

Career & Professional Development Engagement Analysis

Providing career curriculum and professional development programming is a Win-Win-Win strategy! You engage alumni, alumni advance their careers, and both alumni satisfaction and contributions INCREASE!

Use the information below to determine the engagement effect your Career & Life Long Learning Community (CLLLC) will have. Use the following information to determine your participation rate. There are two principal ways your alumni will be continually engaged in your CLLLC:

- Your three-promotional e-mailings to your alumni in September, January, and April
- Monthly e-mailings we send to your alumni who register in your CLLLC

1) YOUR EMAILINGS – We recommend you send two to three emails a year to your entire email base.

- A. **Engagement Opens** - Assuming you emailed 10,000 alumni and have a 20% open rate - 2,000 alumni would be exposed to your positive career support news. You could anticipate that of the 2,000 alumni that opened the email 7% would register in your CLLLC, or 140 alumni.
- B. **CLLLC Members** - Based on above formula - 3 mailings to the same 10,000 alumni would result in **6,000** engagement opens and **420** registered community members. If you have 100,000 alumni, multiple the bolded numbers by a factor of TEN. It's an effortless way to increase satisfaction in 60,000 alumni that results in 4,200 Career & Life Long Learning Community members!

2) OUR EMAILINGS – Each person that becomes a member of your Career & Life Long Learning Community will receive a monthly email (branded to your college) to remind them of the four Wednesday night webinars that month. This mailing reinforces their positive impression of your strategy and shows your commitment to act on their feedback and suggestions. Based on the first year of emailing 10,000 alumni three times you could see:

- **Email Engagement Opens** - Based item B above that results in 420 alumni who would become members – now multiply that by our 34% email open rate you'd see 142 email engagement opens per month (420 x 34%)
- **CLLLC Engagement Visits** - Of the 142 engagement opens per month you could see as many as 24% who visit your CLLLC resulting in 34 visits per month. (142 x 24%)
- **CLLLC Engagement Webinar Views** - Of the 34 CLLLC visits you could see 17% - 26% watch webinars resulting in 5.7 – 8.8 webinar viewers per month. (34 x 17% or 26%)

If you have 100,000 alumni multiply the above numbers by 10, and then 12 for the entire year!
Now, extrapolate these numbers and predict your participation numbers in years two and three!

Both of our marketing and promotional e-mailings will accomplish two things:

1. They will offset the negative impression from constant fundraising requests.
2. It shows your commitment to help your alumni launch and lead successful careers.

What is your return on investment? *Flip the page to determine that!*

What is your return on investment?

Use the information on the reverse side to create an estimate of your return on investment of providing career curriculum and professional development programming to your alumni!

YOUR EMAILINGS – 3 PER YEAR TO ALUMNI BASE

First determine the positive engagement factor by totaling the number of email opens you would receive from the three-recommended e-mailings to your entire alumni email base.

Engagement Email Opens *Per Year (EEOPY)* _____ 60,000 _____

Take the total number of alumni with emails times the 3 mailings – times the 20 percent open rate. *Example – 100,000 emails x 3 = 300,000 x 20% = 60,000 Engagement Email Opens..*

CLLLC Engaged Members (New registered members per year) _____ 4,200 _____

Take the total number of EEOPY x 7%. *Example above – 60,000 x 7% = 4,200 new CLLLC Engaged Members.*

OUR EMAILINGS – 12 PER YEAR TO CLLLC MEMBERS ONLY

Engagement Member Email **Opens** Per Year _____ 17,136 _____

Take the number of (expected) registered users in the first year, times 12 (monthly emailings) x 34%. *Example 4,200 x 12 x 34% = 17,136 CLLC Engaged Member Email Opens (A)*

Engaged Member Website **Visits** Per Year _____ 3,427 _____

Take the expected number of registered users email opens per year (A) times 20%. *Example – 17,136 x 20% = 3427 CLLC Engaged Member Website Visits per year (B)*

Engaged Member Webinar **Views** Per Year _____ 587-891 _____

Take the expected number of website visits per year (B) times 22%. *Example – 3427 website visits per year times 17% - 26% = 582 – 891 CLLC Engaged Member Webinar Views per year.*

GRAND Total Engagement Opens/Views/Members/Visit/Views (C) _____ 85,350 – 85,654 _____

Cost per engagement event

GRAND Total Opens/Views Members/Visits/Views(C)	Yearly cost of Service (example)	Cost per Opens/Views Members/Visits/Views
_____ 85,654 _____	divided by _____ \$10,000 _____	= _____ 0.11 cents _____