



ALUMNI & FOUNDATION

# Engagement Study

February 2017



# Project Objectives

## **What do they know about us?**

Understand perceptions of Bemidji State

## **How receptive 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 engagement strategies and  
encourage giving**

# Methodology

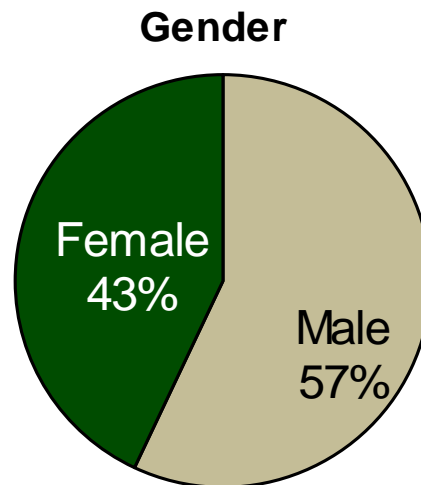
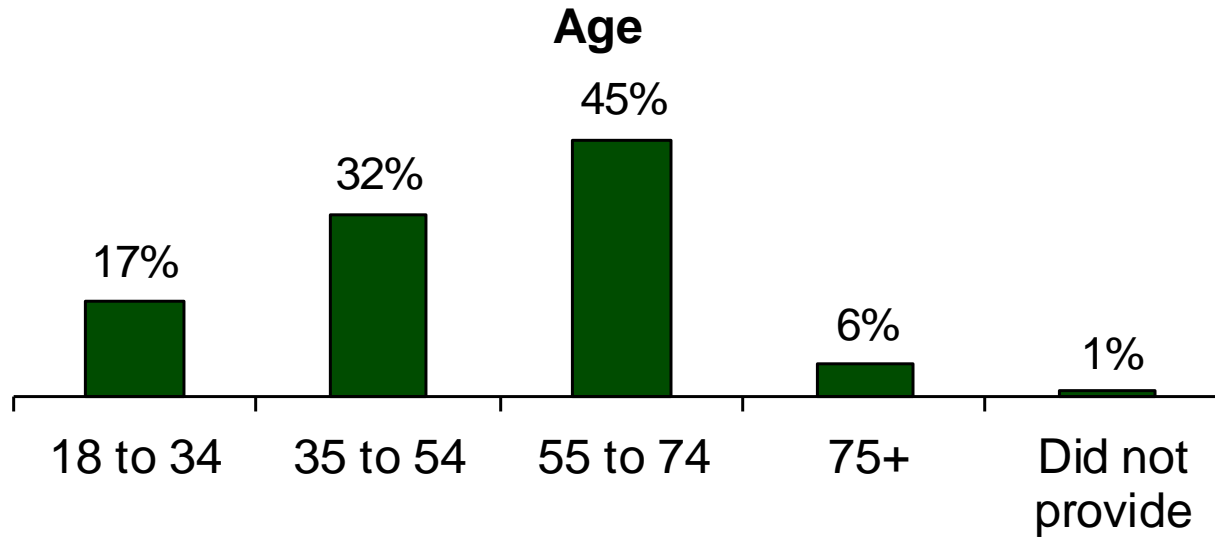
Online survey distributed to . . .

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

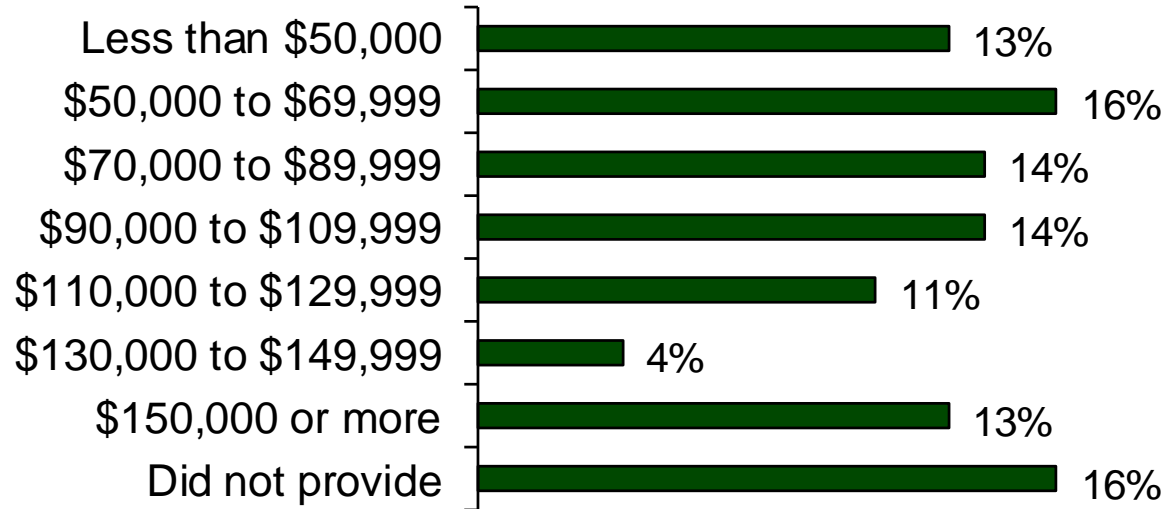
## **Great results!**

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

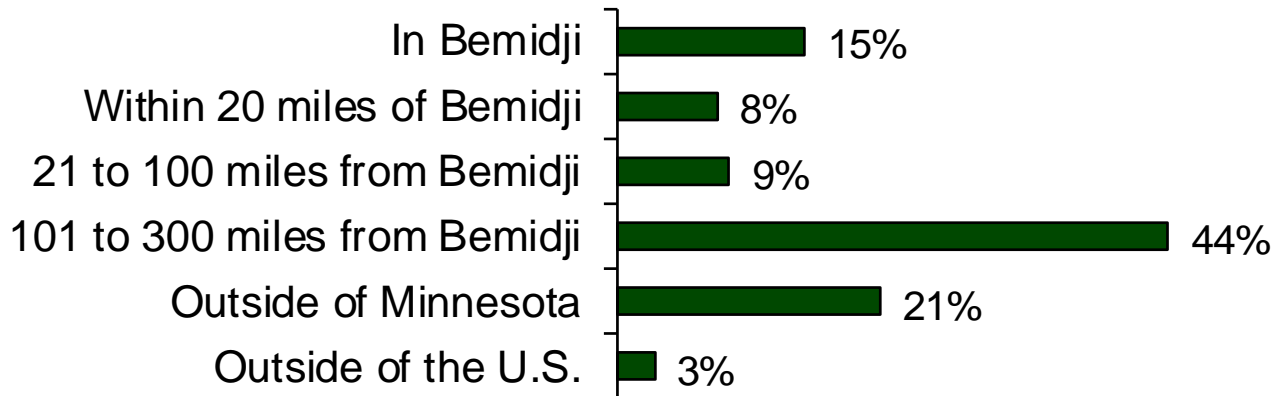
# Participant Demographics



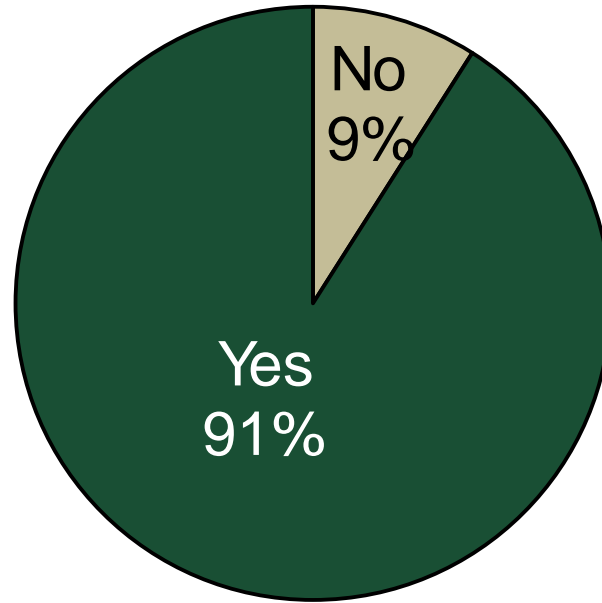
## Household Income

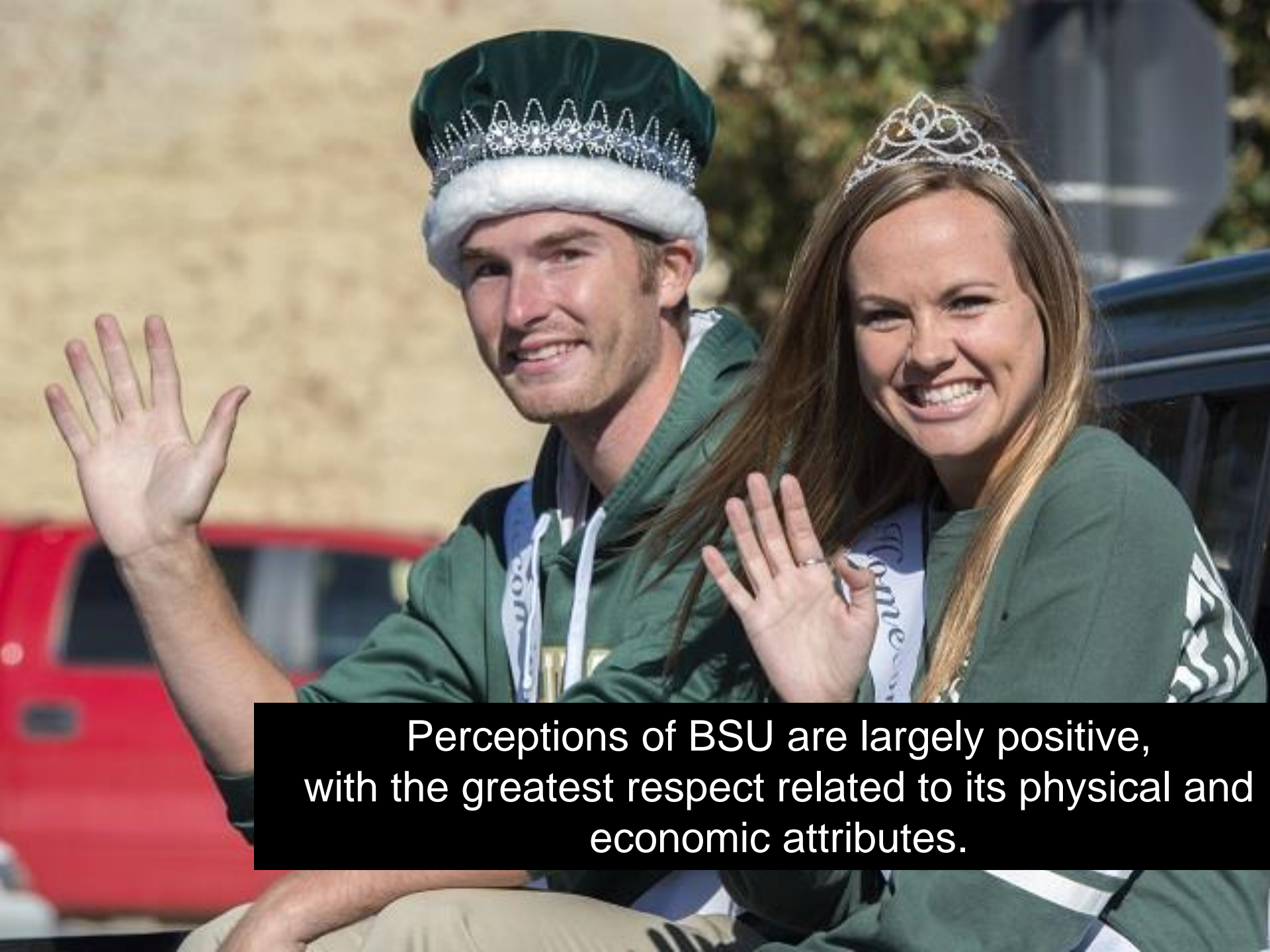


## Location of Residence



## BSU Alumnus



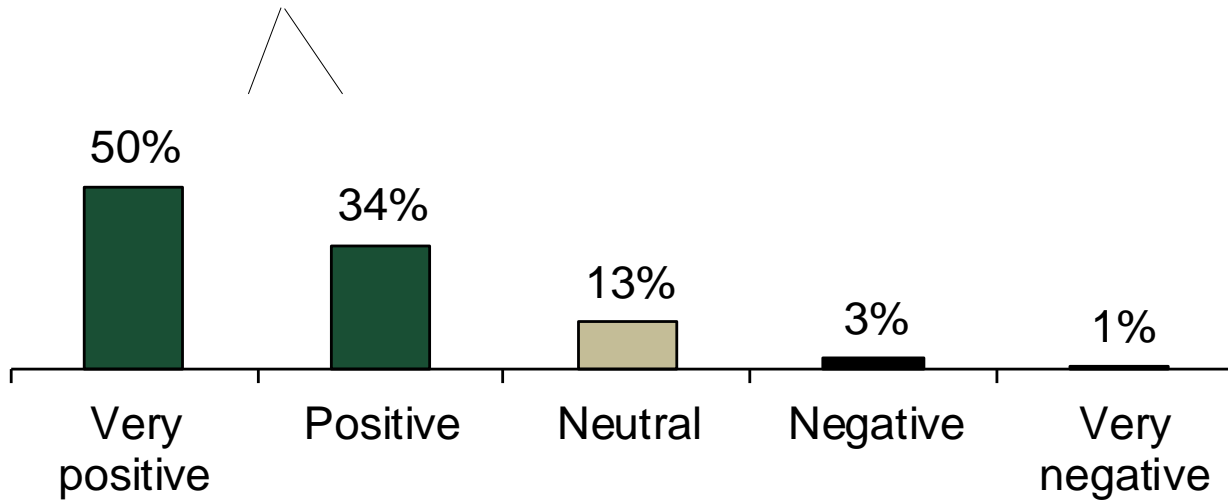


Perceptions of BSU are largely positive, with the greatest respect related to its physical and economic attributes.

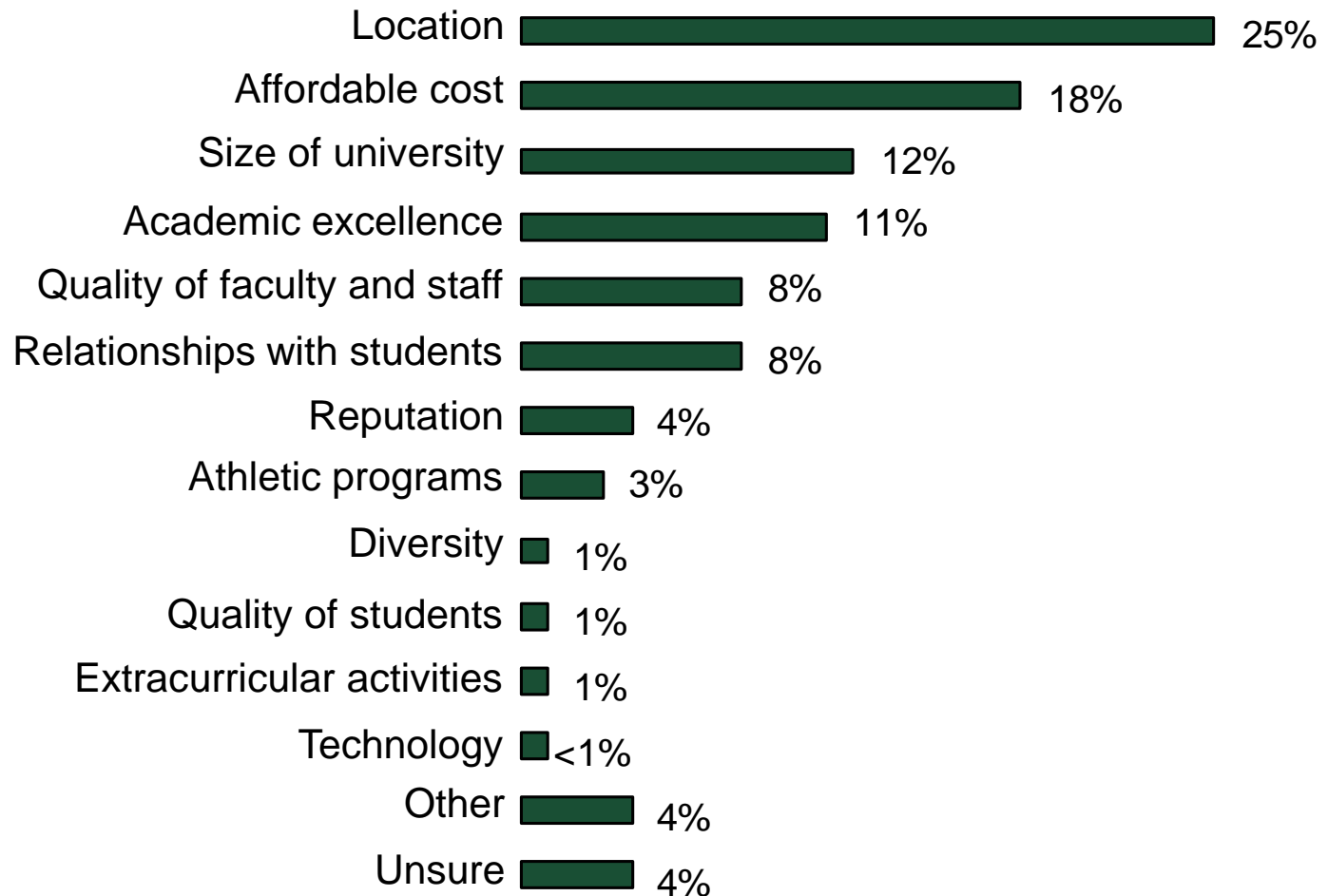


# Overall Feelings Toward BSU

Great news! → 84%



# BSU's Greatest Strength



# Beliefs About BSU

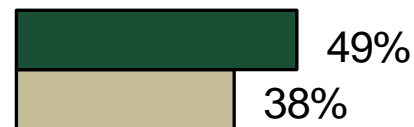
I believe BSU is critical to the economic and cultural vitality of northern Minnesota.



I feel a BSU education can transform someone's life.



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



■ 2016 ■ 2013

*Agree or strongly agree*

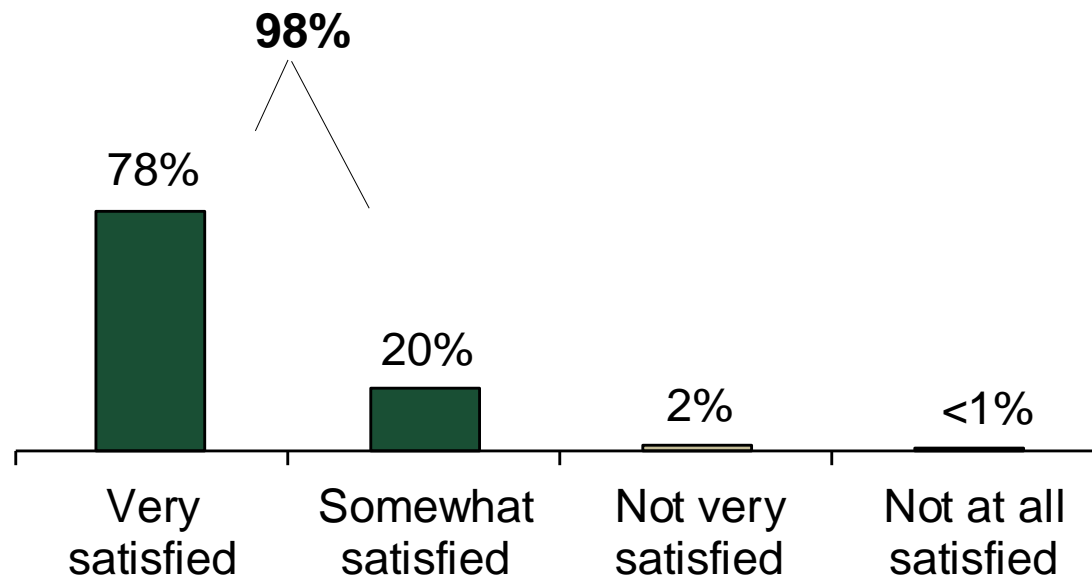
Recollection of the student experience  
is overwhelmingly positive.



# Northern Student

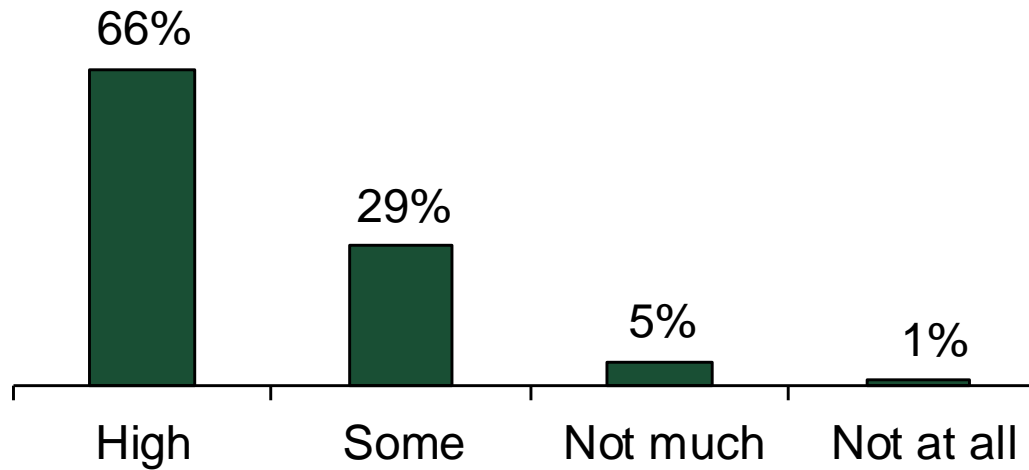
# Satisfaction with Experience as a BSU Student

Outstanding!



# Pride in Your BSU Degree

*(Alumni only)*

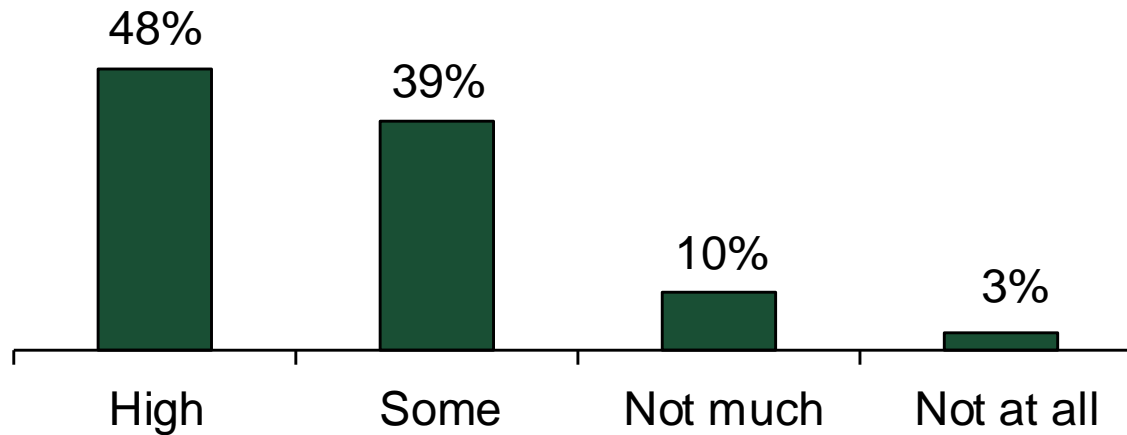




The challenge:  
*Current engagement needs improvement.*

# Emotional Connection to BSU

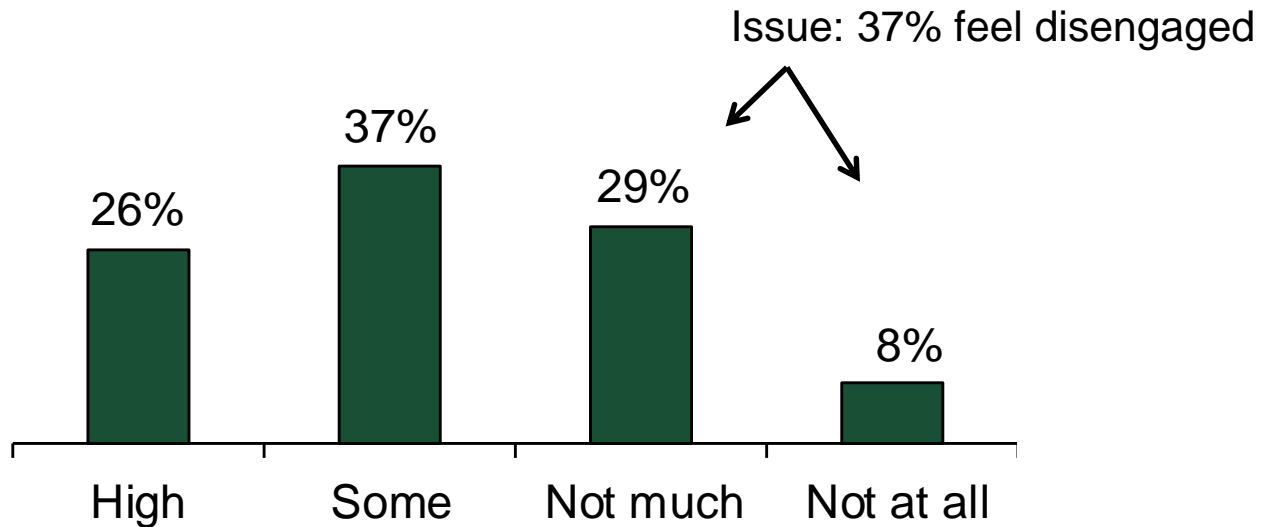
*(Alumni only)*





# Feeling That You Are Still Part of the Greater BSU Community

*(Alumni only)*



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



### Determination of Sulfite in Wine

Wanda M. Gentry, Anthony A. Sibley, and Dr. Katie L. Peterson  
Department of Chemistry, Bemidji State University

**SO<sub>2</sub> + H<sub>2</sub>O → SO<sub>3</sub> + H<sub>2</sub>O**

Methods of determining sulfite in wine are used to confirm the labeling of wine.

**Results**

Wine	Concentration (ppm)
Chateau de Beaulieu	100
Chateau de Beaulieu	200
Chateau de Beaulieu	300
Chateau de Beaulieu	400
Chateau de Beaulieu	500

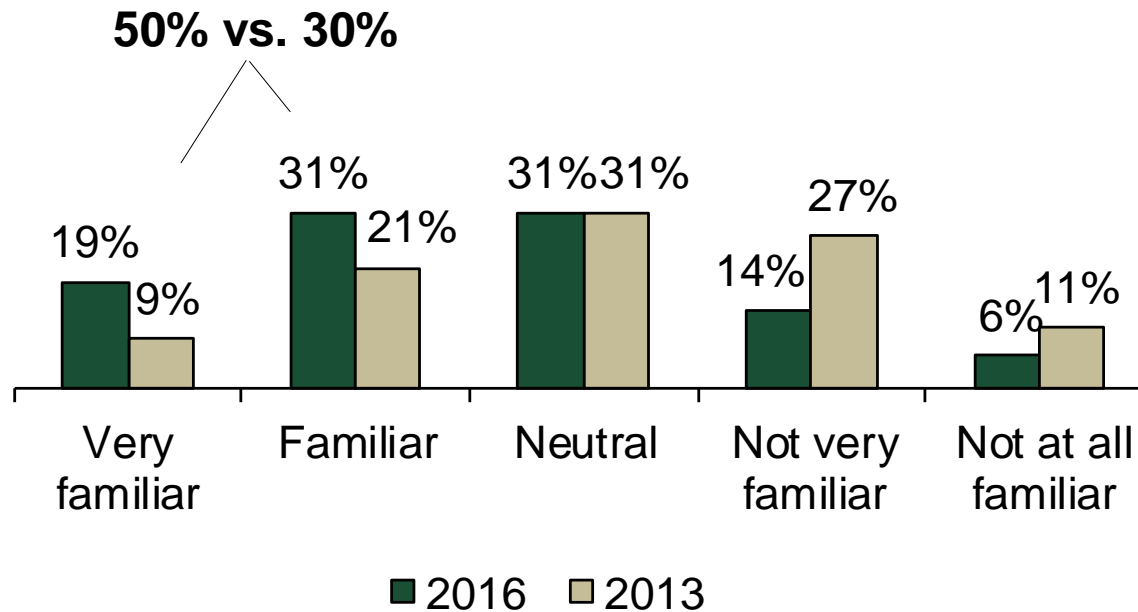
**Conclusion**

- The wine samples in this study were found to contain sulfite.
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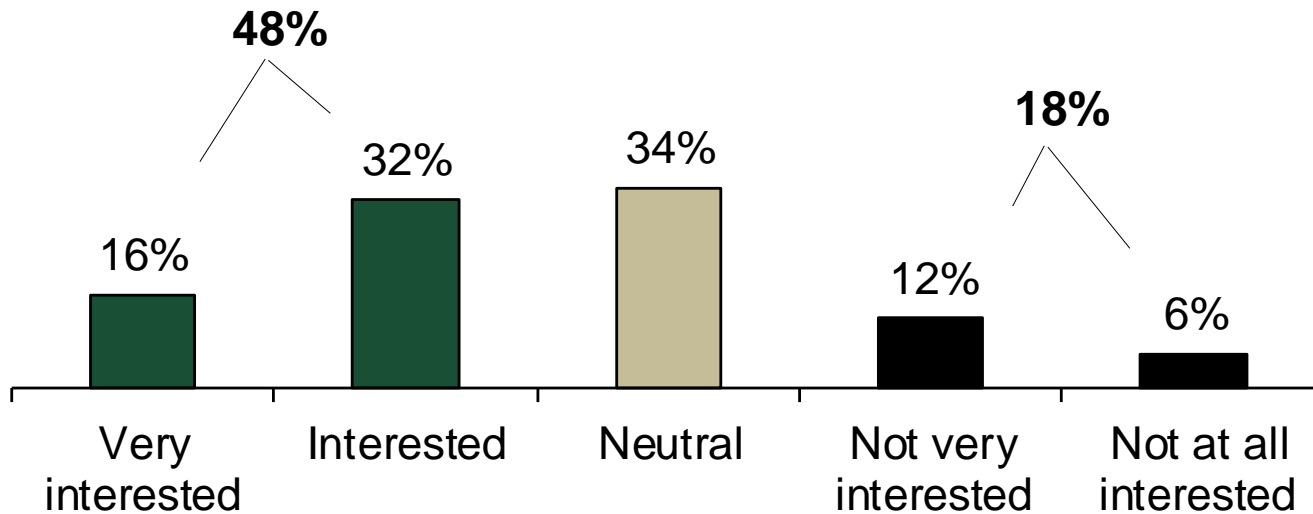
**References**

1. Wanda M. Gentry, Anthony A. Sibley, and Dr. Katie L. Peterson, "Determination of Sulfite in Wine," *Journal of Chemical Education*, 2018.
2. Wanda M. Gentry, Anthony A. Sibley, and Dr. Katie L. Peterson, "Determination of Sulfite in Wine," *Journal of Chemical Education*, 2018.

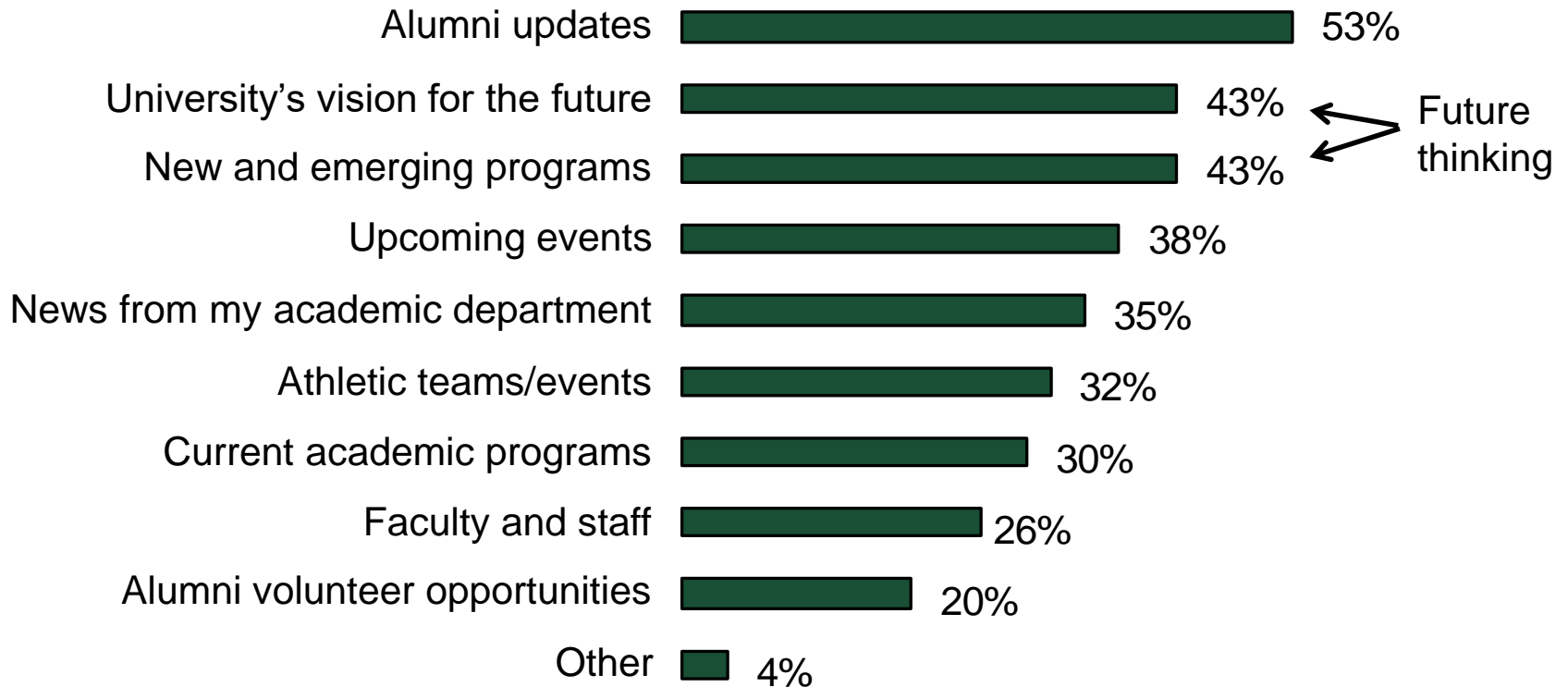
# Knowledge of BSU and Its Programs Has Increased



# Interest in Learning More About BSU and Its Recent Accomplishments



# What They are Interested in Learning More About



*Multiple responses allowed*



## What Have BSU Students Done?

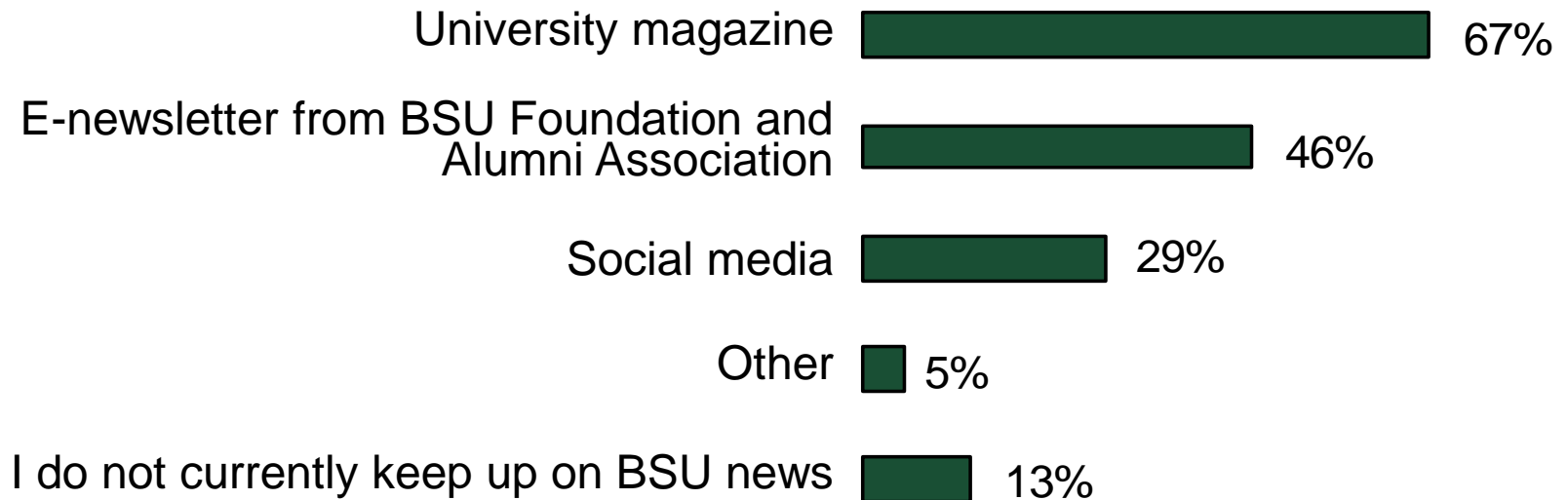
Caitlyn presented at a [regional science conference](#). What else have BSU students done this fall? Explore their work in this page's other circles.



What's Happening: January 4, 2017

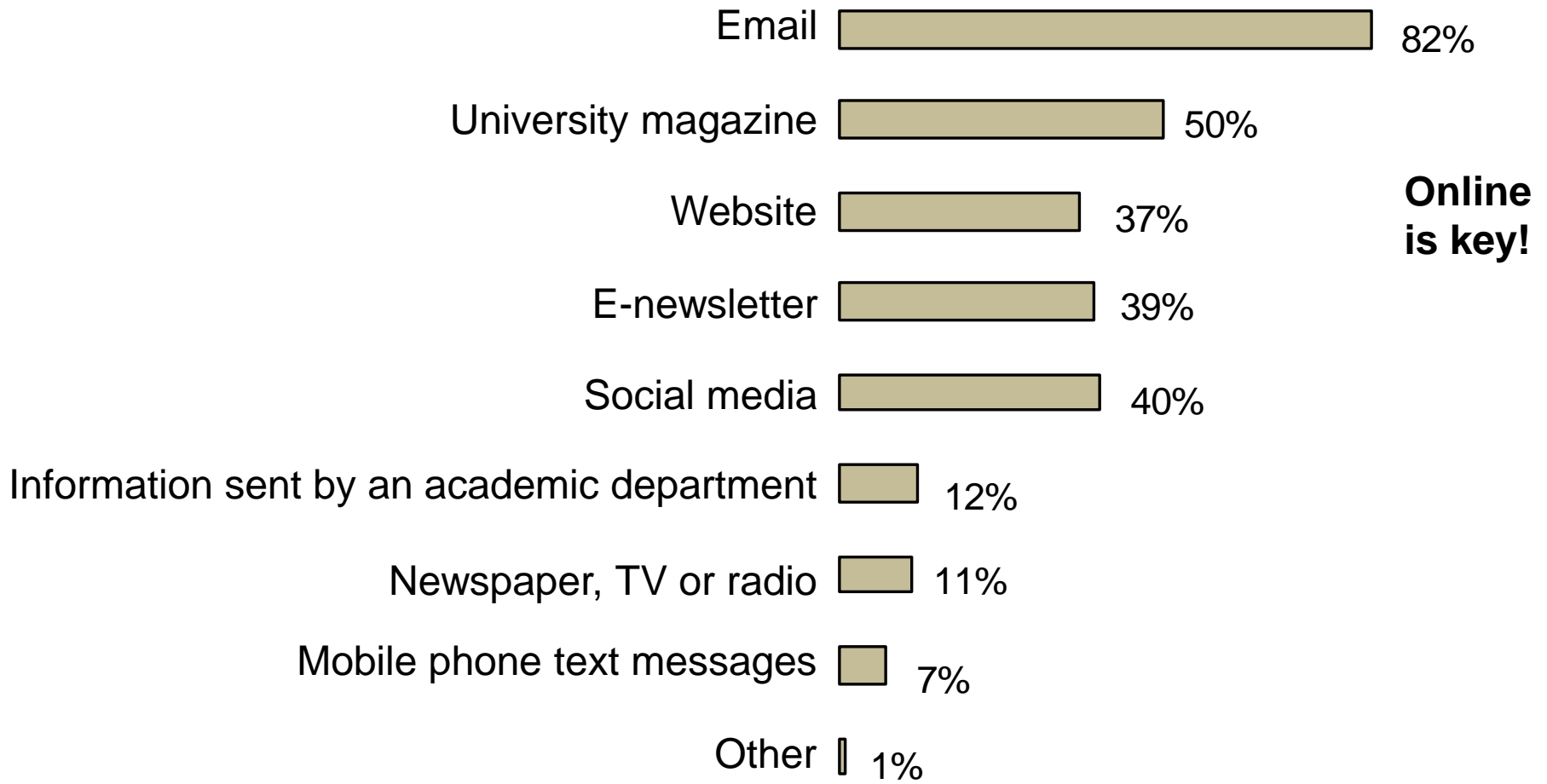
# Opportunities clearly exist to increase engagement.

# Current Information Sources About BSU



*Multiple responses allowed*

# Information Channel Preferences of Those Interested in Learning More About BSU



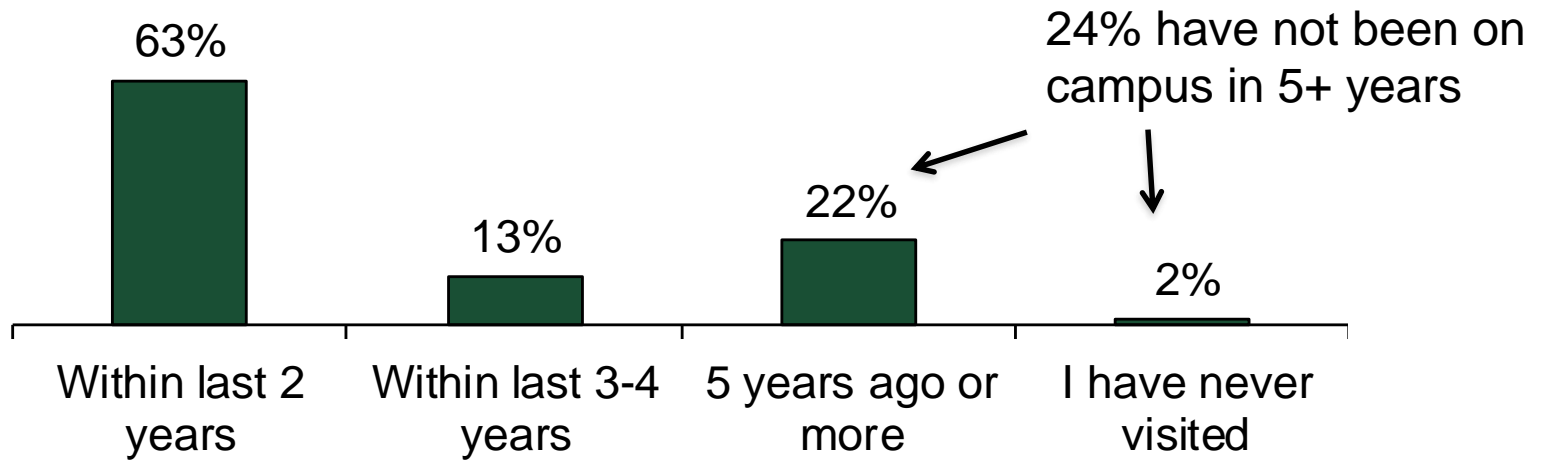
*Multiple responses allowed*





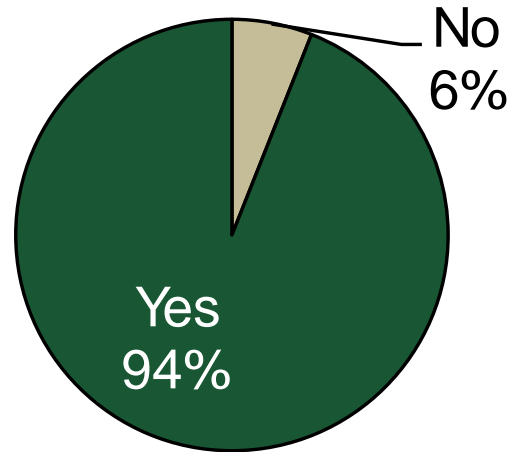
Campus visits are most frequently event-driven, and continue to be a relationship-building opportunity.

# Last Time Visited BSU Campus



# Opportunity!

## Interest in Attending BSU Events



# Events Attended or Interested in Attending

	Have Attended	Would Like to Attend	Would Consider Attending
BSU athletic events	47%	10%	19%
BSU homecoming events	36%	11%	23%
Cultural events such as plays, concerts, shows	25%	10%	37%
Athletic team reunion	15%	4%	23%
Small alumni dinner or reception	14%	16%	38%
Professional athletic events such as a Twins' game	14%	14%	39%
Dinner with BSU president as speaker	11%	10%	41%
Golf outing	11%	7%	34%
Class reunion on campus	7%	17%	37%
BSU faculty speaker series	5%	12%	30%
Outdoor activities such as biking, canoeing, hiking	5%	13%	29%
Cocktail cruise on river or lake	4%	18%	35%
After-work career networking events	4%	13%	26%
Academic program or club reunion	4%	10%	30%
Other reunion	3%	6%	29%
Fraternity/sorority reunion	2%	2%	30%
Family outings such as Valleyfair or Minnesota Zoo	1%	9%	37%

*Multiple responses allowed*

## Also Interested in . . .

Speaking to students in a classroom  37%

Mentoring a student  30%

Providing my business as an internship site  18%

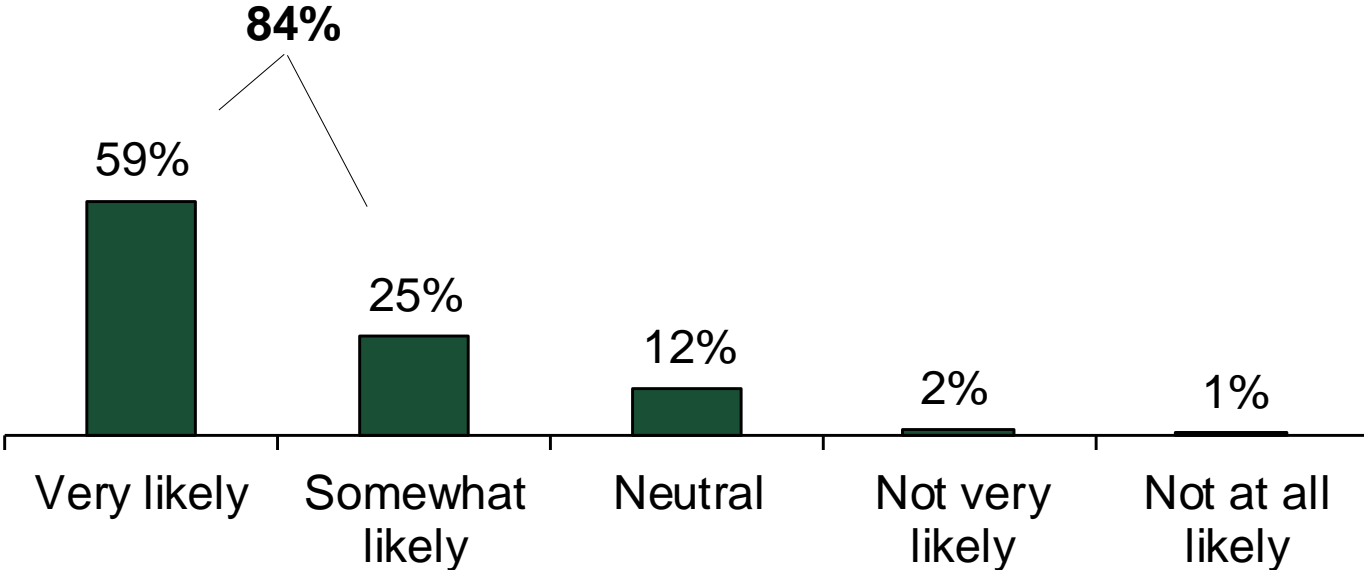
*Interested or very interested*



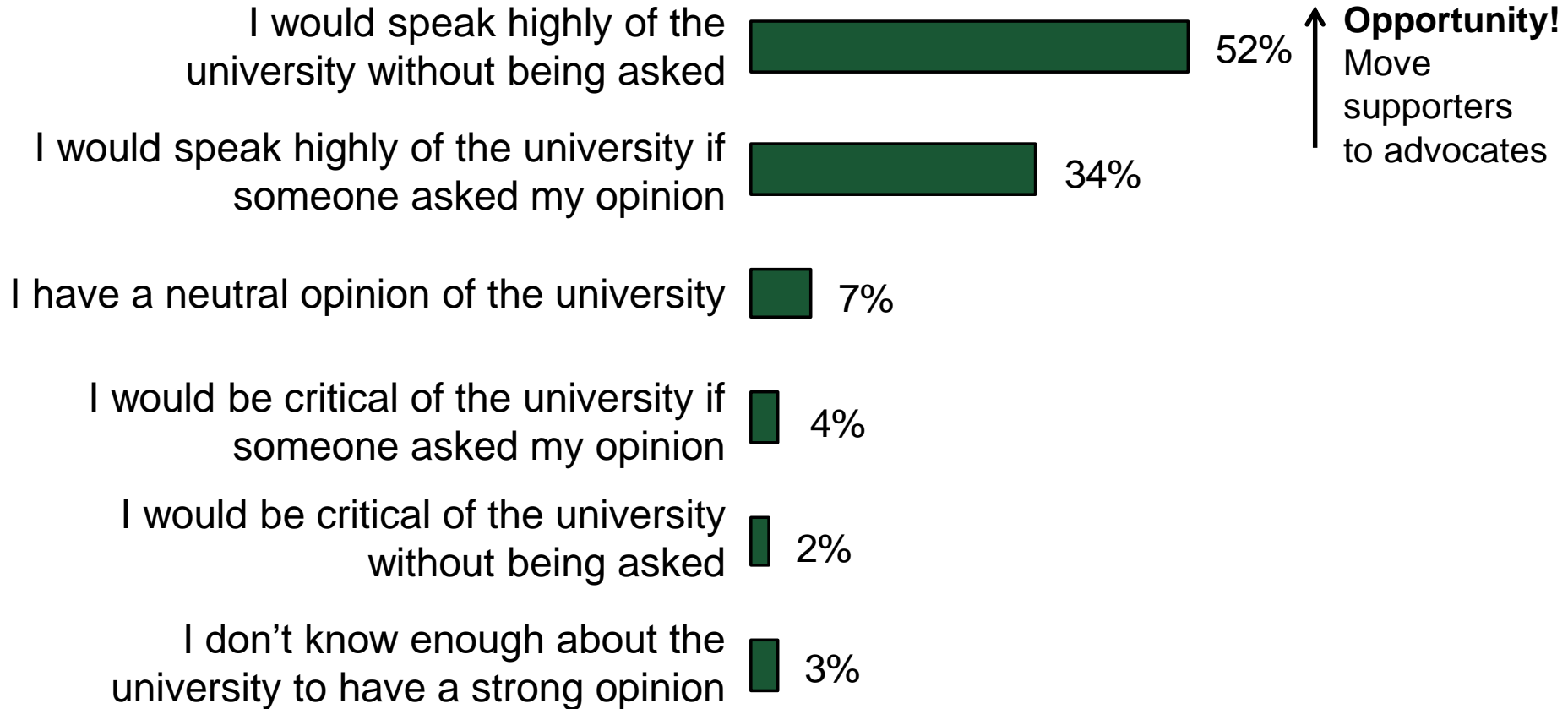
Belief in BSU  
is translating into *action!*

# Likelihood of Recommending BSU to a Prospective Student

Are we capitalizing on this?



# Overall Opinion and Perceptions of BSU

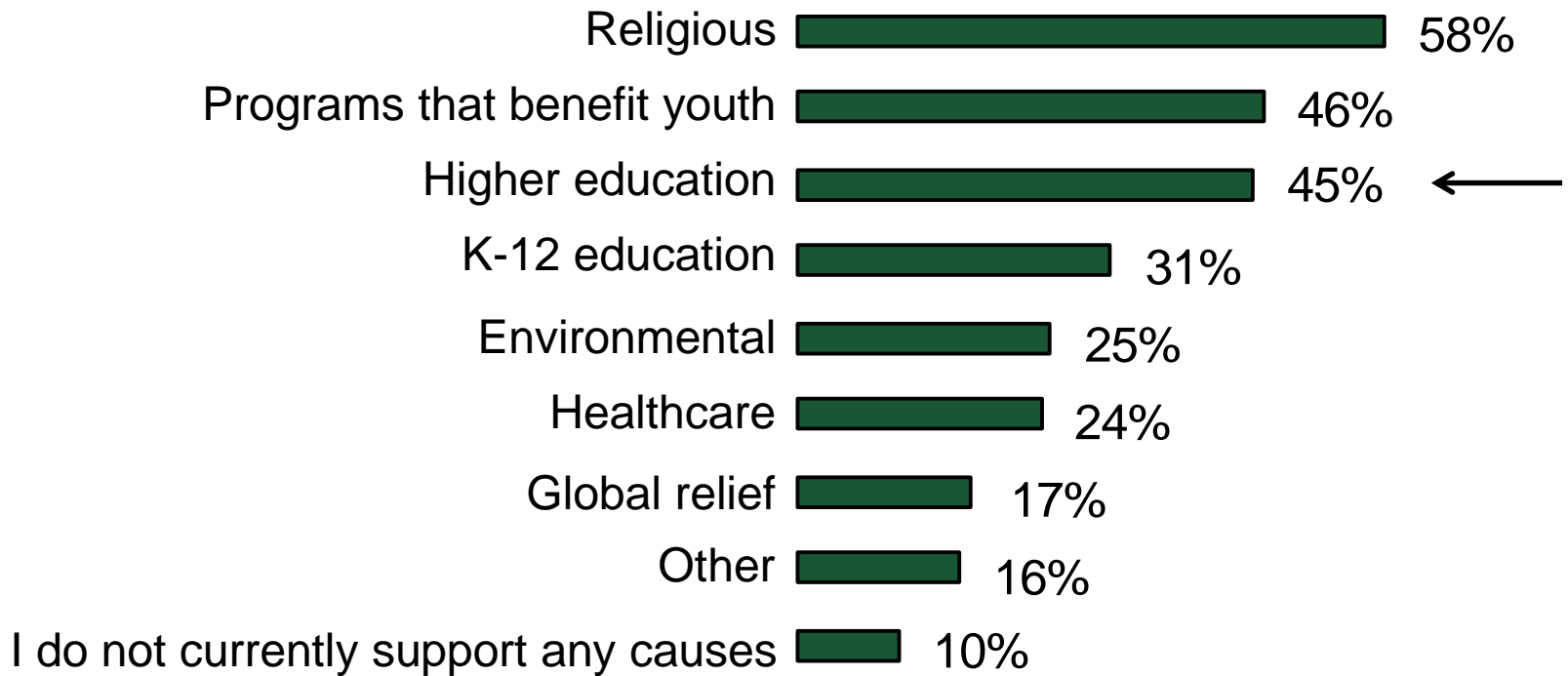




BSU's target markets  
not only support education,  
three in five are making that investment  
in Bemidji State.

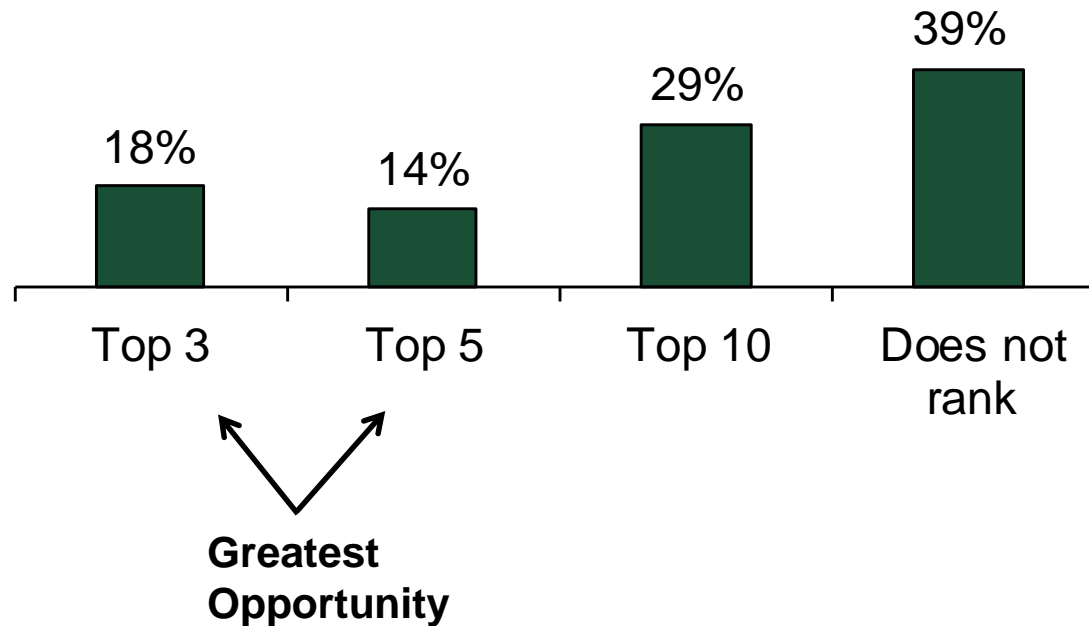


# Nonprofit Financial Contributions Made within Past Two Years



*Multiple responses allowed*

# Where BSU Ranks within Charitable Giving Priorities



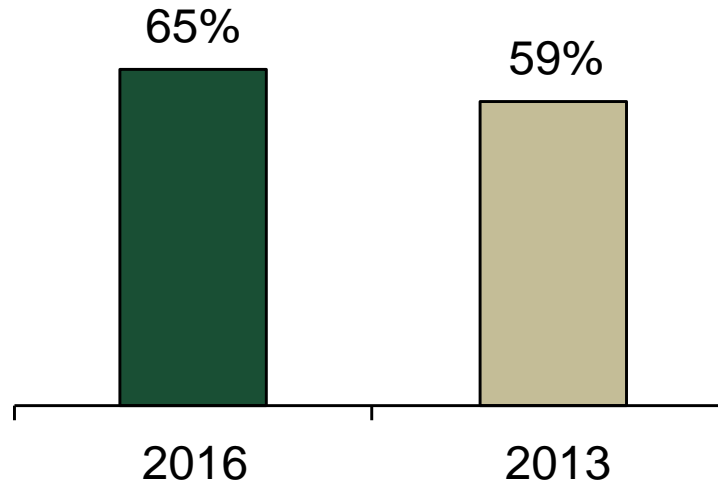
I believe it is important to contribute financially to BSU to provide quality academic opportunities for others.



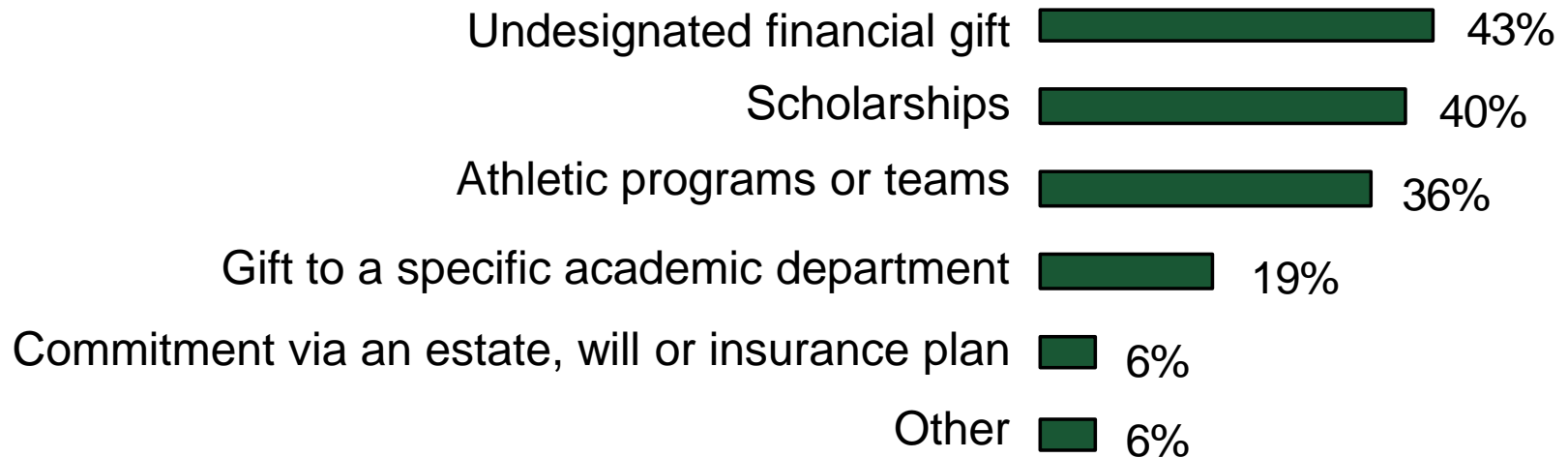
■ 2016 ■ 2013

*Agree or strongly agree*

# Have Made a Contribution/Pledge to BSU in Past

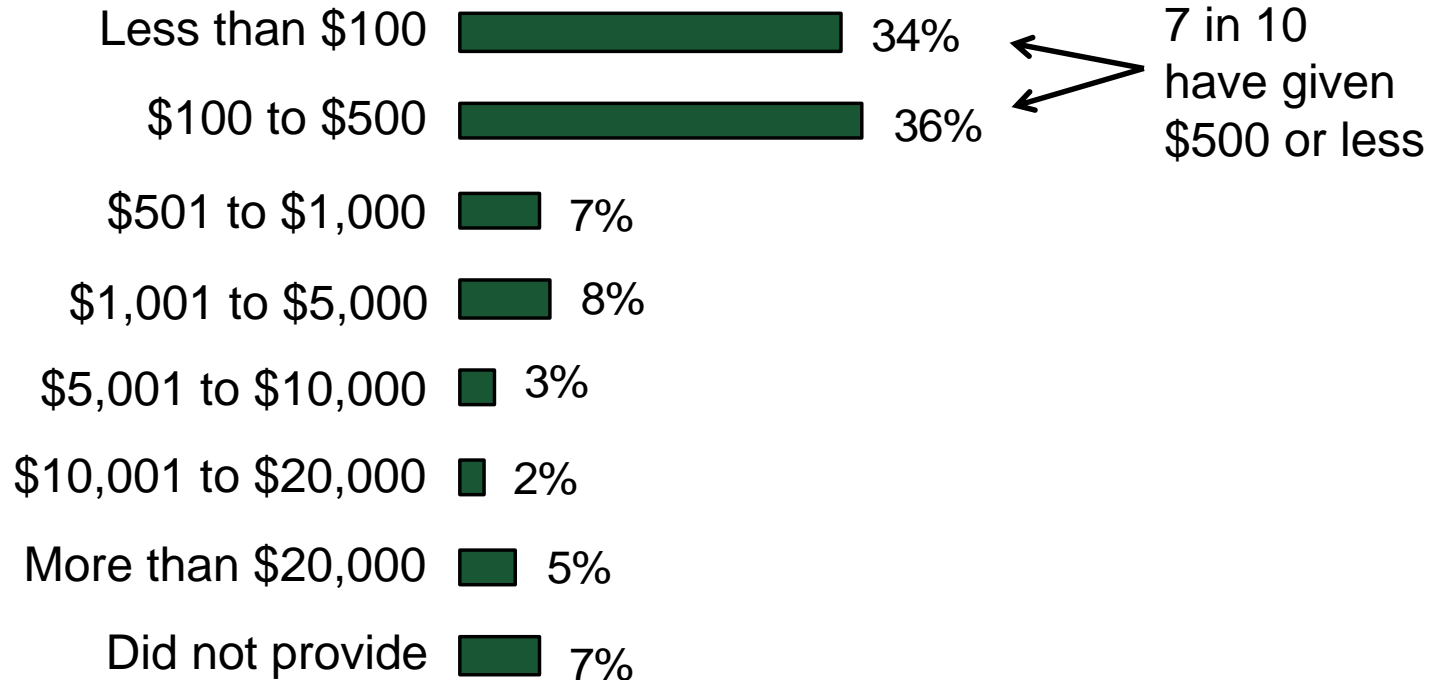


# Type of Contributions Made to BSU



*Multiple responses allowed*

# Largest Past Gift to BSU





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.  72%

I want to help provide quality educational opportunities to high-potential students.  32%

I want to help ensure the future of northern Minnesota.  32%

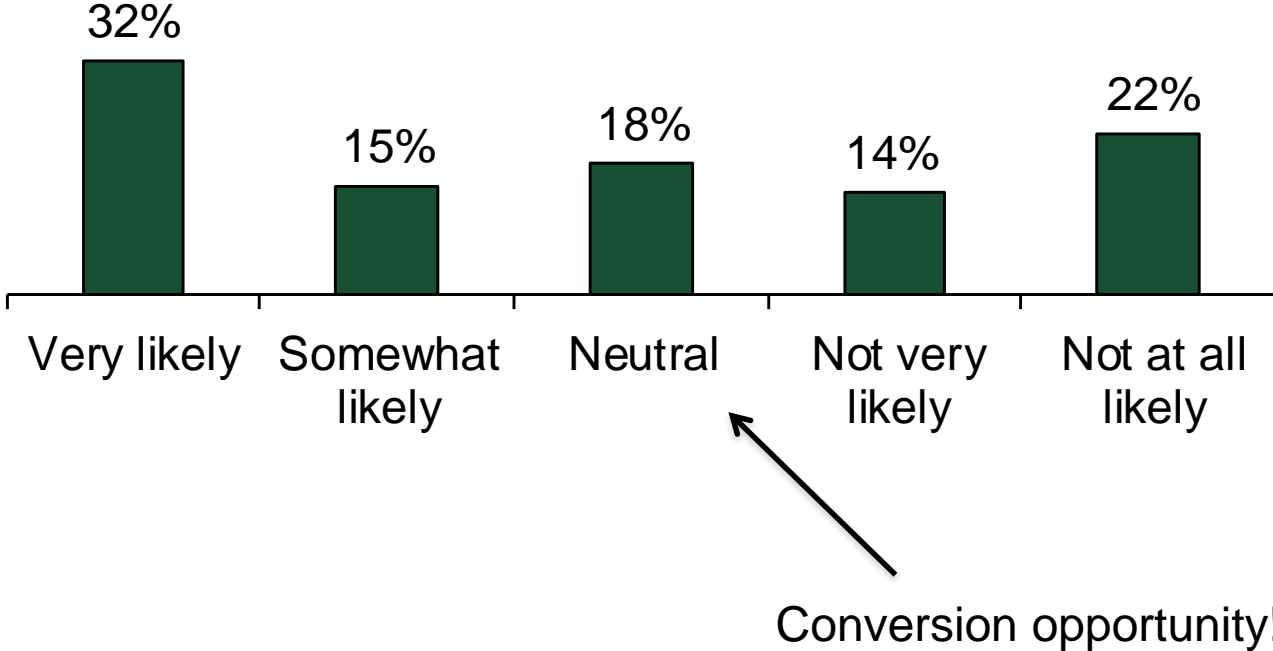
I want to help provide quality educational opportunities to the disadvantaged.  21%

Other  7%

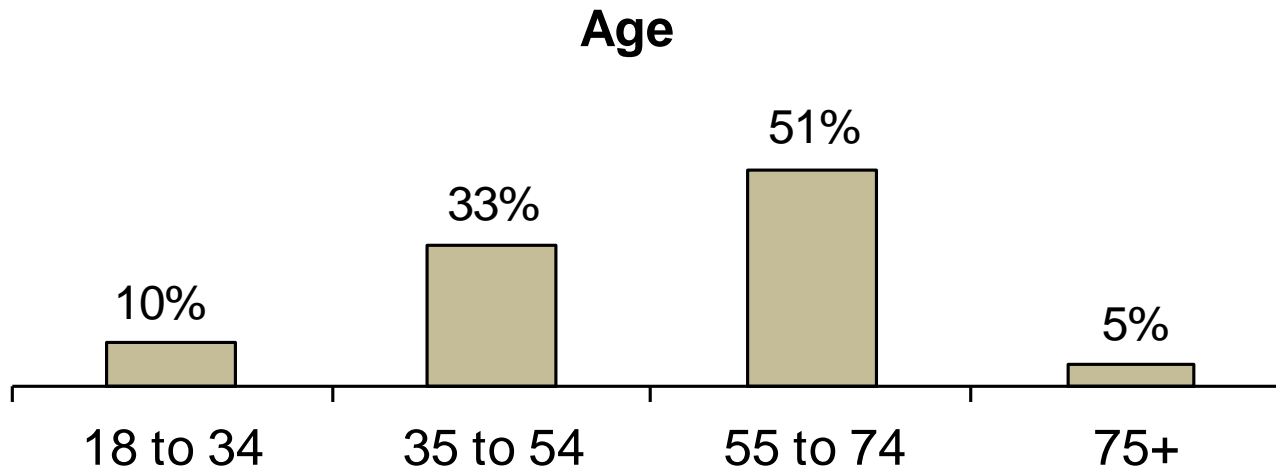


Future giving will continue,  
but frequency and financial level could be improved.

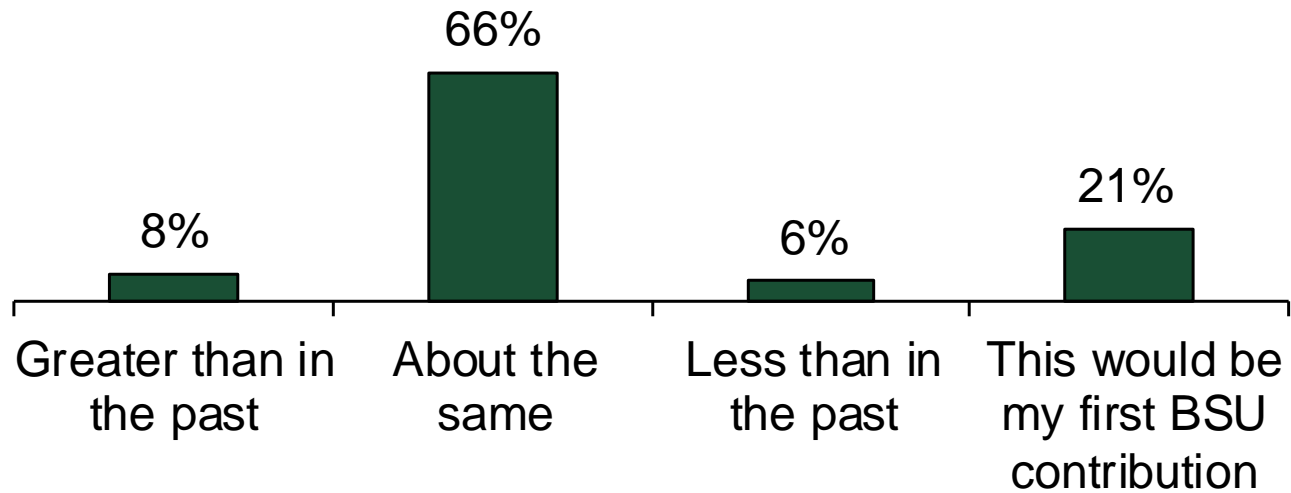
# Likelihood of Giving to BSU Within Next Two Years



# Who's Most Likely to Give?

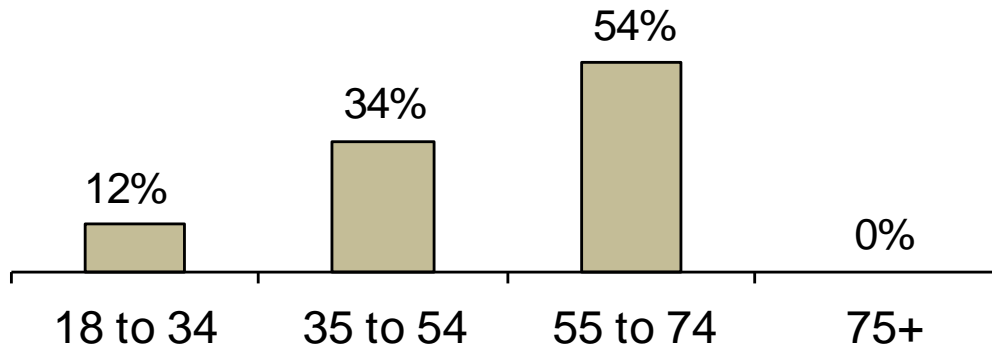


# Size of Possible Next Contribution

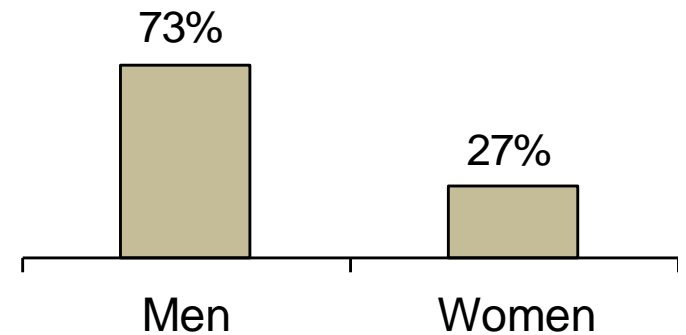


# Who Will Be Giving More Than in the Past?

**Age**

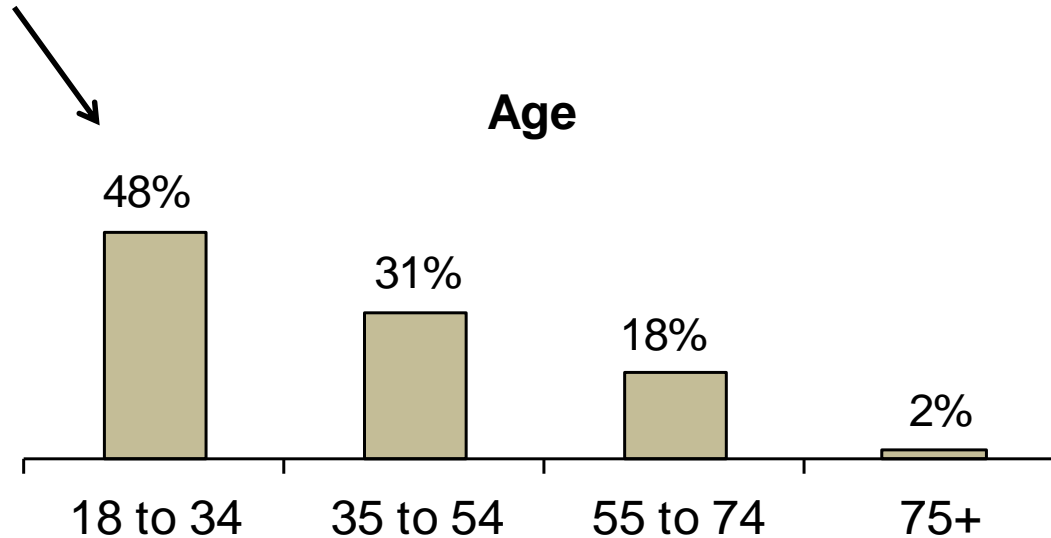


**Gender**



# Who Are Most Willing to Give for the First Time?

Significant Potential



## What Does This Tell Us?

**There is significant opportunity to build upon the high regard alumni and others have for BSU**

Increasing engagement and emotional attachment should be considered an extremely high priority

Assess the methods being used to inform and educate constituents and align investments in outreach with preferences

Ensure messages share information about today's – and particularly, *tomorrow's* – institution



# **BSU's brand position is most favorable as it relates to its location and affordability**

Continue to reinforce lakeside setting and cost

Further promote academic quality and achievements

# Willingness to refer is a strong indicator of success – and clearly an existing strength of BSU alumni and friends

Solicit advocacy for University legislative issues

Work closely with Admissions counselors to convert prospective students.

Continually gauge constituent opinion/support

Promoters



Fence Sitters    Detractors



# **BSU's ability to transform lives is not only a reality, it is a positive perception**

Continue to share stories of how BSU impacts the world through accomplishments of its students and successful past graduates

Consider highlighting younger graduates and those who are making a difference, but perhaps not in high visibility positions

Educate potential contributors about why it is essential to support the disadvantaged

# **Even though the Imagine Tomorrow has reached its conclusion, BSUAF continues to need the support of ongoing contributions**

Continue to emphasize the numerous ways giving can occur (e.g. planned gifts), as well as further educate donors about the larger needs the University has

Further promote first-time gifts, particularly among those ages 18-34

Involve alumni and friends via volunteer opportunities

Continue preferred events in the Twin Cities and other locations that are convenient to supporters