

Social Networking: What is it and how do we benefit?

Case V Presentation
December 11, 2005

Agenda

- What is Social Networking?
- What are the benefits to the alum?
- What are the benefits to YOU?
- Where does the Social Network fit?
- Case Study: Santa Clara University
- Q & A

- **Social Network:**
 - A place where individuals create a rich profile of who they are and build a network of who they know.

- Primary Functions

- Search

- Beyond static

- Communicate

- Alum to alum

- Concept: “Who I am and who I know.”

- Open:

- Anyone can join

- Friendster
 - Linkedin
 - Myspace
 - Facebook

- Closed and Branded:

- Restricted access and branded for a specific organization

- inCircle

What does it look like?

- Brief Demo

- **User-centric**
 - Relevant & Individualized
 - Dynamic Content
- **Private & Trusted**
 - All Users are Authenticated
 - Relationship Based

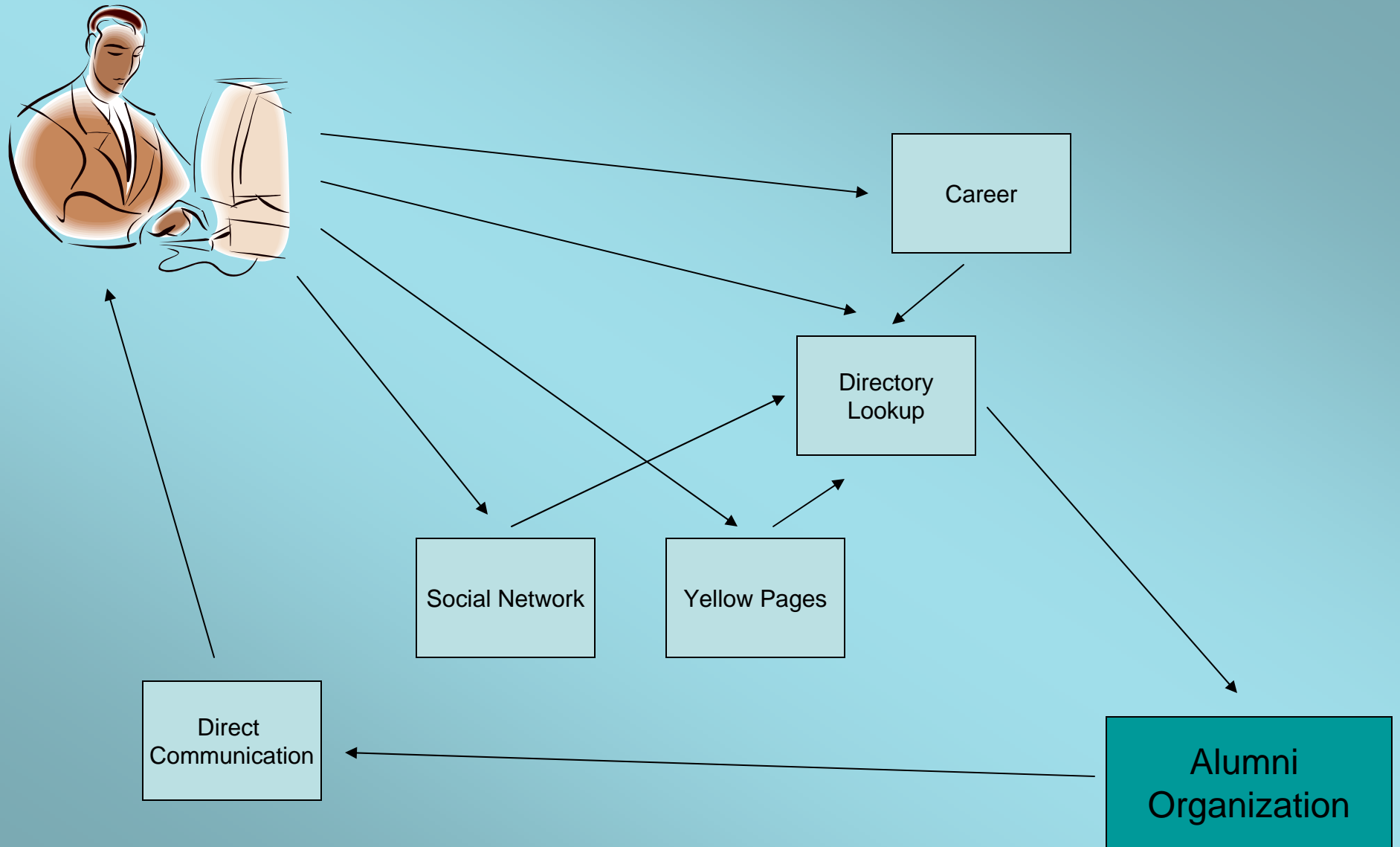
- Reconnect
 - Classmates
 - Organization
- Relocate
 - Regional Chapters
 - Roommates
 - Advice
- Find Services
 - Jobs
 - Experts
- Share Media
 - Photos
 - Blogs
 - Journals
 - Messages

- Mission
 - Connecting alumni with each other and university
- Data
 - Contact updates sent to you
- Brand
 - All value derived by users goes to you
- Leverage
 - Alums helping alums
- Scale
 - Technology moves fast!

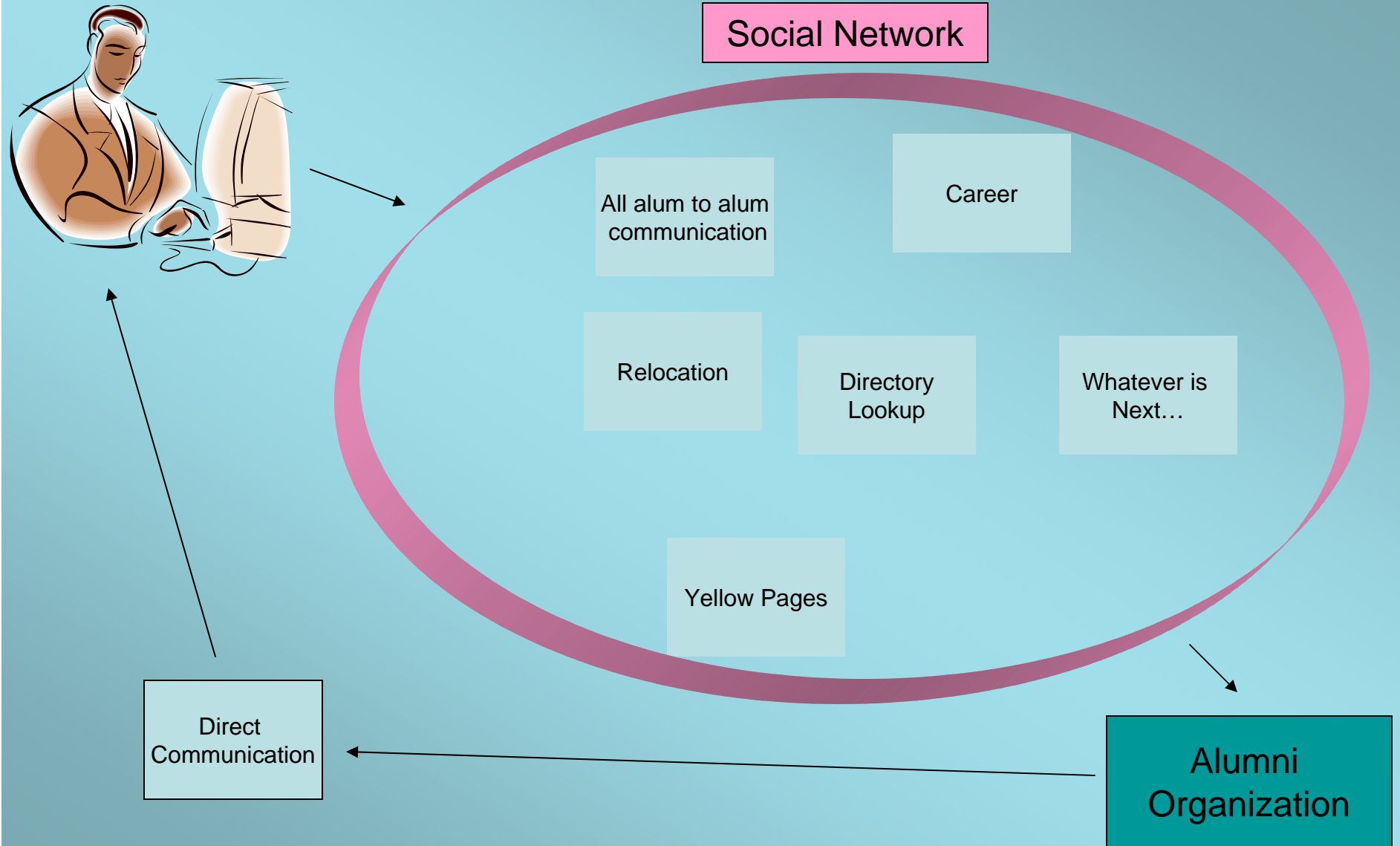
Where do we put it?

- Static Applications will no longer attract your alumni
- The Centerpiece of your offering must be dynamic and individualized

Current Offerings



Where



Case Study: Santa Clara University

Pete Sclafani
Assistant Director, Alumni Relations

Case Study

- Background
- Motivations
- Opportunities
- Implementation
- Measuring Success
- Q & A

University Profile

- Established in 1851
 - California's oldest institution of higher learning.
 - 125th Anniversary in 2006
- Over 70,000 SCU Alums across the globe
- > 40 Chapters
- Membership is free and automatic



Our Mission

- Cultivate, maintain, and enhance **life-long relationships** between the University and its alumni for mutual benefit.
- **Initiate and encourage activities and programs** that generate goodwill and support for SCU's Jesuit mission.



Overall goals for Alumni Services

- Want updated information
- Want satisfied alumni
 - Services offered need to be functional
 - Through increased involvement
- Ensure that the mission of the Alumni Association is upheld throughout our offered services

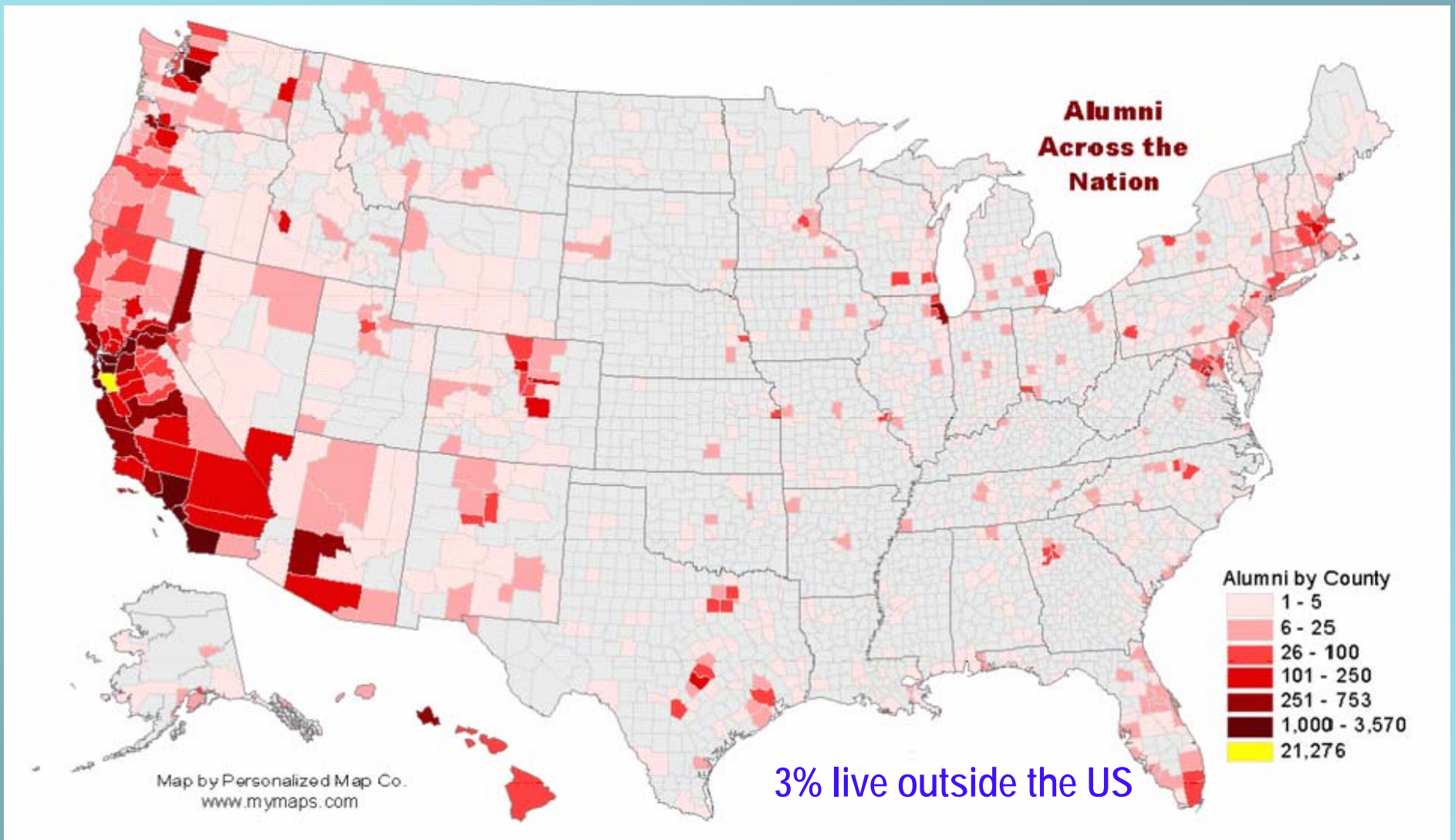
Our Goal

Alumni Life Cycle



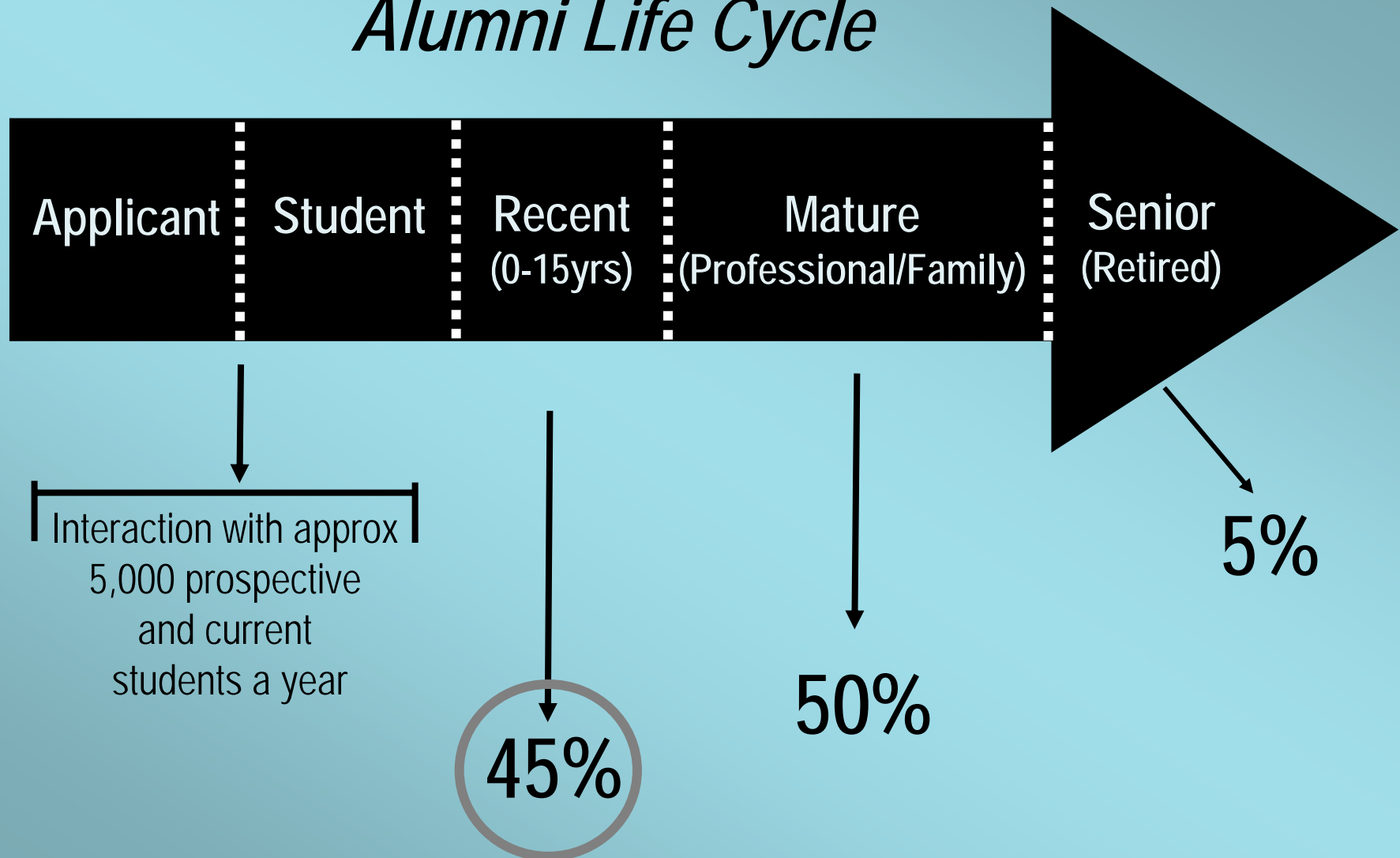
- Reach out in unique ways
- Offer events/programs that encourage alumni participation and involvement at *every* stage

SCU Alumni by Location



Alumni Distribution

Alumni Life Cycle



Generational Landscape

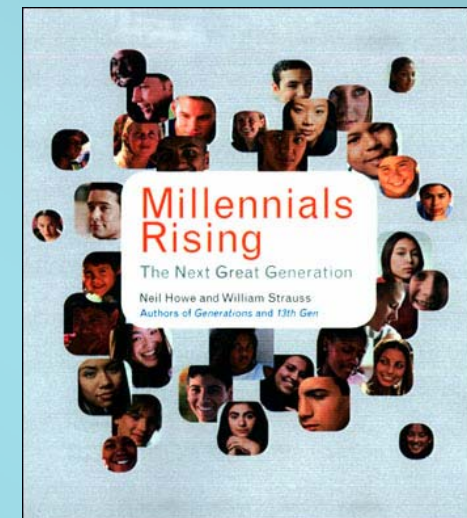
WW1	Silent	Boomers	X-ers	Millennials
1901-1924	1925-42	1943-60	1961-81	1982 - 2002
Books	Radio	Radio	TV	Personalized multimedia
Newspapers	Newspapers	TV	VCRs	Instant communication
		Pinball wizards	Videogames	Internet
			Cell phones	

Source: Narissa Bentley, University of Melbourne

- Ubiquitous Technology
 - It's everywhere – now take advantage of it!
- AOL Survey, November 2005
 - Two-thirds of 13-21 year olds use IM more than email
- Forrester Research, December 2005
 - 83% of 12-21 year olds use IM compared to 32% of adults
- The only thing constant is change...

Millennials in a nutshell...

- Technology Attitude
 - Place a high value on science and technology
 - Take technological advances of the 90's for granted
 - Think not enough technology in the world today
 - They are the “now” generation; have not learned to be patient*
- Generational Shift
 - In greater world *and* SCU
 - Impact on Communication Styles
- Definitions of “Community” are changing
 - Community
 - Connectivity
 - Availability



How does this affect us?

- Successful Outreach requires new methods
 - Single “one size fits all” outbound communications are not as effective*
 - These systems need to respond in real-time to match expectations
 - Need to have compelling features/services that are actually useful

- January 1, 2005: SCU online offerings
 - Ever-evolving web site
 - Broadcast email communications
 - Online Community
- Why social networking?
 - Grassroots alumni connections
 - Targeted “pre-qualified” networking opportunities
 - Updated contact information
- Why Affinity Engines?
 - Closed and exclusive to alumni from SCU
 - All users are authenticated
 - Maintains school’s brand
 - The school receives all of the resulting data updates.

Affinity Engines Implementation

- Evaluation process
 - Current vendor vs. new one
- Cross-campus partners
 - Law School
 - MBA/Business School
- Vendor relationship
 - Partnership
 - Product enhancements before launch
- Implementation timeline
 - First demo August 12, 2004; official launch April 5, 2005
- Additional In-office Resources
 - 15+ hours of customer service a week (registration and other issues)

Marketing Plan

- **Prelaunch & Rollout**
 - Beta Test: Alumni office, Alumni Board, Chapter Leaders, Reunion Committees
 - Graphical branding/Identity
 - Santa Clara Magazine: Full Page Ad (May), Alumni Association article (2)
 - Marketing Collateral
 - Web element
 - Monthly Broadcast emails : Feb, April, May, June
- **Post Launch**
 - Life After SCU/Class of 2005
 - Geographic or targeted broadcast email: boilerplate, Tips
 - Mention in “FYi” (faculty/staff newsletter)

Future Marketing Initiatives

- Targeted emails: life-cycle appropriate usage examples
- Kiosks at reunions
- Alumni Association Board Committee
- Life After SCU
 - Marketing on-campus
 - Publicity opportunities on and off-campus
- Integrating other departments (Career Center, etc.)

Vital Signs

- Over 5,000 Registered Users
- Almost 20% Logged on in the last 24 hours
- Average of 20,000 page views per day
- Over 10,000 information updates

Customer Feedback

- Koy, Class of 2002
 - “inCircle is the greatest technology invented! lets us keep in touch with alumni that we would not normally email on a daily basis! great way to network!”
- Steve, Class of 1998: In-Circle- Pure Genius!
 - In less than 1 week, this program has taken off. I've been contacted by so many of those "close acquaintances/distant friends" that you'd love to hear from, but have fallen out of touch with. This is going to be a great resource for keeping the Bronco Community together after graduation, and keeping them together by way of Santa Clara University!
- Liz, Class of '99
 - This new online community thing rocks. So cool. I'm finding people that I had no way of getting a hold of. AWESOME tool for us alumni!
- Ryan, Class of 2003
 - ... I just had to let you know that I think in Circle is probably the best thing ever! I just signed up and it is an awesome way to catch up with people I haven't even thought of since graduation. I think you guys at the Alumni Office hit the jackpot with this one.

- More Alumni involvement
 - On & Off-line
- Data Updates
- User Registrations
- Site Traffic
- Other departments...

Thank You!



Go Broncos!