

Alumni Relations at the University of Dayton

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Atlanta, Georgia

Austin, Texas

Boston, Massachusetts

Charlotte, North Carolina

Chicago, Illinois

Cincinnati, Ohio

Cleveland, Ohio

Columbus, Ohio

Dallas/Fort Worth

Dayton, Ohio

Denver, Colorado

Detroit, Michigan

Houston, Texas

Indianapolis, Indiana

Los Angeles, California

Louisville, Kentucky

Milwaukee, Wisconsin

Minneapolis, Minnesota

Nashville, Tennessee

New York/New Jersey

Northwest Ohio

Philadelphia, Pennsylvania

Phoenix, Arizona

Pittsburgh, Pennsylvania

Puerto Rico

Raleigh/Durham, North Carolina

Rochester, New York

San Diego, California

San Francisco, California

Seattle, Washington

St. Louis, Missouri

Tampa Bay, Florida

Twin Cities, Minnesota

Washington/Baltimore

West Michigan

What data do you collect from alums (and donors)? How do you collect it (alumni coordinator, class year officers, alumni association)? How do you use it?

- Track all Alumni information
 - general information, update on address, job, and family details they wish to share.
- UD has a partnership with RuffaloCODY
 - Provides updated information (baby, house, marriage)
 - Solicits Alumni, parents, friends by phone
- Our alumni self update information through solicitations and event advertisements they receive via phone, email, mail, social media, as well as through personal contact with staff, and volunteers during events.
- Online Alumni Community, Class Notes, and Publications
- All data is used to further engage our alumni and keep them informed of University developments.

Do you use a CRM system?

- The system we primarily use is called Raiser's Edge (RE).
- This system houses information for current students and parents, as well as all of our staff, alumni, and friends of the University of Dayton.
- This information is kept confidentially, and only a limited number of employees have access to make changes to this information.

What security measures do you take to prevent misuse of data?

- Chapter Leaders (volunteers) and Staff are required to sign a waiver stating that they will only use constituent information for University related purposes.

How do you collect feedback from alumni (and donors)? How is it used?

- Offer alumni the opportunity to complete surveys.
- Conversations before, during, and after events
- Our Alumni are engaged through social media, which offers an opportunity to share opinions with the Alumni Association phone, email
- We take all feedback in to consideration and use it to shape the ways we engage with our alumni especially when planning future events, speakers, solicitations

UD Alumni Volunteers are:

- Creative
- Motivated
- Positive
- Consistently in communication and collaboration
- Guided by the Catholic, Marianist Charism of UD
- Support the University financially



Questions...