



NEAT Internship Recent Graduate Retention Analysis

Submitted By:

**Brittani Hobbs
NEAT/Marketing Intern
Fall 2009**

12/3/09

Benefit Definitions:

National Benefits:

- Discounts provided by national companies (i.e. Hertz, moving companies)
- Discount is accessible by association members anywhere in the nation.
- Does not include online discounts.
- The only online exception is Savings Connection because it is a representative website of a lot of national companies.

Local and University Benefits:

- Provided by companies local to the university.
 - i.e. hotels, restaurants, gift shops
- Provided by the university, only accessible if the member is in the area of the school.
 - i.e. sporting events, access to alumni center/building

Other Benefits:

- Items in print, mailed to members nationally and internationally.
 - i.e. association magazines, local magazines, newspapers
- Online services for members only. Must be accessible online and not face-to-face.
 - i.e. Savings Connection, online directory, e-newsletter

National Discounts	K-State	KU	Nebraska	UT	Texas Tech	Texas A&M	Baylor	ISU	Mizzou	CU	OU	OSU
Moving Companies	•	•	•	•					•			•
University Insurance Plan	•	•									•	
National insurance Companies		•	•	•	•							
National golf courses			•									
National car Rentals	•				•		•	•	•	•	•	•
National hotel discounts	•						•	•		•		•
Identity theft protection program											•	
Realty/Mortgage									•	•		
Travel Discounts			•	•	•	•						
Association credit card	•	•		•			•					
Discounts with business partners/Savings Connection	•		•					•	•		•	

Local/Univ. Discounts	K-State	KU	Nebraska	UT	Texas Tech	Texas A&M	Baylor	ISU	Mizzou	CU	OU	OSU
Student Union/Bookstore	•	•	•		•			•	•	•		•
Local Golf Course	•										•	•
University Library	•			•			•		•	•	•	•
University Recreation Center	•	•	•	•						•		•
Use of Alumni Center/ Student Union	•		•					•	•			
Local Hotel(s)		•	•					•	•	• (Catering)		•
Local Restaurants								•	•			•
University Credit Union				•	•					•		
Theme Park									•			
Automotive Discounts								•	•			
Continuing Education Courses						•				•		
Discounts to Alumni Events		•										
Tailgating/Football Opportunities		•	•	•	•	•	•	•	•			

Other Benefits	K-State	KU	Nebraska	UT	Texas Tech	Texas A&M	Baylor	ISU	Mizzou	CU	OU	OSU
Alumni Magazine	•	•	•	•	•	•	•			•	•	•
Wall Calendar	•				•				•			
Access to online career center	•			•		•				•		
Discount subscription to local magazines/newspapers	•			•					•		•	
Online stores (i.e. apparel)	•									•	•	•
E-Newsletter	•	•								•	•	•
Online Alumni directory			•			•			•	•		
Lifetime e-mail address			•									•
Association credit/bank card	•	•		•	•	•	•	•	•			
Car Window Decal	•				•		•					•
Enrollment in Legacy Program			•									•
Survey Software			•									
University Press Books		•									•	
Kaplan or Princeton		•		•	•			•				

Membership Fees						
Fees	Recent Graduate		Annual		Life	
	Single	Joint	Single	Joint	Single	Joint
Kansas State	\$20	\$25	\$40	\$45	\$750	\$850
KU	\$25	\$30	\$55	\$65	\$1,000	\$1,500
Nebraska	\$15	\$20	\$50	\$60	\$1,000	\$1,250
Texas	\$25	\$30	\$50	\$60	\$750	\$1,000
Texas Tech	—	—	\$35	—	—	—
Texas A&M	\$25	—	\$100	—	—	—
Baylor	\$500 (Life)	—	\$60	—	\$1,000	—
Iowa State	\$30	—	\$55	—	\$850	\$1,100
Missouri	\$35	\$50	—	—	\$800	\$1,200
Colorado	*The CU Boulder Alumni Association is a non-dues organization		—	—	—	—
Oklahoma	\$25	—	\$35	\$45	\$750	\$1,000
Oklahoma State	—	—	\$45	\$55	\$750	\$1,000

	In State	Out of State	Foreign	Total
Total Graduates	14,765	9,091	393	24,249
Total Members	2,937	1,231	16	4,184
Associate Degree	161	27	0	188
Members	7	0	0	7
Cetificates	28	122	5	150
Members	0	1	0	1
Bachelors	12,745	6,141	98	18,984
Members	2,710	1,040	13	3,763
Graduate	1,831	2,801	290	4,922
Members	220	190	3	413

As of 10/08/2009

How Young People View Their Lives, Futures and Politics A PORTRAIT OF “GENERATION NEXT” - 2006

Source: The Pew Research Center: For the People and the Press

<http://people-press.org/reports/pdf/300.pdf>

The study was conducted Sept. 6-Oct. 2, 2006 surveying 1,501 adults with 579 people between the ages of 18-25. Generation Next is made up of those who were born between 1981 and 1988.

(2009 - Those who were born in 1981 has turned 28 and graduated from college 7 years ago, Those who were born in 1988 has turned 21 and is currently in their senior year of college) Our focus should be class of 02 and upcoming graduating classes.

- Use of technology to connect with people
 - Text messaging, instant messaging and email
- “Look at Me” generation
 - Social networking sights such as Facebook, Twitter and MySpace
- Aware of the advantages and disadvantages of technology
- Maintain Close contact with family members and parents
- Interest is keeping up with politics and national affairs
- Heroes are close and familiar
- Goal in life is fortune and fame

Outlook on Life

Overall Outlook

- Generally content with their lives over all and personal aspects.
- Optimistic about personal future and the futures of the current youth

Finances

- Content with financial status, standard of living and current job
- 30% believe financial obligations – bills, debt and cost of living is one of their biggest worries
- One-in-five say education is a second worry – getting into college, paying for tuition, handling the work load and graduating.

Career Outlook

- Believe there is a better chance to get a high paying job than in the past
- 16% worry about finding a job, job security, career advancement and job satisfaction.

Uniqueness

- 68% believe their generation is unique from other generations
- Most can't define Generation Next by one word but can define their parents' – most common word were “lazy”, “crazy” and “fun”

Role Models

- 25% admire those who they have a personal relationship with
- 12% admire teachers, professors and/or mentors
- 14% admire entertainers, athletes, actors, singers and TV personalities

Technology and Lifestyle

Overview

- Also known as the “DotNet” generation – grew up with the internet
- Use the internet to maintain social networks and keep in contact with family and friends
- Understands the positives of technology as well as fully understand the drawbacks
- 86% use the internet at the very least occasionally
 - Nearly 100% of those who have graduated college use it on an occasional basis; 77% of those who have not graduated
- Interest in instant and text messaging
 - 50% sent an email
 - 51% sent out at least 1 text
 - 29% sent an instant message within the 24 hour period prior to the interview

Social Networking

- More likely to use than other generations
- 54% use social networking sights
 - 38% access their profile at least once a day
 - 75% know a lot of people who participate in social networking

Technology: Positives and Negatives

- New technology – internet, cell phones, iPods, text messaging, and instant messaging.
- Negatives
 - 84% believe it makes people lazier
 - 67% - isolates peoples
 - 68% - people waste time
- Positives
 - 69% - people more efficient
 - 64% - makes you closer to old friends and family
 - 69% - allows you to make new friends

Work Life

- More likely to work in a store or restaurant
- Less likely to work a 9-5 schedule
 - Most work nights and weekends
- Most don't think they make enough money to lead the lifestyle they want to lead.
- Optimistic about their earnings in the future
- 88% believe email has helped them in the workplace

Family Ties and Values

- Closer connection to family
- Turn to their family for advice on various situations
- 46% depend on their parents and family for financial assistance
 - 73% received financial assistance from their parents within the past 12 months

Wildcat Young Alumni Program Overview

DEFINITION OF YOUNG ALUMNI

A young alumnus is defined person who has graduated from Kansas State University within the past 10 years of the year in question.

PROGRAM DESCRIPTION

This program will serve as a sub-program under the direction of The K-State Alumni Association serving as a stepping stone and a resource for graduates to transition into life after graduation. This program will assist the Alumni Association in increasing membership for the association and helping students build and maintain connections to the university.

PURPOSE

The purpose of the young alumni program is to provide young alumni with the necessary tools to be successful in their connections with their career, the university and other alumni. The program will assist the association with retention of recent graduates after their college gift membership has expired teaching them the importance of remaining connected with their alma mater. Graduates apart of the young alumni program will begin to learn the importance of the association at an early stage during their first free year of membership.

As membership increases the group will be challenged to respond to the needs of young alumni and maintain communication, following the trends of communication tactics - including traditional and nontraditional media.

GOALS

- Providing recent graduates with their “Link for Life” – maintaining their relationship with the university and fellow alumni
- To educate current students and recent graduates on the purpose of the young alumni group and the Alumni Association.
- To increase membership and retention of recent graduates after their one free year of membership
- To show students and recent alum the care of the university and the Association for their success in life
- To provide young alumni with professional development, social events, networking and community service opportunities necessary for life after graduation.
- Assisting young alumni to communicate and build a network with one another.

STARTING THE PROGRAM

- Recruitment with the Student Alumni Board
 - Target graduating seniors and those who have recently graduated within the past two years
 - Students on SAB fully understand the role of the Alumni Association.
 - Target past SAB officers to run for an executive position on the council
- Market/recruit with alumni clubs in large cities.
 - Dallas, TX.
 - Kansas City, Kan./MO.
 - Omaha, Neb.
 - Chicago, Ill.
 - Tulsa, OK
 - San Francisco, Calif.
 - Naples/Fort Meyers, Fla.

YOUNG ALUMNI COUNCIL

The Young Alumni Program will have a Young Alumni Council that will serve as the board of directors for the young alumni group, leading the group to provide opportunities specifically targeting young alumni. The opportunities provided include local and nationwide social events, career services, professional development and advice on life after graduation. There will be an executive board who will serve as chairs of the committees and a council of 20-25 young alumni who will serve on different committees as support to the chairs.

EXECUTIVE POSITIONS AND COMMITTEES

The council will have a leadership board of 8 members – president, vice president, secretary, marketing/public relations chair, events chair, membership chair and campus relations chair. Serving under the marketing/public relations, events, membership and campus relations chairs there will be sub-committees that each member of the council is required to serve on. The duties would be as follows:

- **President**
 - Preferably someone who has previously been the president or vice president in SAB
 - Serve as the head of the council
 - Facilitate council meetings
 - Support other positions/committees
- **Vice President**
 - Preferably someone who has previously been the president or vice president in SAB
 - Support for the president; next in command if the president decides to withdraw from his/her position

EXECUTIVE POSITIONS AND COMMITTEES (cont'd)

- **Secretary**
 - Take accurate minutes during council meetings
 - Provide and update of minutes to the council
- **Marketing/Public relations committee**
 - The chair of the committee shall facilitate committee meetings and generate ideas for marketing from the committee
 - Liaison for the marketing/public relations committee to the council
 - Market the goal and the purpose of the group to alumni group around the nation – since this is a new initiative
 - Generate communication through traditional and non-traditional media
 - The chair shall update the information in the Young Alumni section of the @K-State e-newsletter
 - This will allow the other alumni not apart of the young alumni group to having an understanding of the group and see their plans
 - Create and publish press releases and advertisements for young alumni events, activities and special reports
 - Facilitate committee e-meetings and generate ideas for marketing from the committee
- **Events committee**
 - The chair of the committee shall facilitate committee meetings and generate ideas for events from the committee
 - The chair will be the primary point of contact for questions
 - The committee would consist of members from different areas to have a broad spectrum of event ideas and locations
 - Work with marketing/public relations chair to develop various communication pieces for events, utilizing the associations website and e-newsletter
 - Oversee programming of professional development opportunities.
- **Membership committee**
 - The chair will lead the membership committee meetings
 - Generate new ideas on membership tactics
 - Work with the marketing/public relations committee to develop various communication pieces for recruitment, utilizing the associations website and e-newsletter
- **Campus relations committee**
 - Maintain relationship with university by promoting campus events
 - Work with marketing/public relations committee to publicize campus events of interest to young alumni

COUNCIL MEMBER PROFILES

- Chance to put a face with a name
- Great way to make a connection between young alumni members and the council.
- Generate interest for future council members
- Give the council a chance to showcase what K-State has done for them and the benefits of being apart of the young alumni group and alumni association

EVENT IDEAS

- Program kick-off celebration – national
 - Special invites/e-vites sent to all young alumni encouraging them to find a group near them.
- Tailgating at football games
- Young Alumni Day at football, basketball or volleyball games.
- Professional development
 - “Looking For a Promotion? Tips On How to Move Up the Corporate Ladder”
 - “Running Out of the Starting Gate While Gaining the Experience You Need”
 - Tricks of the trade: 5 Things No One Told You About the Workplace
- Trips

COMMUNICATION / YOUNG ALUMNI GUIDE

- **Young Alumni Guide**
 - Distribute to graduating seniors at the “Grad Fair” or “Grad Blast” – limited amount depending on the cost of printing
 - Email a copy to all of the graduates that we have emails for
 - Can be done the week after graduation
 - Delivered under the heading “Guide to Life After Graduation”
- **Topics of discussion in booklet**
 - The Job Force
 - How to land your first job
 - Time to advertise career services as a member benefit
 - Resume and cover letter help
 - Job fairs
 - Job search resources
 - Interview advice
 - What to do on the first day
 - How to ask for help
 - How to build relationships with your co-workers
 - Advancing your career opportunities
 - Etiquette
 - In the office
 - Out of the office
 - Graduate School
 - Finding the right program
 - Application process
 - Testing
 - What does graduate school look like?
 - Outline of curriculum
 - Graduation

- Housing
 - What are your options?
 - Where do I start?
 - Don't bite off more than you can chew
 - Apartment finding
 - The process
 - The lease
 - Renter's insurance (Introduction – covered in more detail in the insurance section)
 - Moving
 - Great time to highlight moving discount if you are a member of the association
 - Moving resources – where to get boxes, where to get help, job relocation costs
 - Utilities
 - Timeline to have them turned on
 - Finances
 - Good place to promote Savings Connection
 - Successful budgeting
 - Checking and savings accounts
 - Credit cards
 - Pay-off
 - Taxes
 - Student Loans
 - Insurance
 - Promote discount with Liberty Insurance with membership to the association
 - Health
 - Picking plans
 - Renter's
 - Home owners
 - Auto
 - Life
 - Alumni Association
 - What is the K-State Alumni Association?
 - What is the Wildcat Young Alumni Program?
 - Opportunities offered
 - Programs within the Association
- Young Alumni Email
 - Promote young alumni events and opportunities
- @K-State
 - Young alumni section – updates (if any)
 - Important for the rest of the association community to see what young alumni are doing.

YOUNG ALUMNI GUIDE QUOTE

From: "Able Printing" <able.printing@live.com>

To: bahobbs@k-state.edu

Sent: [Wednesday, November 25, 2009 2:35:03 PM GMT -05:00 US/Canada Eastern](#)

Subject: RE: Printing Estimate

Hi Brittani

Here is the quote info you needed! Please call if you have any questions and I can explain any details of the quotes.

48 pages plus cover

60# offset text

80# gloss cover

saddle stitch

All four color

1500- 4963.00

5000- 6740.00

48 pages self cover

60# offset text

1500 - 3843.00

5000 - 5446.00

48 pages plus cover

60# matte text

80# cover

1500 - 5163.00

5000 - 7014.00

48 pages self cover

60# matte text

1500- 4046.00

5000 - 5720.00

Thank You

Doug Able

Able Printing Co.
Shop: 785.320.2626

EMAIL ADDRESSES FOR RECENT GRADUATES

From: Jeanine Lake
Sent: Wednesday, November 04, 2009 3:01 PM
To: Kelly Law
Subject: requested info on college gift memberships

Kelly—below is the information you and Brittani requested on alumni currently receiving a college gift membership.

There are a total of 3,070 college gift memberships.

We have emails for 1,891 of them.

Out of the 1,891 email addresses, 789 of them are ksu.edu accounts.

Jeanine Lake

Director of Information Services

K-State Alumni Association

785-532-5059

jlake@k-state.com

Testimonials Overview

DEFINITION OF TESTIMONIALS

A testimonial is a short story told from a character apart of the group in questions who has had a successful experience with a product or service and shares their story with the audience. The story may include a description of their personal experience, a personal story or opinion. (Braverman, 2008)

LITERATURE REVIEW OF TESTIMONIALS

- Popular public relations strategy helping to create a positive face for an organization and establish relationships.
- **Feinglass (2005) testimonials are an important part of a nonprofit's public relations campaign because it's "a nice way to allow others to sing your praises"**
- According to Rowland (2005) identification is described as , " one of the most powerful functions of narrative is to generate in the reader/viewer/listener the understanding that I'm like [a character in a narrative]"
- Theory of exemplification
 - Based on cognitive shortcuts such as availability and representative heuristics.
 - Testimonials are very efficient in public media because individuals typically do not engage in extensive cognitive processing of media messages. (Braverman, 2008)
- **The main character of a testimonial story is easy to identify with even if she or he is not the most reliable source of information. The information given relies on a single source – the narrator.**

ALUMNI TESTIMONIALS

When looking at how to display testimonials, there are three possible options that can be done with the website.

- 1) The alumni testimonials will be placed in various places on the K-State Alumni Association website:
 - **A testimonial should appear in specific areas**
 1. Membership – Join or renew page, Benefits and services page, and Life Membership page.
 2. The Career services - describing how career services has helped them secure a job or assisted them in advancement with their current career.
 3. Traveling Wildcats – experiences on trips to other countries
 4. Clubs – this is a large part of our organization and if we place emphasis on joining a club by providing testimonials we can increase membership with the clubs and the association.

2) Create a “Wildcat Success Stories” page:

- Gathering testimonials in one central location.
- Allow the reader to read testimonials at their own pace
- The reader collects all of the data to create their personal image of the K-State Alumni Association
- Place a picture next to the testimonial, gives a face with a name and a additional avenue for someone to connect.

3) Audio Testimonials

- More persuasive than textual
- The voice of a testimonial is more effective to deliver a message
- Audio contains more heuristic components

TOKEN OF THANKS

A letter will be sent to those who chose to renew their membership with the association as a notion of appreciation for their support. This will give the association additional credibility with existing alumni, recent and upcoming alumni showing how much we value alumni support of the association and without them this would not be possible. Giving a token of thanks allows alumni to feel as though they have a part in the association as a whole.

- Show recent alumni how much we value their choice to remain apart of the K-State Alumni Association.
- Allows room for word of mouth
 - Word of mouth is an effective marketing tool/strategy when it comes to selling a product or service
- Sent after the college gift membership
 - Only to those who are renewing for the first time
- Gift ideas
 - A tote with the K-State Alumni Association logo
 - An umbrella with the logo

RESOURCES

Communication

Bucklin, R., Pauwels, K., & Trusov, M. (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*. 73. 90-102

Levine, W. (2008). Communications and alumni relations: What is the correlation between an institution's communications vehicles and alumni annual giving? *International Journal of Educational Advancement*. 8(3/4) 176-197

Stewart, R. (2009) Reinventing alumni associations: to remain relevant, alumni associations must do more than plan class reunions and promote their schools, experts say. *Diverse Issues in Higher Education*. 26(12). Retrieved October 23, 2009. <<http://find.galegroup.com/itx/start.do?prodID=EAIM>>

How Young People View Their Lives, Futures and Politics: A PORTRAIT OF "GENERATION NEXT" - 2006
The Pew Research Center: For the People and the Press
<http://people-press.org/reports/pdf/300.pdf>

Testimonials

Braverman, J. (2008). Testimonials Versus Informational Persuasive Messages. *Communication Research*. 35(5) 666-694. <http://crx.sagepub.com>

Ware, L. (2007). The Story of Us: The Use of Testimonials by Award-Winning Non-Profits. *Conference Papers – National Communication Association*. 1-26. Retrieved from EBSCO Host.

University of California – Los Angeles
www.uclalumni.net/AlumniStories/
www.uclalumni.net/AlumniStories/Featured/Gorfain.cfm

Young Alumni Programs

Carlisle, N. (2004, August 23) University of Missouri alumni group woos young grads. *Columbia Daily Tribune*. Retrieved on October 21, 2009 from infotrac.galegroup.com/itw/infomark/73

Ryman, A. (2009, October 31) Colleges turn to young grads for cash. *The Arizona Republic*. Retrieved on November 12, 2009 from www.azcentral.com/arizonarepublic/news/articles/2009/10/31/2009103alumni103

White, C. (2008, November 12) University of Tennessee reaches out to young alumni via program. *Knoxville New-Sentinel*. Retrieved on October 16, 2009 from infotrac.galegroup.com/itw/infomark/97

Iowa State University

www.isu.alum.org/en/about_us/young_alumni_council/

Rose-Hulman Institute of Technology

Young Alumni Council

www.rose-hulman.edu/youngalumni/YACbylaws.htm

University of Missouri

www.mizzou.com/s/1002/index.aspx?sid=1002&gid=1&pgid=402

University of Nebraska

www.huskeralum.org/youngalumni/index.shtml

University of North Carolina at Chapel Hill

www.giving.unc.edu/annualfun/youngalumni/difference.htm?print=true

University of Tennessee – Knoxville

Overview of Program

www.alumni.utk.edu/programs/youngalumni/index.shtml

eTorch – e-newsletter

www.utk.edu/torchberer/etorch

Young Alumni Guide

<http://alumni.utk.edu/programs/youngalumni/guide.shtml>

Big 12 Alumni Associations

Baylor

www.bayloralumniassociation.com/content/join_us/why_join.asp

Iowa State University

Membership Levels

www.isualum.org/en/join_or_renew/join_or_renew_online.cfm

Benefits

www.isualum.org/en/member_benefits/discounts_program.cfm

Oklahoma State University

Benefits

www.Orangeconnection.org/s/860/index-blue.aspx?sid=860&gid=1&pgid=269

Texas A&M

www.aggienetwork.com/giveback/Benefits.aspx?PageID=1635

Texas Tech

www.texastechalumni.org/olc/pub/TTAA/cpages/membership/levels_benefits.jsp

University of Colorado

Membership

www.cualum.org/members/join/

Benefits

www.cualum.org/members/benefits/

University of Kansas

Membership

www.kualumni.org/kuaa_membership_home.html

University of Missouri

Membership

www.mizzou.com/s/1002/index.aspx?sid=1002&gid=1&pgid=383

Benefits

www.mizzou.com/s/1002/index.aspx?sid=1002&gid=1&pgid=389

University of Nebraska Alumni Association

Membership Options/Benefits

www.huskeralum.org/membership/options.shtml

University of Oklahoma

Membership

www.oufoundation.org/onlinegiving/JoinAlumniAssoc.aspx

Benefits

www.ou.edu/alumni/home/membership/membership_benefits.html

University of Texas Alumni Association

www.texasexes.org/join/levels.asp