most Likely to Give?



Plus . . .  
Those who have higher interest in learning more about BSU  
(60% vs. 45% overall)

# Size of Possible Next Contribution

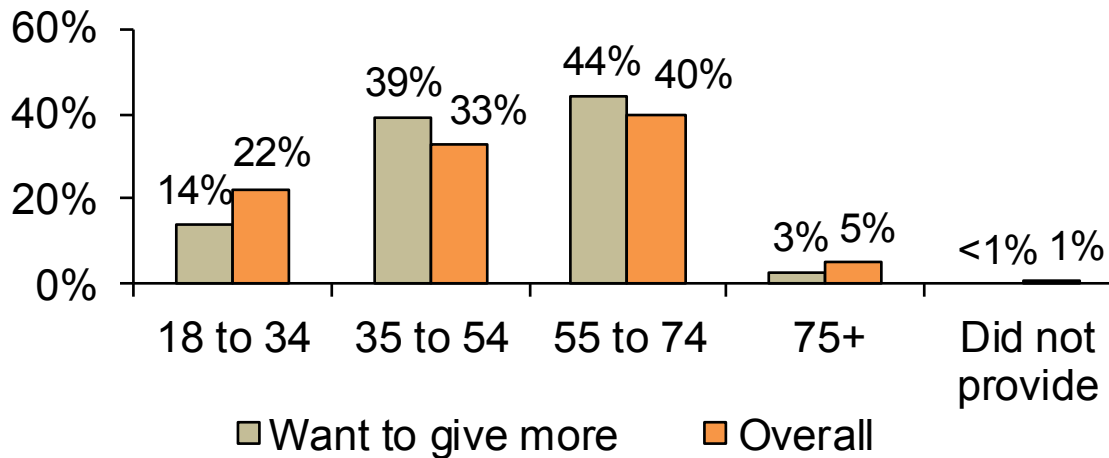




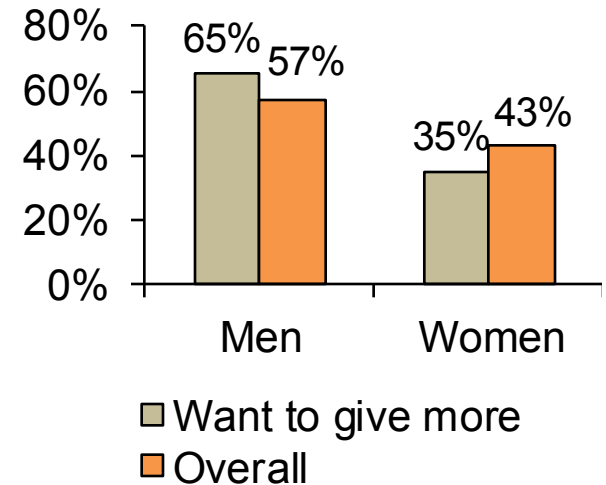
# Who Will Be Giving More Than in the Past?

Those with higher interest in learning more about BSU  
(70% vs. 45% overall)

## Age



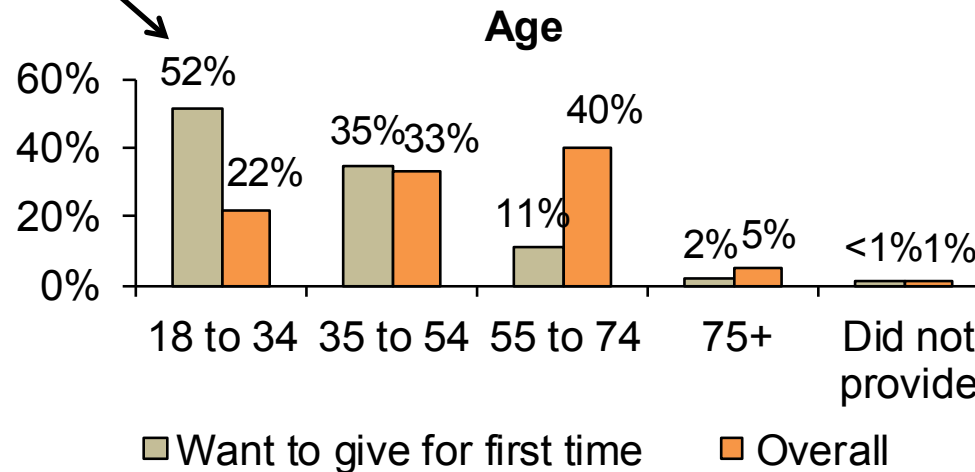
## Gender



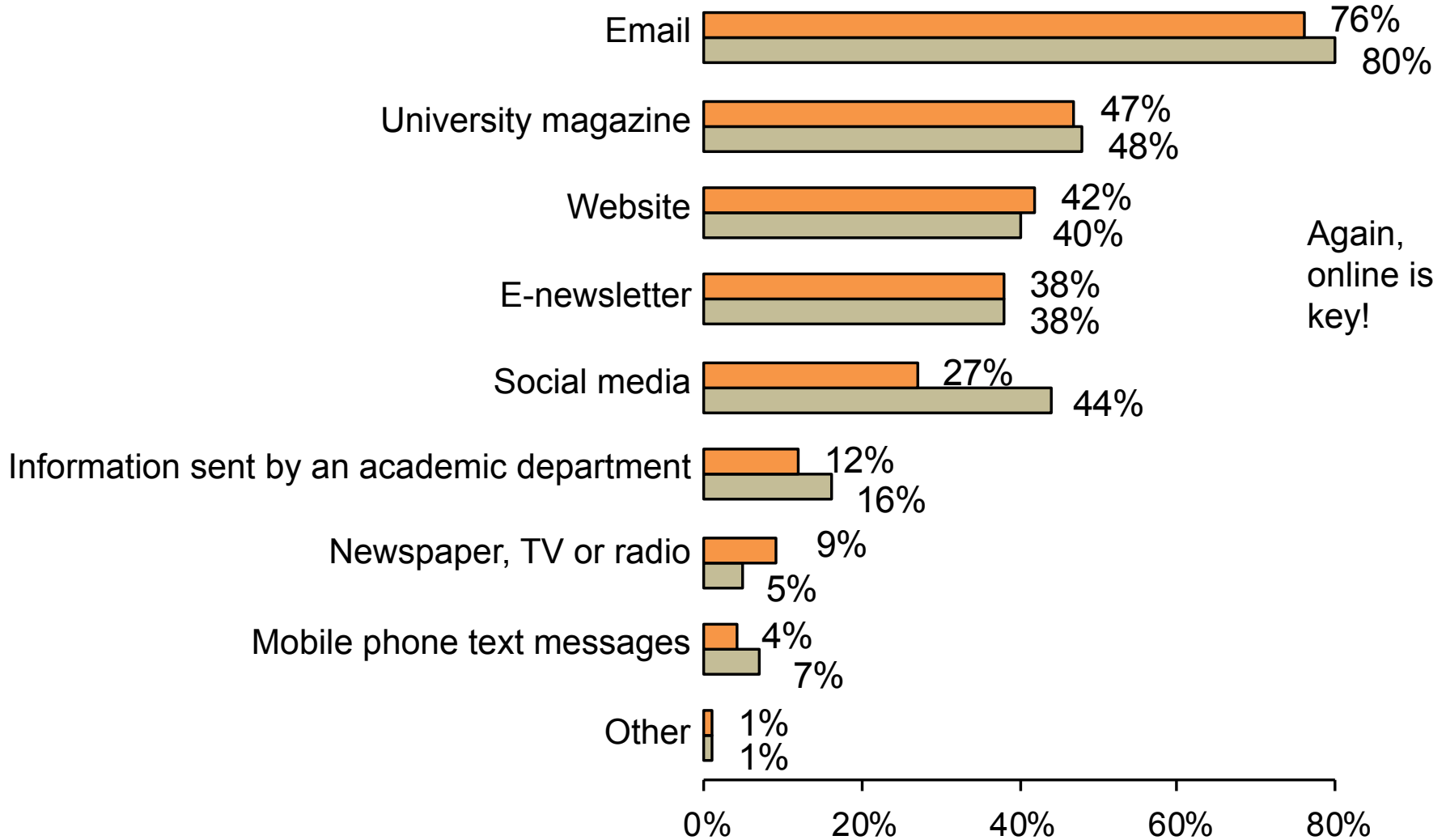
# Who Are Our New Prospects?

Indicate a Willingness to Give to BSU for the First Time

Significant Potential



# How Do We Reach Them?



Again,  
online is  
key!

Overall    Ages 18-34

Multiple responses allowed

However, they are the most likely to have a household income of less than \$50,000

