TOWSON UNIVERISTY

[DATA ANALYTICS COMPETITION]

Find ways to engage with alumni and help develop new alumni engagement initiatives.

2773 alumni from **5** generations

participated in our

SURVEY TO IDENTIFY BEST ENGAGEMENT APPROACHES

9
Life priorties

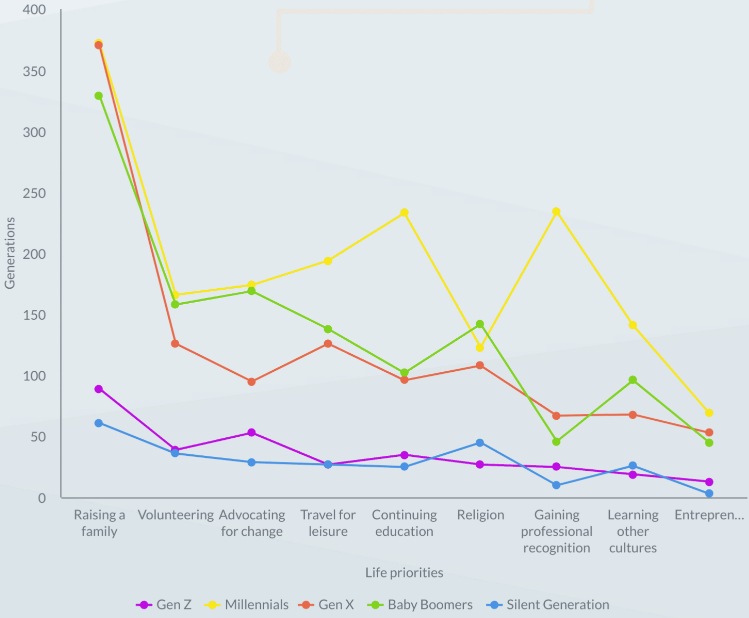
7
Barriers to Involvement

16
Activities as students

11
Done Over Past Months

34
other activities

How does life priorities impact each generation of alumni?



TAKEAWAY

EXCLUDING NULL, RAISING A FAMILY IS THE TOP PRIORITY AROUND ALL THE GENERATIONS

63.1%

GEN Z: 0-20 YEARS OLD

63.1% alumni choose raising a family followed by 37.6% advocating for change

50.4%

MILLENNIALS: 21-38 YEARS OLD

50.4% alumni choose raising a family followed by 31.7% gaining professional recognition

74.6%

GEN X: 39-54 YEARS OLD

74.6% alumni choose raising a family followed by 25.4% volunteering and travel for leisure

60.4%

BABY BOOMERS: 55-73 YEARS OLD

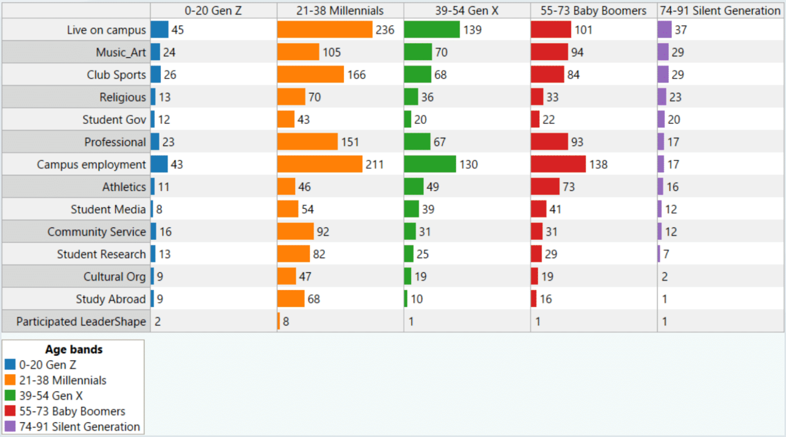
60.4% alumni choose raising a family followed by 31.0% advocating for change

52.1%

SILENT GEN: 74-91 YEARS OLD

52.1% alumni choose raising a family followed by 38.5% religion

What are the TU activities that each generation is interested in as students?



	0-20 Gen Z	21-38 Millennials	39-54 Gen X	55-73 Baby Boomers	74-91 Silent Generation
Live on campus	45	236	139	101	37
Music_Art	24	105	70	94	29
Club Sports	26	166	68	84	29
Religious	13	70	36	33	23
Student Gov	12	43	20	22	20
Professional	23	151	67	93	17
Campus employment	43	211	130	138	17
Athletics	11	46	49	73	16
Student Media	8	54	39	41	12
Community Service	16	92	31	31	12
Student Research	13	82	25	29	7
Cultural Org	9	47	19	19	2
Study Abroad	9	68	10	16	1
Participated LeaderShape	2	8	1	1	1

Age bands
0-20 Gen Z
21-38 Millennials
39-54 Gen X
55-73 Baby Boomers
74-91 Silent Generation

Silent Generation

244 PARTICIPANTS

Most participants are interested in living on campus

Baby Boomers

896 PARTICIPANTS

Most participants are interested in campus employmentt

Gen X

833 PARTICIPANTS

Most participants are interested in living on campus

Millennials

1651 PARTICIPANTS

Most participants are interested in student research

Gen Z

295 PARTICIPANTS

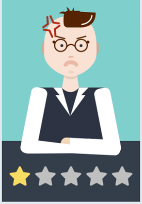
Most participants are interested in living on campus

- Most generation's favorite TU activity is living on campus, and the least favorite is participating LeaderShape program.
- We should innovate and provide more interesting leadership topics, giveaway incentives, and enhance flexibility to attract

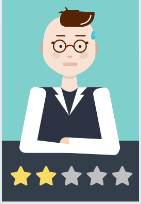
more students and improve the program.

How to encourage different generations to donate to TU?

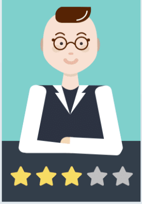
11.3%
Opportunity to Volunteer



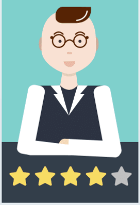
14.0%
Alumni Success Stories



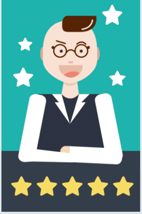
20.4%
News about TU



25.0%
Invitations to Events



29.5%
Communication about Funding Priorities



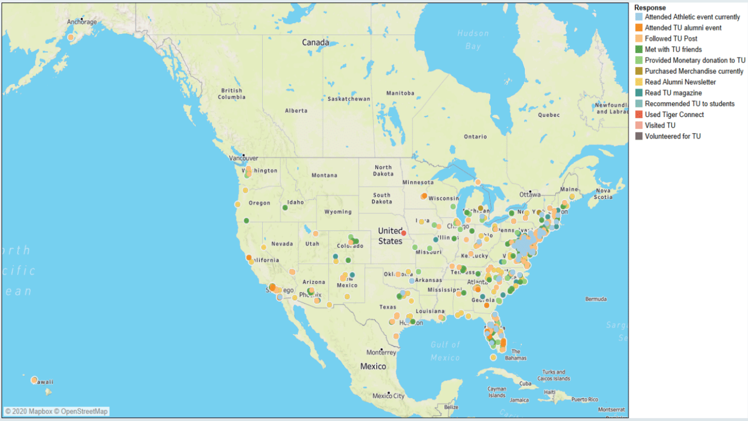
	Alumni Success Stories	Communication about funding priorities	Invitations to events	News about TU	Opportunity to Volunteer
0-20 Gen Z	34	44	51	36	22
21-38 Millennials	93	244	197	109	109
39-54 Gen X	70	149	125	96	55
55-73 Baby Boomers	67	149	123	138	44
74-91 Silent Generation	25	24	16	42	4

Do

Each generation can be encouraged through different activities to donate to TU. To encourage them, we can invite Gen Z to events; communicate with Millennials, Gen X, and Baby Boomers about funding priorities; and share news about TU with Silent Generation.

We can host some donation events to talk about the funding and donation options to provide alumni information about how the donation will help Towson Unversity.

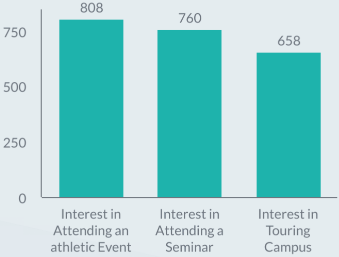
How alumni engage with TU currently?



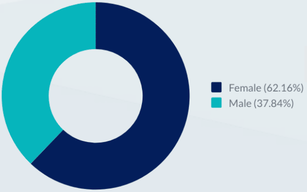
Most alumni engage with TU in the Eastern part of the United States. Worldwide, the top three engagement activities with TU are reading alumni newsletter (1801 alumni), reading TU magazine (1468 alumni), and meeting with TU friends (957 alumni).

We found most alumni would be interested in attending TU events. Based on their current engagement and future interest with TU.

we suggest hosting more alumni events such as reunions and post these events on the newsletter and other platforms. Not only provide TU magazine but be active on social media platforms such as Instagram, Facebook to advertise TU events. Through this, we can encourage alumni to engage with Towson University.

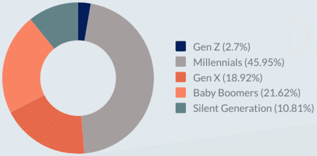

Top 3 Future Interest in Engaging with TU

Which attributes are the strongest predictors of alumni that will volunteer at TU?



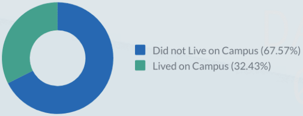
Gender

The first attribute we identified is gender. Female tends to volunteer more than male.



Generations

The second attribute we identified is generations. Millennials are the ones that volunteer the most while Gen Z is the least.

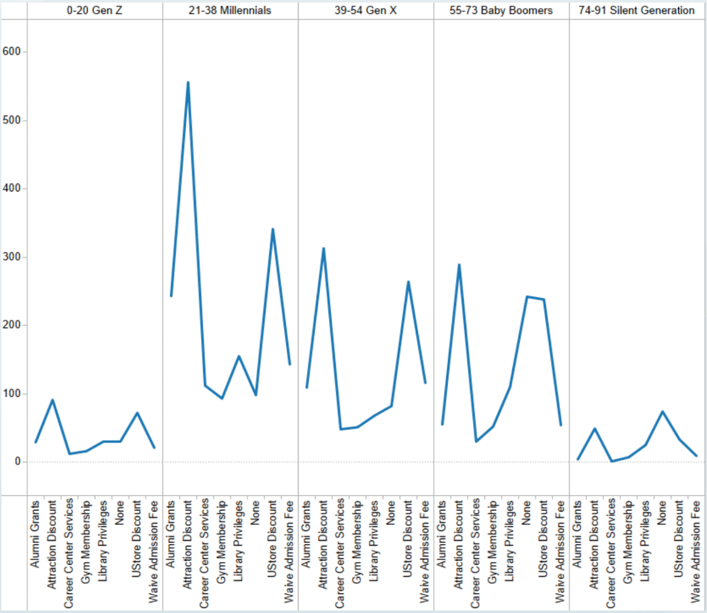


Lived on Campus

The third attribute we identified is lived on campus. Alumni who have volunteered at TU didn't live on campus.

Based on the survey, we predict that female alumni categorize as Millennials who did not live on campus will continue to volunteer at TU. However, Gen Z has the potential to volunteer in the future and contribute to society.

What are the top TU alumni benefits for each generation?



GEN Z

Top 1: Attraction Discount (91)
Top 2: Ustore Discount (72)
Top 3: Library Privileges

MILLENNIALS

Top 1: Attraction Discount (556)
Top 2: Ustore Discount (341)
Top 3: Alumni Grants (243)

GEN X

Top 1: Attraction Discount (313)
Top 2: Ustore Discount (264)
Top 3: Waive Admission Fee (116)

BABY BOOMERS

Top 1: Attraction Discount (289)
Top 2: Ustore Discount (238)
Top 3: Library Privileges (110)

SILENT GENERATION

Top 1: Attraction Discount (49)
Top 2: Ustore Discount (33)
Top 3: Library Privileges (25)

Based on the survey, we found the top benefit for TU alumni is discount, followed by library privilege, alumni grants, and waive the admission fee. We suggest providing more discounts for alumni and invest less in career center services benefits. Because most alumni have launched jobs and are successful in their careers.

CONCLUSION

- Alumni get busy with different priorities in their lives, the most important one for them is raising their families.
- We identified they are interested in living on campus or campus employment as students.
- We can host events and communicate about funding priorities with alumni to encourage them to donate to TU.
- Most alumni that are living in the eastern part of the United States engage with TU through reading the alumni newsletter and TU magazine. To get them involved in the future, we should post news on different platforms to advertise.
- Alumni who will volunteer in the future are varied based on gender, generations, and whether or not lived on campus. These are the strong factors that impact the future willingness of alumni in volunteering at TU.
- We can attract alumni by providing more discounts. All the generations have a similar interest in the top alumni benefits.

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