

SANTA CLARA UNIVERSITY

2015 - 2016
ALUMNI
ASSOCIATION
ANNUAL REPORT



THE YEAR IN REVIEW

In 2015-16, the Alumni Association hosted hundreds of events and programs and provided a wide variety of benefits and services. Specifically, we focused on listening, engaging, and connecting our more than 94,000 Broncos worldwide.

As stewards of the Santa Clara Family, it's important we **listen to our constituents**. The 2015 Alumni Attitude Survey helped us understand overall attitudes toward the University, alumni awareness of our efforts to engage them, and activities in which alumni are currently or would like to be engaged with the University. The findings have been shared broadly and will shape our 2016-17 long-term planning efforts. We also continue to send post-event surveys to better understand the loyalty of our constituents, the perceived value of our offerings, and how we may improve the experiences we provide to our alumni family. We are proud to report an average Net Promoter Score (a widely-used index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others) of 70 and an average response rate of 33 percent.

Our signature events—Vintage Santa Clara, Grand Reunion Weekend, Graduation Picnic, Pasta Feed and Legends Celebration, Easter Bunny Brunch, and President's Dinner—remain popular and continue to grow in attendance and satisfaction. We also continue to find new and creative ways to **keep alumni engaged**, including the inaugural Mission Wine Collection, our first sold-out career webinar, and four “SCU Momentum” campaign events designed to energize the Santa Clara community in cities throughout the West Coast.

Social media and online engagement remain vital to **keep alumni connected** to SCU and each other. This year, engagement on our social channels significantly increased, with an average of 73 percent increase in likes, shares, and comments on Facebook. Traffic on our thought leader blog *Illuminate* doubled compared to the previous year and we had our first article “go viral” on social media, where it was shared nearly 60 times within the first hour. In alignment with the University website redesign efforts, we redesigned the structure of the Alumni Association website. We also added new features and content, including a redesigned homepage, better navigation, easily accessible FAQs, an interactive alumni demographic map, photo galleries and videos, and an online “event in a box” toolkit to support alumni in areas where we don't have formal chapter support. Check it out at scu.edu/alumni!

I invite you to learn about all the many activities we offer in our ongoing efforts to keep our alumni connected, passionate, and proud. I welcome your feedback and look forward to sharing our accomplishments, challenges, and dreams in the years to come.

Go Broncos!



Kathryn Kale '86
Assistant Vice President, Alumni Relations
Santa Clara University



ALUMNI DEMOGRAPHICS AND EVENT STATISTICS

ALUMNI DEMOGRAPHICS

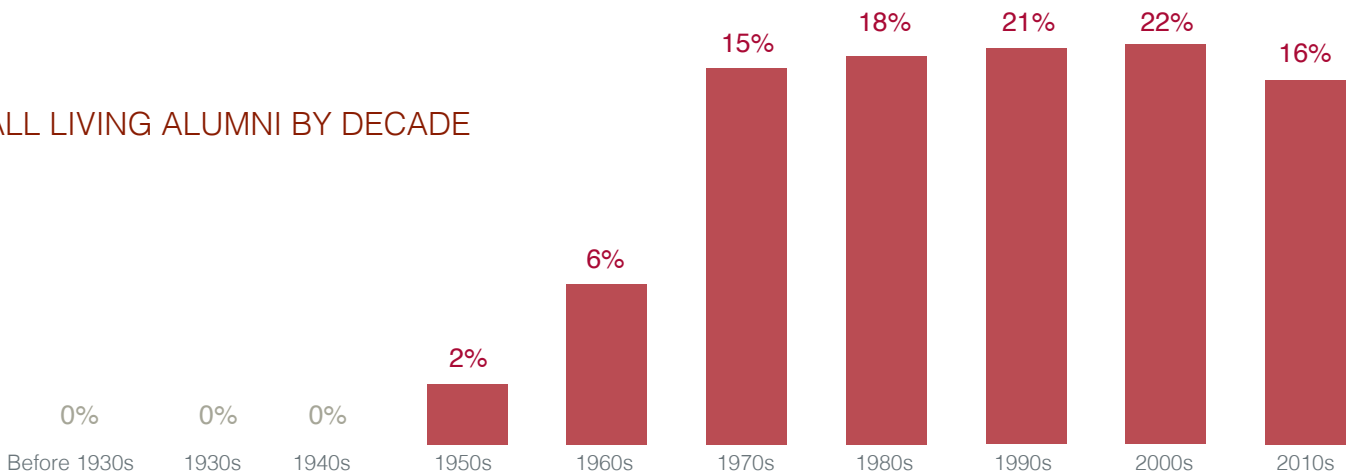
94,130*
TOTAL ALUMNI

NUMBER OF LIVING ALUMNI

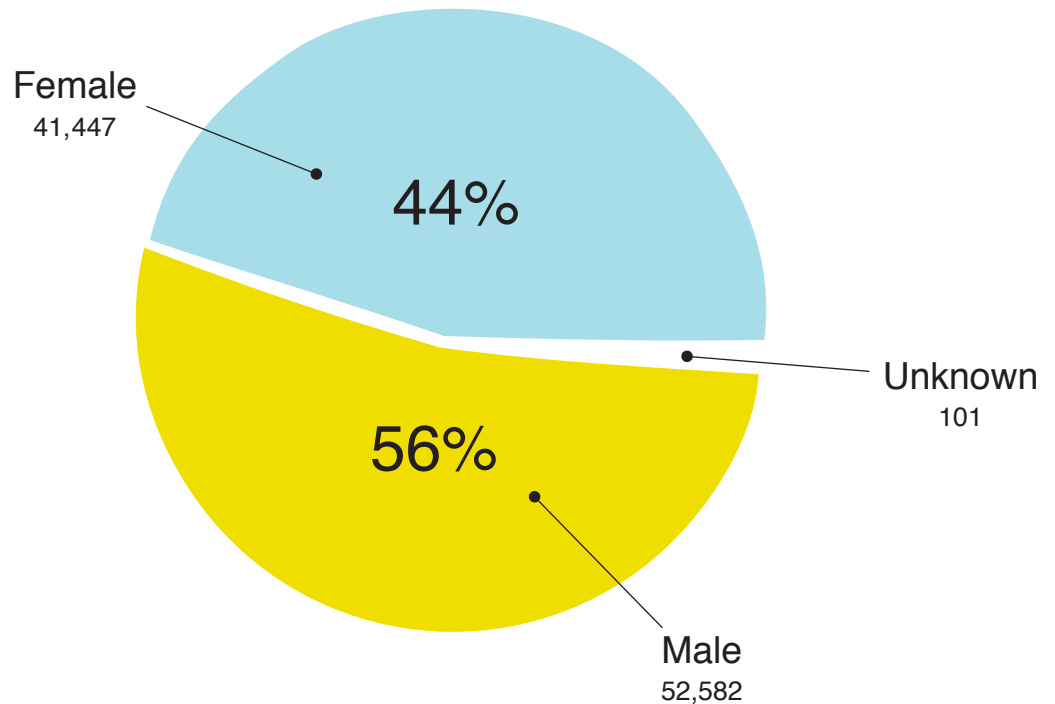
Undergraduate	53,851
Graduate	44,512

**Total excludes duplicates (alumni who have both an undergraduate and a graduate degree from SCU are only counted once) and does NOT include the Class of 2016.*

ALL LIVING ALUMNI BY DECADE



ALL LIVING ALUMNI BY GENDER

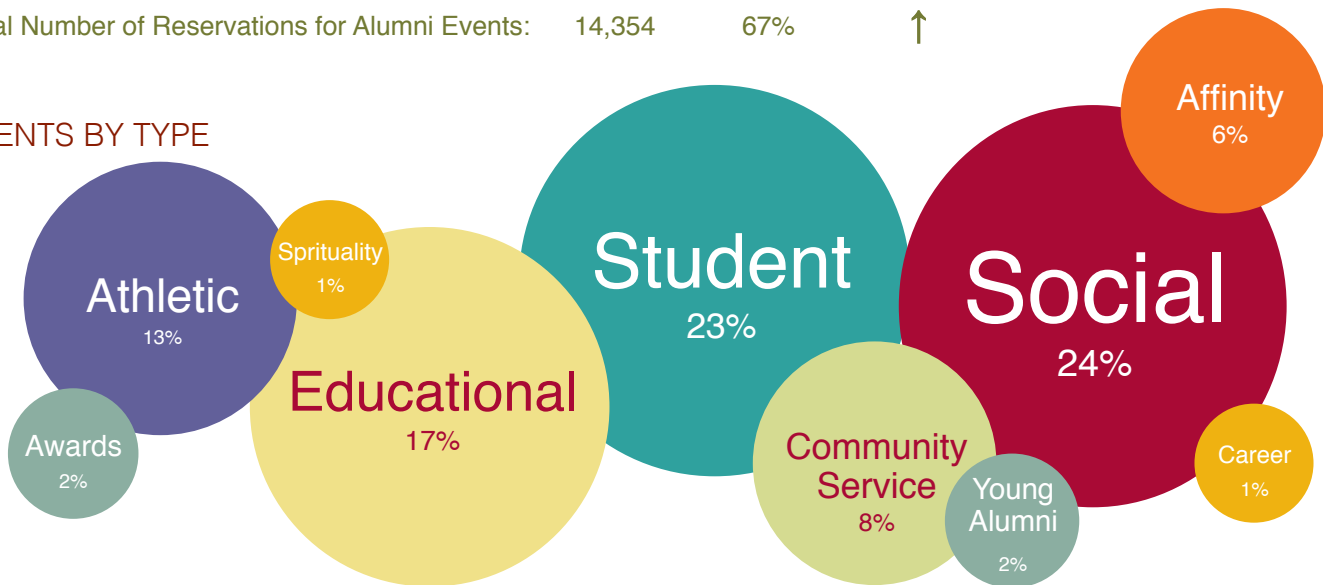


EVENT STATISTICS

EVENTS BY YEAR

			% Change from Previous Year
Total Alumni Events By Year:	201	1.5%	↓
Total Number of Reservations for Alumni Events:	14,354	67%	↑

EVENTS BY TYPE



EVENTS WITH FACULTY, STAFF, AND ALUMNI SPEAKERS

OVERVIEW

To encourage lifelong learning and share campus happenings with our alumni, we often invite distinguished faculty, staff, and alumni as event speakers.

BY THE NUMBERS

- 41 events with speakers*
 - *13 took place during Grand Reunion



“Dr. Belotti is always very informative and presents in a highly succinct and easy to understand manner...This year I took my son to this event as he will be attending SCU next year - he was very excited to attend and got a chance to meet the new dean of business!”

– Bill Inserra '84 (Attended Mario Belotti's Economic Forecast in February 2016)

SIGNATURE EVENTS

OVERVIEW

Association signature events take place on campus and are held annually or bi-annually. They include large-scale events such as Vintage Santa Clara, Grand Reunion Weekend, and Graduation Picnic, and other classic alumni events, such as the Easter Bunny Brunch and the Pasta Feed & Bronco Legends Celebration.

SIGNATURE EVENT ATTENDANCE

EVENT	2015-16	% CHANGE FROM LAST YEAR	
Vintage Santa Clara (tickets sold)*	1,829	-3%	↓ *Sold out; slightly lower attendance cap
Legacy BBQ*	236	-19%	↓ *Decrease in admitted legacy students
Grand Reunion Weekend	3,896	11%	↑
Gianera Society Lunch	245	22%	↑
Pasta Feed & Bronco Legends	470	66%	↑
Easter Bunny Brunch*	284	-17%	↓ *Attendance decrease due to rain
Pause for Coz	167	101%	↑
The President's Dinner	511	11%	↑
Annual Alumni Day at the Giants	290	115%	↑
Graduation Picnic	6,800	-3%	↓

32ND ANNUAL VINTAGE SANTA CLARA



VINTAGE
SANTA CLARA XXXII

OVERVIEW

Our annual food and wine festival features alumni vintners and restaurateurs with a live band and an afternoon of fun in the Mission Gardens. A portion of event proceeds go to the Alumni Family Scholarship Fund.

Sep. 15, 2015 | Mission Gardens

HIGHLIGHT

- Layout changes improved the crowd flow within the event space, resulting in shorter lines and a better customer experience.

Total Undergrad Ticket Purchasers
794 7% ▼

Total Undergrad Donors whose only donation was Vintage
529 24% ▼

Total Purchasers
931 2% ▲

\$62,870 raised for the Alumni Family Scholarship Fund



7TH ANNUAL GRAND REUNION WEEKEND



OVERVIEW

Grand Reunion welcomes alumni, family, and friends back to campus for an unforgettable weekend every October. The classes celebrating their reunion are invited to a class dinner, as well as a variety of other events that give them an opportunity to remember, reconnect, and renew their relationships with their classmates and the University.

Oct. 8-11, 2015 | SCU Campus

HIGHLIGHTS

- **Partnering with Donor Relations, we were able to secure the resources to record alumni oral histories. The videos, which included recognizable alumni such as Steve Schott '60 and Leon Panetta '60, J.D. '63, will help us preserve SCU's rich history and traditions. They will also be excellent resources for future Grand Reunion and campaign promotions.**
- We had the highest number of individual reunion attendees ever (1,751)!

“Nothing better than reconnecting and catching up with everyone in person! Many Broncos are my Facebook friends, but it is so much more meaningful and tangible to share a friendship in person!” – Stephanie Short '85

SIGNATURE EVENTS

35TH ANNUAL GIANERA SOCIETY LUNCH

OVERVIEW

The Gianera Society is an honorary designation of undergraduate alumni whose class graduated from Santa Clara 50 or more years ago. Gianera Society members meet every year for a luncheon during Grand Reunion Weekend to induct their newest members (i.e. those attending their 50th reunion).

Oct. 10, 2015 | Marketplace Benson Center

HIGHLIGHTS

- The 1964 Reunion Committee Chair, Pete Manno, encouraged attendance of the new Gianera Class of 1965 by sending them a letter sharing why it is a “can’t-miss”
- As part of the Class of 1965, we inducted the first four-year undergraduate class of women
- Featured a newly-edited version of the informational video, which helped explain who Fr. Gianera was and why the society is named after him



4TH ANNUAL PRESIDENT’S DINNER

OVERVIEW

In 2013, the Alumni Association’s annual “Alumni Anniversary Celebration” was combined with the Development and Event Planning Office’s annual “President’s Club Dinner” to become “The President’s Dinner.” At this event, we present three unique alumni awards honor and publicly recognize individuals who have given distinguished service to the Alumni Association, the University, and their community.

Apr. 23, 2016 | Malley Center

HIGHLIGHT

- A record high attendance prompted a relocation out of the traditional tent setting in the Mission Gardens into the Malley Center, which was transformed into an elegant and inviting event venue that delighted attendees



THE 2016 AWARD RECIPIENTS

Ignatian Award: Rick Giorgetti '70

Ignatian Award: The Honorable Lawrence Terry '57, J.D. '62

Louis I. Bannan, S.J. Award: Bill Scilacci '44

Paul L. Locatelli, S.J. Award: Peggy Bradshaw '72

28TH ANNUAL GRADUATION PICNIC

OVERVIEW

A beloved Santa Clara tradition, the Graduation Picnic takes place immediately following Undergraduate Commencement and provides an opportunity for graduates and their families to celebrate together on campus.

Jun. 11, 2016 | Bellomy Field

“We appreciated being able to celebrate with our graduate daughter, her wonderful SCU friends and her friends’ parents--all in one location.”

– Cheryl Breen - Mother of Molly Breen '16



CLASSIC ALUMNI EVENTS

BY THE NUMBERS

- 16th Annual Pasta Feed & Bronco Legends | **471** attendees
- 12th Annual Easter Bunny Brunch | **287** attendees
- 10th Pause for Coz | **167** attendees
- 25th Annual Day at the Giants | **290** attendees

WOW

The Pause for Coz Scholarship fund has now grown to more than \$1.5 million!



WOW! Highest attendance of all-time... our alumni LOVE Bronco legend Carroll Williams!

ASSOCIATION

Alumni
ASSOCIATION

#SCUGradPicnic

Alumni
ASSOCIATION

#SCUGradPicnic



GradPi

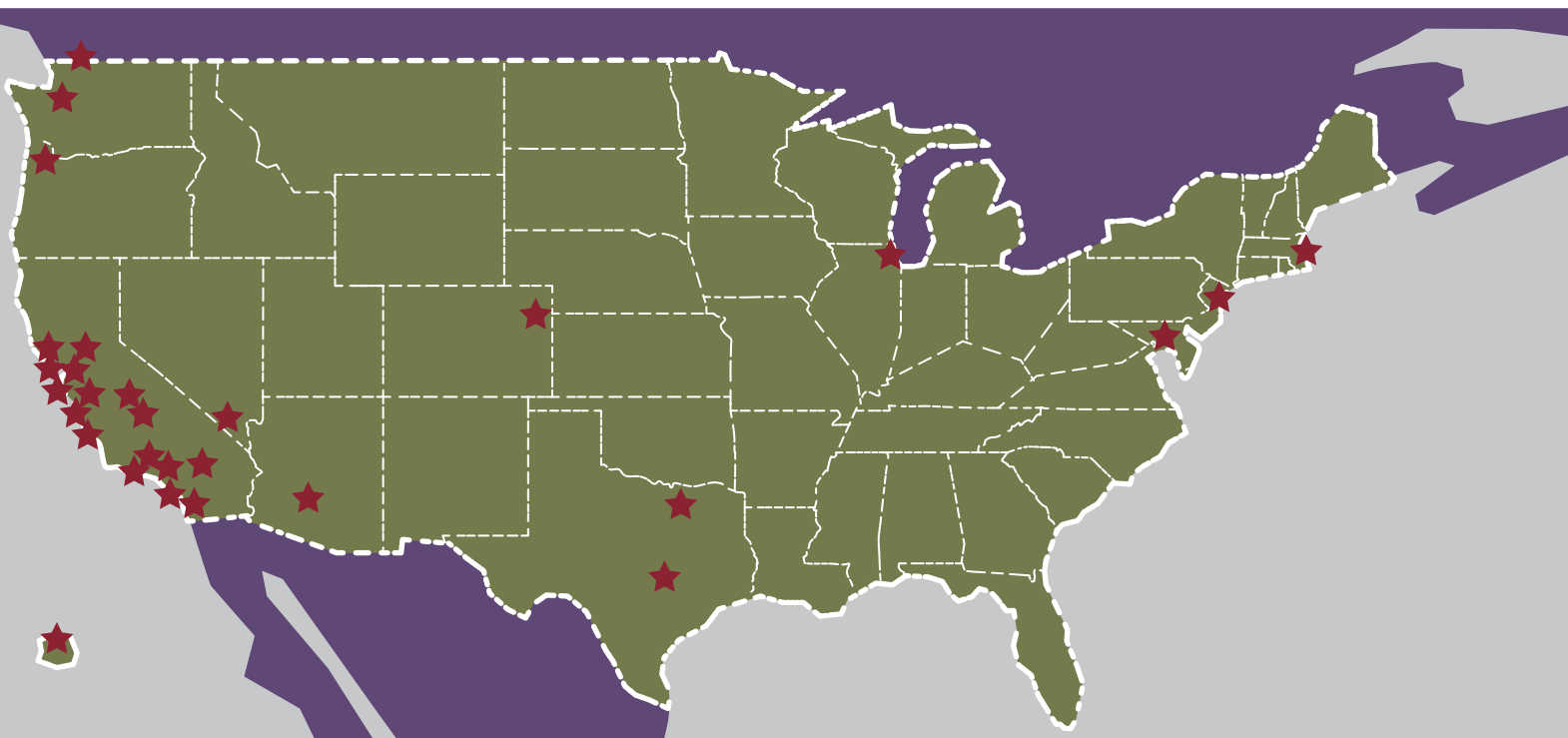
Alumni
ASSOCIATION

Alumni
ASSOCIATION

#SC

SCUGra

REGIONAL EVENTS



ALUMNI REGIONAL CHAPTERS IN THE U.S.

HAWAII

Hawai'i

WASHINGTON

Seattle
Spokane

OREGON

Portland

CALIFORNIA

Central Coast
East Bay
Fresno
Los Angeles

Marin

Monterey/Salinas

Napa/Santa Rosa

Peninsula

Orange County

Palm Springs

Sacramento

San Diego

San Francisco

Santa Clara Valley

Santa Cruz

Stockton/Modesto

NEVADA

Las Vegas

Reno/Tahoe

ARIZONA

Phoenix

COLORADO

Denver

TEXAS

Austin

Dallas

ILLINOIS

Chicago

MASSACHUSETTS

Boston

NEW YORK

New York

DISTRICT OF COLUMBIA

Washington, D.C.

ADDITIONAL CHAPTERS/NETWORKS



ETHNIC

African American Chapter
Asian Pacific Islander Chapter
Chicano Latino Chapter

INTERNATIONAL

India Chapter

2.3%

alumni live internationally

NETWORKS

Los Angeles Entertainment Group
Lesbian, Gay, Bisexual,
Transgender, and Questioning
(LGBTQ)
Santa Clara University Bronco
Builders Association (SCUBBA)

REGIONAL EVENTS

CHAPTER HIGHLIGHTS



Santa Clara Valley Chapter

Super Bowl 50 Experience Tour & Reception
Levi's Stadium | 100 Attendees

Sacramento Chapter

NFL Game Watch with FOX Rules Analyst Mike Pereira '72
Del Paso Country Club | 46 Attendees

Los Angeles Chapter

Creatively Expanding Your Network
Thyme Cafe and Market (Owner Maire Bryne '95) | 19 Attendees

Orange County Chapter

Mass, Brunch, and University Update with Father Jack Treacy '77
Big Canyon Country Club | 62 Attendees

New York Chapter

Metropolitan Private Tour & Reception
Metropolitan Opera House | 46 Attendees

WOW! Our Broncos loved interacting with fellow alumnus and athletics superstar, Mike Pereira '72. He called plays and live tweeted for FOX Sports as the game unfolded!

ALUMNI FOR OTHERS (AFO)

OVERVIEW

Our Alumni for Others (AFO) program offers alumni, family, and friends an opportunity to volunteer for a service project in their community.

BY THE NUMBERS

- This year's program engaged nearly **350** alumni in **17** projects throughout seven chapters:
 - Denver
 - East Bay
 - Los Angeles
 - New York
 - Palm Springs
 - San Francisco
 - Santa Clara Valley

HIGHLIGHT

- New York Chapter President Tanya Schmidt '11 found several unique, local volunteer opportunities and subsequently coordinated two new events



New York alumni volunteering for AFO Project at Xavier Mission

“It’s a lot of fun to reach out and connect with a new community. This was a great way to get Broncos involved in sharing their own stories in the hopes that it may help others. Thank you!”

– Gracelyn Bateman '12 (New York alumna)

REGIONAL CHAPTER METRICS



Facebook Chapters & Groups
43 groups totaling 6,214 members

TOP 15 CHAPTER/GROUPS BY # OF EVENTS

Chapter	# of Events
Santa Clara Valley	13
Los Angeles	8
San Francisco	8
Sacramento	6
Denver	5
Seattle	5
East Bay	4
New York	4
San Diego	4
African American	3
Chicago	3
Chicano Latino	3
Orange County	3
Phoenix	3
Portland	3

75 Total events



ALL EVENTS BY LOCATION

State	# of Events
California	164
Washington	6
Colorado	5
New York	4
Illinois	3
Arizona	3
Oregon	3
Washington, D.C.	3
Webinar	3
Nevada	2
Texas	2
Massachusetts	1
Hawaii	1
Minnesota	1

201 Total events

ALUMNI PROGRAMS

CAREER PROGRAMS

OVERVIEW

In response to alumni demand, our assistant director, social media and career networking is focused on delivering in-person and virtual career education program so alumni in all geographic areas can participate and benefit from our offerings.



Nicole Cavanaugh '04 presenting on "Spiritually Aligning Your Life & Career"

BY THE NUMBERS

- 7 events total (3 in-person, 4 virtual)
- 472 total attendees (101 in-person attendees, 370 virtual attendees)
- Co-sponsored an alumni panel for students, "Tech for Good," with the Career Center

HIGHLIGHTS

- Reorganized the career section of the Alumni Association website so alumni can easily find relevant resources according to life and career stages
- Hosted our first-ever sold-out webinar, "Tips and Tricks for the reluctant Networker," reaching the maximum number of registrants at 100
- Consistent with our Jesuit roots, developed and hosted "Spiritually Aligning Your Life and Career" with alumna speaker Nicole Cavanaugh '04 – the event was a sellout success!
- Began tracking alumni who volunteered at career-related events (e.g., careers, career panels) and/or expressed interest in volunteering in the future, so we can build our volunteer database to create more robust programming

SPIRITUAL PROGRAMS

OVERVIEW

The Alumni Association offers events and programs to meet the spiritual needs of alumni. Additionally, alumni are invited to attend programs sponsored by several campus departments including the Ignatian Center, Campus Ministry, Pastoral Ministries, and the Jesuit School of Theology.

First Friday Mass and Lunch

A time for Mass and fellowship, held every first Friday from November through May.

In Memoriam Mass Cards
Sent to alumni who recently lost a loved one.

Month of Remembrance

63 alumni and friends submitted a total of 328 names online for inclusion in the Book of Remembrance, which was displayed in the Mission Church throughout November 2015.

ALUMNI ATTITUDES SURVEY 2015

OVERVIEW

In May 2015, an Alumni Attitudes Survey was conducted to obtain baseline measurements and a fuller understanding of alumni feelings about and engagement with Santa Clara University. The data will be used to inform future events and programs, as well as update the Alumni Association Strategic Plan.

HIGHLIGHTS

- Gathered significant alumni perspective and feedback, which will be integral in our event and program development, as well as drafting our updated strategic plan
- Presented the survey results to many campus groups, including 80+ marketing professionals at the Marketing Lunch & Learn series, hosted by SCU's Office of Marketing and Communications
- Provided campus partners with actionable recommendations on how they can better market and engage with alumni

82%

say their current opinion of the University is excellent or good

92%

of alumni are very or somewhat satisfied with the overall experience they had as a student at SCU

2 OUT OF 5

alumni want to be MORE connected with SCU



SUPER BRONCOS: CAMPUS ALUMNI GROUP

OVERVIEW

Established in February 2015, the Super Broncos consist of the nearly 20 percent of faculty and staff who work at Santa Clara University and received an undergraduate or graduate degree from the University. We are experimenting with different types of events and various marketing and communications strategies to understand the best way to engage and honor this special alumni group, who are trusted insiders and advocates for the University.

BY THE NUMBERS

- 4 events | 65 total attendees
- 347 Super Broncos (21% of 1,658 faculty/staff)

HIGHLIGHTS

- Delivered 243 Super Bronco lapel pins to those members who hadn't picked one up at a previous event as a way to honor and distinguish Super Broncos around campus and at events
- Honored the Super Broncos at the 2016 Staff Recognition event for the first time

ALUMNI PROGRAMS

MISSION WINE COLLECTION

NEW
PROGRAM
IN 2015

OVERVIEW

The collection includes three wines from alumni-related wineries that were chosen by an alumni panel through a blind tasting. Each wine featured a custom-designed SCU label. All proceeds from the wine sales went to support the Alumni Family Scholarship Fund.

HIGHLIGHT

- Launched the Mission Wine Collection in 2015-16
- Built a website and created videos of each winery that showcased the connection between the winery and SCU



SCUTER



OVERVIEW

“SCUter” (pronounced skoo-ter) is the Alumni Association’s drone that captures never-before-seen shots of Santa Clara’s beautiful campus. SCUter’s first and most famous flight was in July 2014 down the Abby Sobrato Mall, over the rose garden, and through Mission Gardens. Since its inaugural flight, SCUter has shot five additional videos, viewable at the @SCUalumni Vimeo channel.

In July 2015, the FAA deemed SCU’s campus a “no-fly zone,” so we are working with Christopher Kitts from the robotics team; environment, health and safety; risk management and compliance; and the general counsel’s office to secure permission from the FAA to fly SCUter on campus again.



HIGHLIGHTS

- Edited video shot over the summer of 2014 to create a highlight reel of Swig Hall in honor of its 50th anniversary
- Featured Swig video as the lead in our March 2016 Bronco Connect newsletter (contributing to 3,511 total views on Vimeo)

OVERVIEW

Illuminate (www.scu.edu/illuminate) is Santa Clara University's thought leader blog, which features alumni, faculty, and staff who offer a unique point of view to the Santa Clara community. The 2015-16 year featured 19 thought leaders from a broad mix of schools, departments, and subject matters.

BY THE NUMBERS

- **83,062** total page views in 2015-16 (**114%** increase compared to last year)
- **68** articles posted (**24%** increase compared to last year)

HIGHLIGHTS

- Site traffic doubled from the previous year
- Average time spent reading articles has increased **14%** to **3 minutes and 45 seconds**
- First article to go viral on Facebook (Thomas Plante's "*Why A CEO Hires SCU Grads Over Stanford*") was shared nearly **60** times within the first hour and reached more than **108,000** people within the first month it was posted

“Beautiful piece [...] This has left me inspired.”

– Alex Molloy '13 (commenting on “The Poetry in Metamorphosis,” By Tanya Schmidt '12)

“Thank you for highlighting this critical issue!”

– Nicole Clawson '03 (commenting on “It’s Time to Close the Gender Gap – But How?” by Tanya Monsef Bunger '86)



10/29/14

SHARE

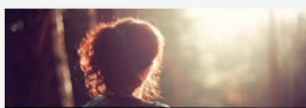
WHY A CEO HIRES SCU GRADS OVER STANFORD GRADS

BY THOMAS G. PLANTE



I recently attended a neighborhood event hosted by a Silicon Valley CEO and his family. When he learned that I teach at Santa Clara University he said: "Oh, I've hired a lot of former Santa Clara students..."

READ MORE



SHARE

THE SEARCH FOR WORTHWHILE WORK

BY KIRK HANSON



I recently spoke to Bentley University students about ethical dilemmas they were likely to



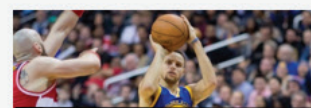
SHARE

10 INNOVATIVE TRENDS IN 2016

BY THE ILLUMINATE TEAM



We've asked the Illuminate thought leaders: "What's one innovative product, idea, trend, concept, or



SHARE

6 LESSONS WE CAN LEARN FROM STEPH CURRY

BY JERRY SMITH



For Golden State Warrior Stephen Curry, success has been no accident. This NBA twice-selected MVP

ALUMNI PROGRAMS

ALUMNI BENEFITS



Baby Bibs

Since 2008, the Alumni Association has sent baby bibs to alumni who notify us of having a baby. In the 2015-16 year, we sent 60 baby bibs to alumni.



Deceased Emails

The Alumni Association sends out information regarding the death of a classmate and any related services and information. Also included is a picture, information about the classmate, and where to send notes of condolence. This year, the Association sent out 25 deceased notification emails.

[In response to a deceased notice email]

“Thank you for sending this information about our classmate. Much appreciated.”

– Antonia Allegra '67



Alumni Audit Program

The University and Alumni Association established a class audit program in 1975. The program provides graduates the opportunity to audit (non-credit) undergraduate courses for a \$25 processing fee. We had 29 participants in this year's program. The largest number of classes audited were in the College of Arts & Sciences, with Theatre and Dance being most popular, followed by Art, Art History, and Modern Languages



Temporary Health Insurance

We have offered temporary health insurance to alumni through a partnership with Mercer since 2001. In light of changing federal regulations regarding healthcare and the use of individual health insurance declining because of the Affordable Care Act, alumni no longer took advantage of this offering since 2014. Therefore, we decided to discontinue the program as of January 2016 and no longer promote this benefit on our website.



Osher Lifelong Learning Institute (OLLI)

OLLI is a community of learners age 50 and older who participate in classes and events to promote lifelong learning. Of the 1,228 total participants in 2015-16, 178 (14%) were SCU alumni.

STUDENT EVENTS & PROGRAMS

NEW STUDENT WELCOME PROGRAM

OVERVIEW

The New Student Welcome Program, which began in 1972, offers a unique opportunity for alumni, parents, current students, and friends of Santa Clara University to personally congratulate and welcome accepted students.

BY THE NUMBERS

- **242** volunteers (early action/early decision in January)
- **345** volunteers (regular action in April)
- **6,750** students assigned to volunteers (**92%** of accepted students)
- **3,525** students contacted (**48%** of accepted students)

HIGHLIGHTS

- This year, volunteers were encouraged to contact students via text messages and/or social media – rather than traditional phone calls or emails – which, based on volunteer feedback, was a more successful way to contact students
- There were 270 international students admitted in 2015-16 and volunteers were able to contact 95% of them

STUDENT ALUMNI COUNCIL

18 MEMBERS

(up 80% from last year)

OVERVIEW

The mission of the Student Alumni Council (SAC) is to connect the student body with SCU alumni. The goals of the SAC are to build tradition, foster student and alumni interaction, serve the diverse needs and interests of our community, and establish a lifelong connection between SAC members, alumni, and the University. This group of student leaders oversees the planning and execution of all the Alumni Association's student events and programs.



BAGELS, DONUTS, AND GREEN BOOKS

OVERVIEW

During finals week, each quarter the Alumni Association, in partnership with the Student Alumni Council (SAC), offers free bagels, donuts, green books, and Scantrons to students.

Dec. 2, 2015 | March 11, 2016 | June 3, 2016
Donohoe Alumni House

BY THE NUMBERS

- **900-1,050** Total Attendees

STUDENT EVENTS & PROGRAMS

BRONCO BRAWL

OVERVIEW

Bronco Brawl is a Family Feud themed game show of SCU trivia questions for undergraduate students held during SCU's Spirit Week. This event replaced "Bronco Idol," which was a performance competition based on the popular show, American Idol.

Feb. 23, 2016 | The Bronco, SCU Campus



BY THE NUMBERS

- 60 total game participants
- 75+ audience members
- 12 teams (compared to 7 teams last year)

HIGHLIGHTS

- First-ever, SCU-themed game show held on campus during Spirit Week
- The new event format – changed from Bronco Idol – allowed for more student participation because there were no performance skills required to participate

12TH ANNUAL LEGACY BARBECUE

OVERVIEW

The Legacy Barbecue welcomes the University's newest legacy students to Santa Clara, celebrates their unique connection to the Santa Clara family, and gives them an opportunity to meet other legacy families. Legacy students are defined as those whose parents, grandparents, or siblings also attended Santa Clara.

Sept. 18, 2015 | Mission Gardens



2015 Legacy BBQ Parents Elizabeth & Chris Panetta, Michael '19, Grandfather Leon '60 and uncle James '96.

HIGHLIGHT

- Notable alumnus **Leon Panetta '60, J.D. '63** was in attendance with his family to welcome his grandson, Michael, to the Santa Clara family as an incoming first-year student

“It was a perfect kick-start to the move-in weekend and was great to see how many former Broncos had their children following in their footsteps. The event was lovely.”

– Elena J.D. '92 and Jake Caruso '89, MBA '92

STUDENT GOOGLE TRIP

OVERVIEW

This new event invited a group of students from the College of Arts & Sciences to Google's campus, where they heard from Google staff who are also SCU Arts & Sciences alumni. This event helped demonstrate how people with non-computer technology or engineering degrees can thrive at tech companies like Google.

Feb 25, 2016 | Google Campus, Mountain View, CA

BY THE NUMBERS

- 35 Attendees



HIGHLIGHTS

- The event was well received by students, selling out in less than 48 hours
- We also had a **100%** attendance rate, which has sparked us to plan more company field trip events like this in the future

SUMMER SEND OFF RECEPTIONS

OVERVIEW

The Summer Send Off Program, started in 1974, brings together incoming first-year and transfer students, parents, and alumni to connect and network with other Broncos in their area prior to the start of school. The regional receptions are usually hosted at an alumnus' home and provide a warm welcome to the new Broncos and their families.

Aug. 17, 2015 – Sept. 19, 2015
Various locations throughout the country

BY THE NUMBERS

- 25 regional receptions and three ethnic receptions held on campus during Welcome Weekend
- 319 student attendees (up 7% from the previous year), which is 41% of the total 2015-16 incoming student population

“We could not ask for more. Thank you for having us do this for SCU. It was such a positive experience for us as parents and for Frederik '17 to be able to express how pleased he is with SCU, as well as everyone, not to worry because SCU is there to help.”

– Hosts Annette & Henrick Clausen, current parents, Lake Forest, Illinois



STUDENT EVENTS & PROGRAMS

LIFE AFTER SCU

OVERVIEW

Established in 2000, the Life After SCU series features fun and educational events with expert speakers to help graduating seniors prepare for life after Santa Clara.

April 5 - May 24, 2016 (every Tuesday evening)
Donohoe Alumni House

BY THE NUMBERS

- **355** unique attendees (**22%** decrease compared to last year) *Due to a pay at the door registration option, we had a larger number of no-shows

HIGHLIGHTS

- The wine education event was the most popular with more than **185** attendees, who loved learning about the wine-making industry from alumnus Rob Jensen '86, owner of Testarossa Winery in Los Gatos
- The LASCU task force – consisting of **6** SAC members (**3** seniors, **2** first-years, and **1** junior) – was instrumental in this year's success, assisting with all aspects of event production
- Added a new topic this year, "Travel: Better, Cheaper, and Longer," due to an increased interest by undergraduates to study and work abroad – the event was successful, with **80** attendees
- Also new this year, the "Nutrition and Healthy Cooking Demo" was added to offer more real world skills like cooking
- Paid for outside speakers for the first time this year
 - *New York Times* best-selling travel writer and successful entrepreneur, Matthew Kepnes, presented at the travel session; students loved hearing how Matt has traveled the world, while also being successful in his online business ventures
 - West Point Military Academy professor and former corporate vice president, Sharyn Kennedy Amaroso, presented at the business networking session bringing a deep level of knowledge and inspiration to her session



Students give a round of applause for Professor Fred Parella at the Theology of Marriage session

2016 EVENT LINEUP

- **Theology of Marriage** with Professor Fred Parella
- **Networking for Success** with Sharyn Kennedy Amaroso
- **Wine Education** with Rob Jensen '86, Owner of Testarossa Winery
- **Beer Education** with Bay Area Draft Co. and Golden State Brewery
- **Investments and 401ks** with Jerome Burton '11
- **BBQ Basics** with Lloyd Grant '86
- **Nutrition and Cooking Demo** with Mary Mahoney '00 at the Forge
- **Travel: Better, Cheaper, and Longer** with Matthew "Nomadic Matt" Kepnes

YOUNG ALUMNI EVENTS: BRONCOS GO SOCIAL

OVERVIEW

Broncos Go Social, created in 2014, connects and engages young alumni living in the Bay Area through social, educational, and professional events. Young alumni are defined as those who've graduated in the past 10 years.

FORT POINT BREW TOUR

OVERVIEW

The Fort Point Brew tour offered a behind-the-scenes tour of the brewery that is not normally open to the public.

Feb. 20, 2016 | Fort Point Brewery, San Francisco
34 attendees

HIGHLIGHTS

- Post-event survey responses were positive
- Attendees appreciated the uniqueness of the event and the picturesque location at the Presidio in San Francisco



Young alumni on Crissy Field in San Francisco during the Fort Point Brewery tour

In 2016-17, the Broncos Go Social program will be expanded into Seattle and Southern California and will include more events with a greater variety of activities.

2ND ANNUAL ALUMNI SOIREE

OVERVIEW

The Young Alumni Soiree is an elegant event where SCU alumni under 30 enjoy a special evening in San Francisco with their fellow Broncos. The event has a unique philanthropic component through which \$20 of each ticket sold is donated equally to the Santa Clara Fund and the Alumni Family Scholarship program.

April 1, 2016 | The Presidio, San Francisco

HIGHLIGHTS

- Moved to the Presidio with a view of the Golden Gate Bridge, instead of the gallery we used last year
- Hired a professional photo booth company to capture great photos and memories from the evening
- Collaborated with the Development Office to plan and host this event



200
ATTENDEES
(5% decrease compared to last year)

Raised
\$4,080 for the
Alumni Family
Scholarship

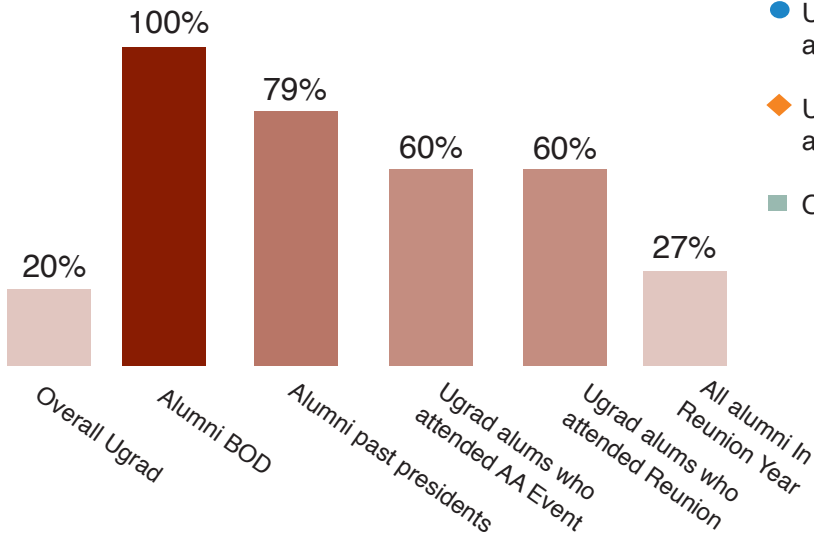
ALUMNI GENEROSITY

ALUMNI GIVING

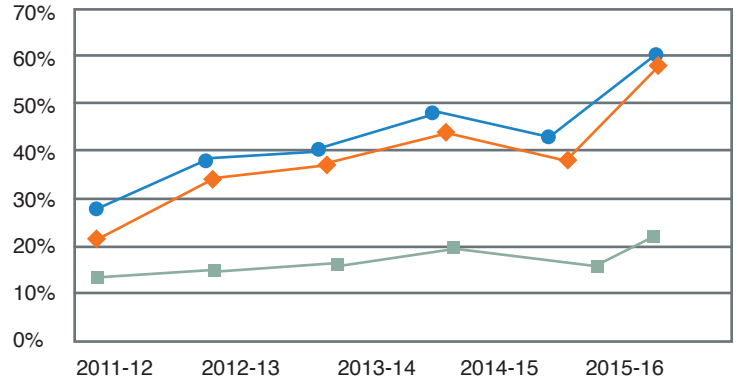
BY THE NUMBERS

- Alumni Participation in Giving **20%**
- Undergraduate Event Attendees and Donors **60%**
Percent of all undergraduate alumni who registered for a 2015-16 Alumni Association event AND made a gift to the University in 2015-16.
- Unique Guest Attendance
Total number of unique event attendees for all alumni events throughout the year. **5,355** (↑ **5%** compared to last year)

HOW PARTICIPATION INFLUENCES GIVING



HOW ATTENDANCE INFLUENCES GIVING



- Undergraduate alumni who attended Grand Reunion and made a gift = 55%
- Undergraduate alumni who attended ANY alumni event and made a gift = 60%
- Overall alumni giving = 20%

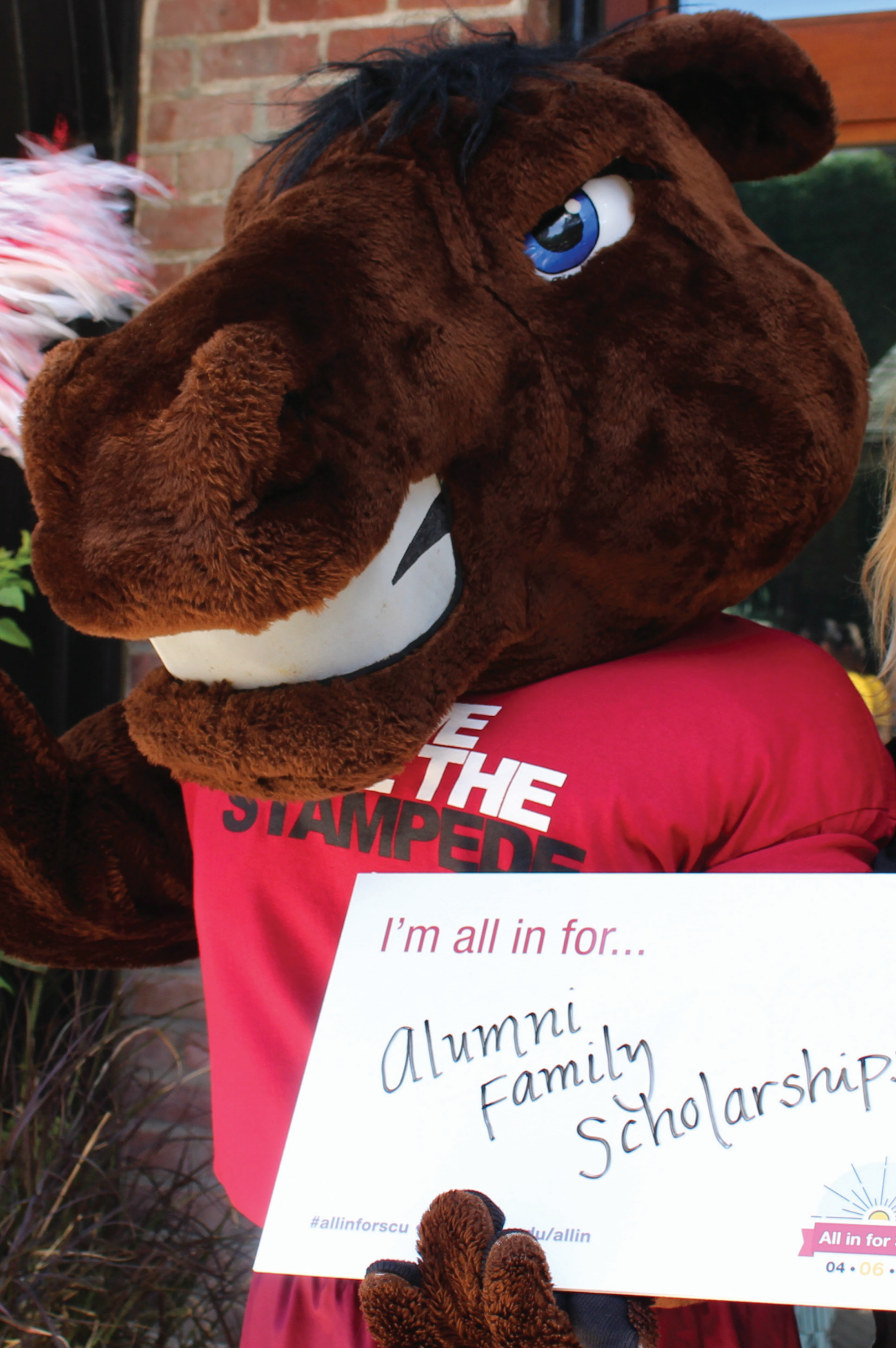
ALUMNI FAMILY SCHOLARSHIP

OVERVIEW

The Alumni Family Scholarship (AFS) was established by the Council of Past Presidents in 1975 to help families of undergraduate alumni meet the cost of tuition and continue the tradition of an SCU education. All children and grandchildren of undergraduate alumni of record are eligible to apply. The Alumni Association provides the primary management and stewardship of the program.

HIGHLIGHTS

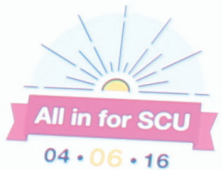
- **70%** increase in the number of individual gifts and a **60%** increase in the dollars raised from individuals due to our focused AFS outreach on Santa Clara University's Day of Giving (4/6/16)
- 2016 marked the 10th anniversary of the Pause for Coz scholarship (an AFS scholarship) and the dollars raised for the Fr. Coz Endowed Scholarship grew **83%**
 - We awarded **\$587,868** in 2015-16 to **99** AFS recipients



I'm all in for...

Alumni
Family
Scholarships!

#allinforscu [scu/allin](#)



ALUMNI GENEROSITY

ALUMNI BOARD OF DIRECTORS



OVERVIEW

The Alumni Board of Directors (BOD) oversees the work of the Alumni Association and plays an important role in guiding Santa Clara's alumni chapters and programs. The board is composed of no more than 36 members and is made up entirely of alumni. New board members are elected by the board and serve a three-year term.

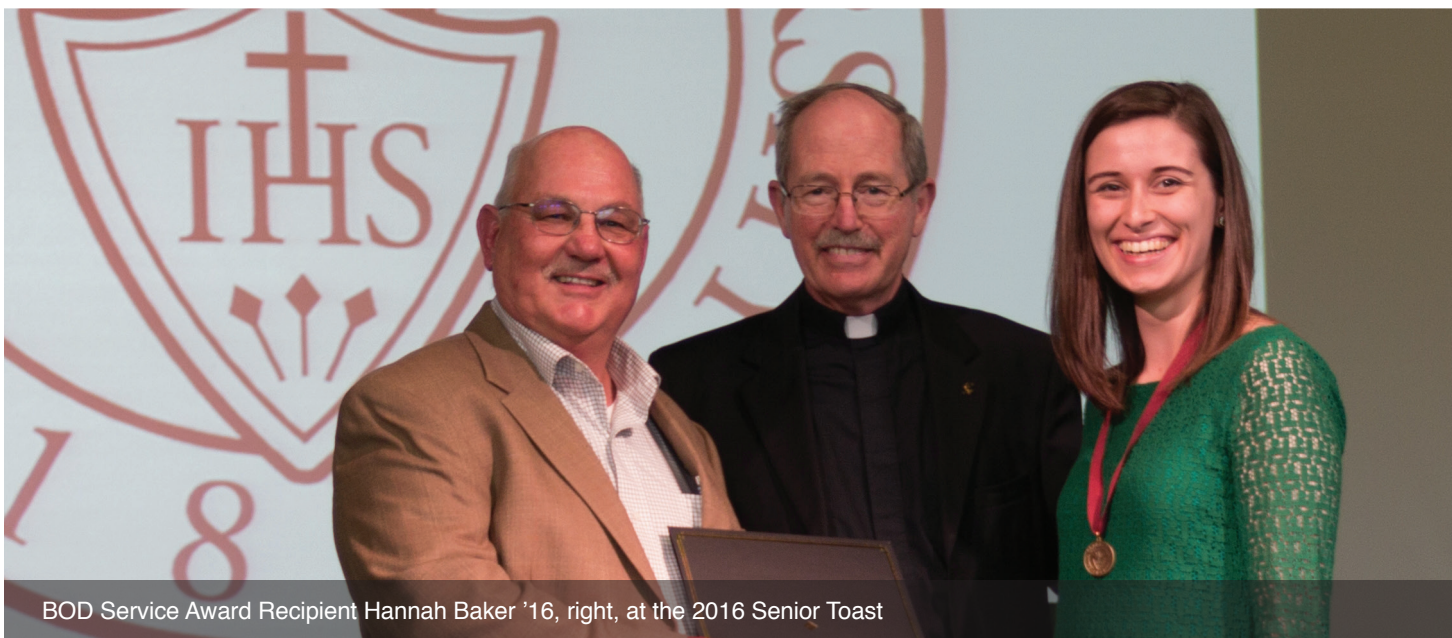
“I had a great experience on the board. It was a great way to stay in touch with what was happening at the University, while also continuing to drive important changes to make the alumni base feel a stronger connection to the school.”

– Andrew Zilli '06 (Alumni Board Member)

BOD ACCOMPLISHMENTS

- Welcomed nine new, active, and passionate board members from our first-ever “open nomination” process
- President Joe Pfahnl '71 and Immediate Past President Vicki Pope '77 met with SCU President, Michael E. Engh, S.J. on Jan. 20, 2016
- At their meeting, President Pfahnl '71 and Immediate Past President Pope '77 briefed President Engh, S.J. on the work of the Board, and began/reconstituted the tradition of an annual SCU President/Alumni Constitution (ratified spring 2015)
- Redefined the New Member Orientation process to better integrate new members into Board processes, communications, and committees
- Instituted a liaison program between board members and chapter leaders to increase the Board's awareness of chapter activities, inform chapter leadership of the priorities and progress of the BOD, and improve overall information sharing
- Worked on updating the Association Strategic Plan, based on feedback from the Alumni Attitudes Survey and benchmarking research from aspirational universities and industries
- Reconstituted the Council of Past Presidents to serve as advisors and counselors to the current board and executive committee

BOARD OF DIRECTORS SERVICE AWARD



BOD Service Award Recipient Hannah Baker '16, right, at the 2016 Senior Toast

OVERVIEW

In 2009, the Santa Clara University Alumni Association Board of Directors (BOD) established a special award to provide financial support for students leaving SCU and going directly into a service program or project.

THE 2016 RECIPIENTS

After soliciting nominations from across campus, the BOD selected two students to receive the BOD Service Award. This year, we selected Hannah Baker '16 (Peace Corps-Zambia) and Jenna Lipman '16 (JVC – Belize). For the first time, we asked each recipient to make a video of gratitude using the OneDay app to share with donors and the Alumni Board.

EMAIL MARKETING



SCUter Video: Swig 50th Anniversary (2,127 unique views)

BY THE NUMBERS

- **59%** alumni with deliverable emails (**6%↑** compared to last year)
 - **875** emails sent to alumni (including Osher)* (**40%↑** compared to last year)
 - **575** emails sent to alumni (not including Osher) (**8%↓** compared to last year)
 - Emails from athletics, development, law, University, news, and young alumni decreased in 2015-16
 - **27%** average open rate for Monthly Bronco Connect Alumni Newsletter** (**1%↑** compared to last year)
- *300 of 875 emails were sent by SCU's Osher Lifelong Learning Institute (OLLI), which began using BBIS for member outreach in 2015-16*
- **The average open rate for newsletters in the higher education industry is 17%. (Source: Constant Contact, Average Industry Rates, August 2016)*

ALUMNI WEBSITE

BY THE NUMBERS

- **459,532** total page views in 2015-16 (**17%↑** compared to last year)
- **121,832** total unique visitors (users) in 2015-16 (**44%↑** compared to last year)

MOST VISITED PAGES (after the homepage)

1. Event Calendar
2. Grand Reunion Event Page
3. Events Homepage

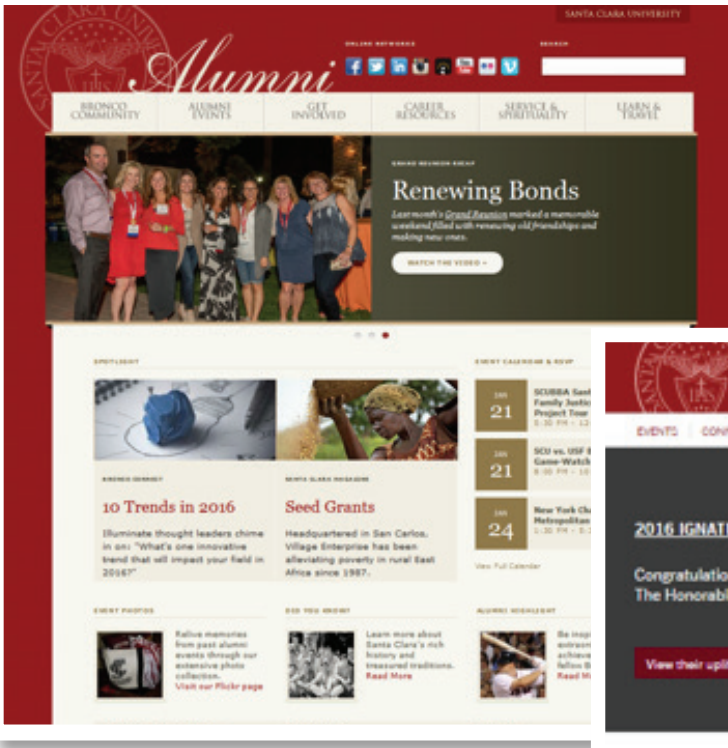
2015-16 WEBSITE REDESIGN

OVERVIEW

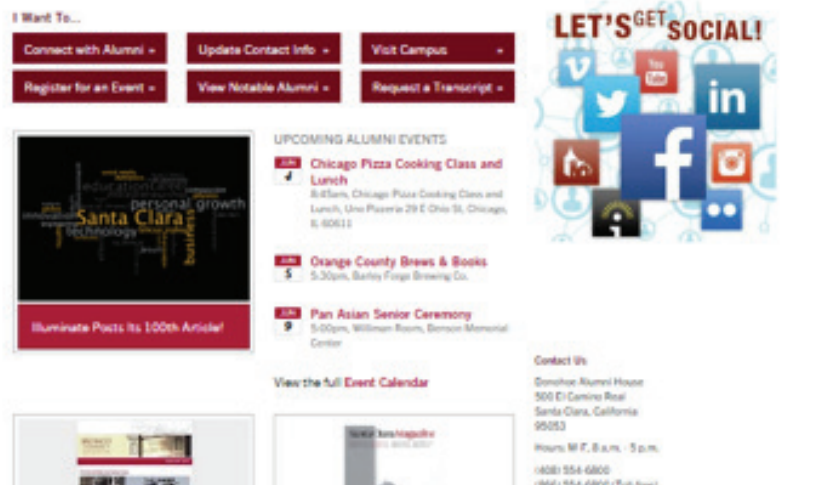
SCU's Office of Marketing & Communications (OMC) spearheaded a website redesign for the entire University, affecting all groups, departments, and functions within Santa Clara University. Launched on Jan. 16, 2016, the new www.scu.edu exhibits fresh content and improved functionality, rendering an overall enhanced user experience for all audiences, including alumni.

HIGHLIGHTS

- Updated the entire Alumni Association's website (www.scu.edu/alumni) consisting of 250+ webpages
- Created a more streamlined homepage with a large, engaging introductory feature, more active navigation bar, and prominent link to social networks
- Introduced new features and content including:
 - Interactive alumni demographic map
 - Embedded photo galleries and videos
 - Easily accessible FAQs
 - "Event in a Box" toolkit (to support alumni everywhere)
 - "Support SCU" giving button visible at the top of all pages on our site
- Updated email templates for branding consistency across channels



Before



After

SOCIAL MEDIA

TOP PERFORMING POSTS IN 2015-16

#1
108,054
impressions



17,810 members – Santa Clara University & Alumni Association Group (4% ↑ compared to last year)



16,382 total fans (14% ↑ compared to last year)

73 TOTAL FACEBOOK GROUPS

- 36 total chapters and groups
 - **New in 2015-16:** Philippines, London, Hong Kong, Minneapolis, Raleigh/Durham
- 6 cultural and affinity groups
 - **New in 2015-16:** LGBTQ
- 48 total reunion class groups
 - **New in 2015-16:** Class of 1966, Class of 2016

HIGHLIGHTS

- Our engagement in the forms of likes, shares, and comments increased dramatically (up **77%**, **79%**, and **63%**, respectively)
- Viral reach (the people who saw a story about our page in their newsfeed because one or more of their friends interacted with our page) was up **137%**

2015-16 FACEBOOK PROMOTION EFFORTS

- Boosted posts
- Trivia Tuesdays
- Happy birthday messages from Bucky Bronco
- Bronco nostalgia
- Social media contests
- Facebook ad 'like' campaigns



Santa Clara University Alumni Association

February 5 · 🌐

Thomas Plante points out a "critically important distinction" between Stanford and Santa Clara grads – one that makes SCU alumni highly desirable to many companies.

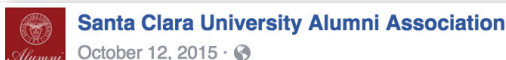
Find out what it is:



Why A CEO Hires SCU Grads Over Stanford Grads- SCU Illuminate

LEGACY.SCU.EDU

#2
61,665
impressions



Santa Clara University Alumni Association

October 12, 2015 · 🌐

We've done it again! [Santa Clara University](#) ranked third out of 100 in [Niche's Best Catholic Colleges](#). Way to go SCU.



Best Catholic Colleges - College Rankings

Explore the 2016 Best Catholic Colleges. College ranking based on statistics and student reviews. Compare top Catholic Colleges.

COLLEGES.NICHE.COM



1,931 total followers (27% ↑ compared to last year)

- We also saw an increase in engagement with **31%** more favorites on average compared to last year

Instagram

1,920 total followers (117% ↑ compared to last year)

- Our number of followers grew significantly this year due to our increased attention to Instagram



YouTube

18 videos uploaded (24 videos last year)

3,662 total video views (21% ↓ compared to last year)*

**Our views are down this year because we posted six fewer videos.*

vimeo

4 videos uploaded (10 videos last year)

3,785 total video views (76% ↓ compared to last year)*

**We posted fewer videos on Vimeo this year because SCUter, the Alumni Association's drone, is unable to fly, so we only published one video this year.*

MOST SUCCESSFUL SOCIAL MEDIA CONTEST

"March Madness Bronco Brackets" In March 2016 we ran a social media contest that was a March Madness-style bracket competition where we substituted basketball teams with 16 common SCU experiences. We ran weekly votes on social media until we had a single winner. "Living in the Dorms" was determined to be "The Ultimate SCU Experience."



HAPPY BIRTHDAY MESSAGES FROM BUCKY BRONCO



CUSTOMER RELATIONS

HIGHLIGHTS

- In April 2016, we sent SCU swag and admission materials to a student at Badger Springs Middle School, for their school's college fair which aims to excite middle school students about going to college
- Starting in 2015, we started the "Teachers' Program" in which we send SCU materials to high school teachers (when requested) to help them promote higher education in the classroom; In 2015-16 we sent materials to eight teachers

OVERVIEW

AlumUpdate@scu.edu is the association's email address and the primary intake of all alumni website form submissions.

INBOUND EMAILS

1,018 total email inquiries (3%↓ compared to last year)

- Responded to a total of 1,018 inquiries via our alumupdate@scu.edu email inbox this year, which is consistent with the past two years
- Customers most commonly reached out with event-related questions, updates to RSVP, new contact information, alumni directory inquiries, alumni membership card requests, and other general feedback

BRONCO PRIDE

OVERVIEW

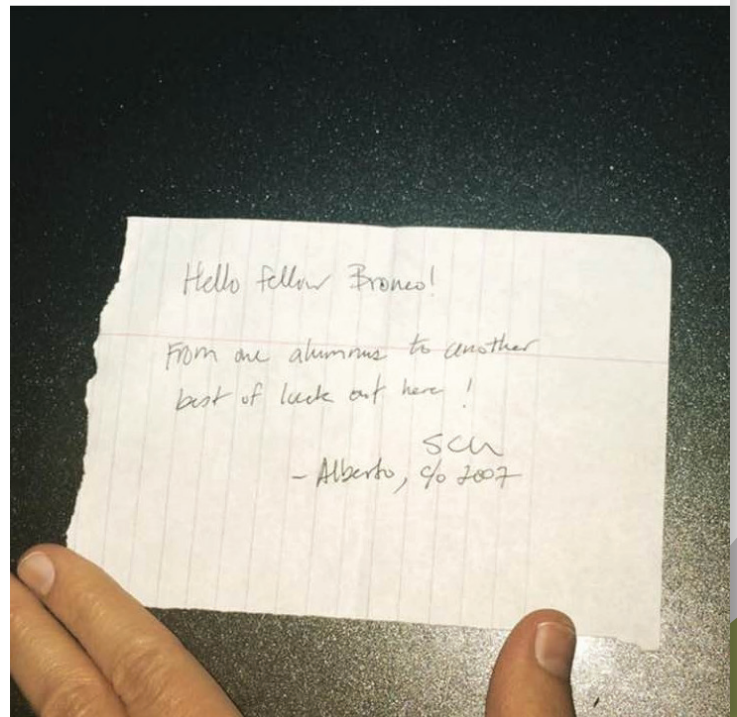
Sometimes the best marketing happens organically through the efforts of our proud alumni.



Amy McCarthy at Yale University

3 mins · Instagram · 👤

Came out to my car after studying all night to a little Bronco love here at Yale!!! Made my night! #scu #brancosatiale



CAMPUS PARTNERSHIPS

CAMPUS LIAISON PROGRAM

OVERVIEW

Established in the 2013-14 year, the campus liaison program connects alumni staff with colleagues in 35 other schools, departments, and committees across campus. The purpose of the initiative is to increase overall efficiency and effectiveness of SCU communications and alumni engagement through truly collaborative campus partnerships.

CAMPUS PARTNERS

COMMITTEES & GROUPS

- Commencement Committee
- Day of Giving Steering Committee
- Grand Reunion Committee
- Osher Lifelong Learning Institute (OLLI)
- Parent & Family Leadership Council
- Parent Communications Task Force
- Regents
- Staff Senate
- Super Broncos (Campus Alumni Group)
- University Web Redesign Committee
- University Relations Newsletter
- University Relations Party Planning Committee

FACILITIES

- University Finance Office
- Gift Processing
- Institutional Research
- International Studies
- Library
- Office of Diversity and Inclusion
- Office of Marketing & Communications
- Pastoral Ministries
- Planned Giving
- Principal Gifts
- Rainbow Resource Center
- Student Life
- Study Abroad
- University Support Services

DEPARTMENTS

- Undergraduate Admissions
- Advancement Services (Analytics)
- Advancement Services (Prospect Research)
- Athletics
- Auxiliary Services
- Campus Bookstore
- Campus Ministry
- Campus Recreation
- Career Center
- Center for Sustainability
- Corporate & Foundation Relations
- Coaching for Life Academy
- de Saisset Museum
- Dining Services
- Donor Relations

SCHOOLS

- Leavey School of Business
- College of Arts and Sciences
- School of Education & Counseling Psychology
- School of Engineering
- Jesuit School of Theology
- School of Law
- Pastoral Ministries

CENTERS

- Miller Center for Social Entrepreneurship
- Ignatian Center for Jesuit Education
- Markkula Center for Applied Ethics



ALUMNI STAFF



Megan Bradley M.A. '11
Assistant Director,
Social Media &
Career Networking



Melissa Brotherton
Associate Director,
Engagement & Analytics



Michelle Cwirko-Godycki '03
Associate Director, Marketing
& Communications



Chris Dasgupta '14
Assistant Director,
Chapters & Groups
(last day May 27, 2016)



Joey Eisenberg '14
Assistant Director, Chapters &
Groups



Kathy Kale '86
Assistant Vice President,
Alumni Relations



Lori Mack
Operations Coordinator



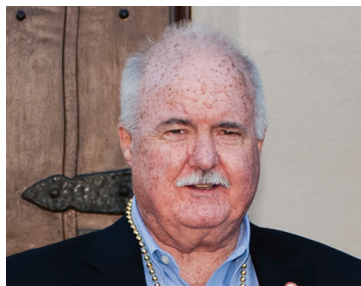
Alma McChesney
Operations and Finance
Manager



Mary Modeste Smoker '81*
Senior Assistant Director,
Alumni for Others (AFO) and
Spiritual Programs



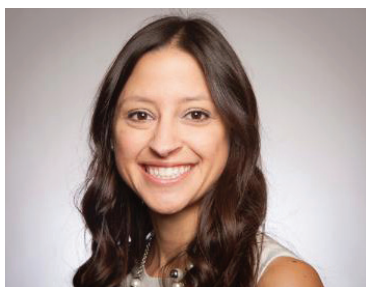
Maureen Muscat '91, MBA '99
Associate Director, Events



Paul Neilan '70
Senior Associate Director



Erin Rehkemper
Accounting Specialist
*(Fixed-term position, effective
Jan. 1, 2016)*



Kristina Schroeder '09
Senior Assistant Director,
Events



Jenny Sullivan '07
Director, Chapters & Groups



Maria von Massenhausen '87
Associate Director, Chapters
& Groups



Paige Webster '14
Assistant Director, Student &
Young Alumni Programs

**Spent six months on loan to the President's Office to support Super Bowl 50*





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