Constituent Engagement Team

Baylor Alumni Network Strategy

Robust
FY2010 produced 594 events in 115 cities and 26 states + D.C.
FY2011 produced 636 events in 109 cities and 23 states + D.C.
FY2012 produced 554 events in 122 cities and 24 states + D.C.

Comprehensive
Business and Professional Network
Community Relations
Global / Ministry Networks
Governmental Relations
Parents League
Sports Network
Virtual / Young Grad / Future Alumni Networks
Women’s Network

Efficient
Cost recovery/volunteer driven/staff supported
Ways we interface with development
Funds raised by the Network

Baylor Network Events
June 1, 2011 to January 31, 2012

<table>
<thead>
<tr>
<th>Network</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baylor Business &amp; Professional Network</td>
<td>43</td>
</tr>
<tr>
<td>Sports Network</td>
<td>76</td>
</tr>
<tr>
<td>F.A.N. / Young Grad</td>
<td>117</td>
</tr>
<tr>
<td>BAYLOR WOMEN'S NETWORK</td>
<td>84</td>
</tr>
<tr>
<td>JUST FOR PARENTS BAYLOR PARENTS LEAGUE</td>
<td>210</td>
</tr>
<tr>
<td>Outreach / Special Events</td>
<td>24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>554</strong></td>
</tr>
</tbody>
</table>
Baylor Alumni Network

<table>
<thead>
<tr>
<th>Baylor Alumni Network</th>
<th>Jan-12</th>
<th>Jan-11</th>
<th>FY 2012 Goal</th>
<th>YTD 2012</th>
<th>YTD 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Alumni Network Events</td>
<td>43</td>
<td>37</td>
<td>701</td>
<td>554</td>
<td>408</td>
</tr>
<tr>
<td>Total Unique Locations</td>
<td>26</td>
<td>15</td>
<td>121</td>
<td>122</td>
<td>96</td>
</tr>
<tr>
<td>Total Attendees at Events</td>
<td>495</td>
<td>789</td>
<td>26,285</td>
<td>21,642</td>
<td>17,017</td>
</tr>
<tr>
<td>Total Unique Attendees at Events</td>
<td>534</td>
<td>591</td>
<td>8,120</td>
<td>8,853</td>
<td>5,472</td>
</tr>
</tbody>
</table>

Engagement events have been offered in at least 24 states and the District of Columbia:

- Arizona
- Arkansas
- California
- Colorado
- District of Columbia
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kansas
- Louisiana
- Massachusetts
- Minnesota
- Mississippi
- Missouri
- Nebraska
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Oklahoma
- Tennessee
- Texas
- Virginia
- Washington

Private College and University Alumni Directors

PCUAD Schools

- American University
- Baylor University
- Boston University
- Brown University
- Carnegie Mellon University
- Case Western Reserve University
- Columbia University
- Cornell University
- Dartmouth College
- Duke University
- Emory University
- Hofstra University
- Illinois College
- Johns Hopkins University
- Lafayette University
- Loyola University Chicago
- Marquette University
- Massachusetts Institute of Technology
- Pepperdine University
- Pomona College
- Rice University
- Rochester Institute of Technology
- Santa Clara University
- Seton Hall University
- St. Joseph’s University
- Stanford University
- Texas Christian University
- Texas A&M University
- Tufts University
- Tulane University
- University of Chicago
- University of Dayton
- University of Notre Dame
- University of Rochester
- University of Southern California
- University of the Pacific
- Vanderbilt University
- Wake Forest University
- Washington University

Enhanced Network Events

- **Sports Events**
  - 2011 = 108 sporting events (38 new or improved)
  - Additional = 79 watch parties
    - most active: Arlington (TX), Boston, Chicago, Denver, New York City, Oklahoma City, Southern California, Washington D.C.

- **Tailgates / March of the Bears**
  - Improved tent décor and food (Fuddrucker’s hamburgers grilled on site)
  - Number of fans hosted at Floyd Casey tailgates: 3,735
  - 351 attending Cowboy Stadium tailgates = 4,086
  - Number of fans attending Alamo Bowl tailgate: 1,419
  - Number of fans attending the Alamo Bowl pep rally: 4,000

- **Parent Programs**
  - 272 events = 5,692 attending (62 were Send-Off parties)
### Enhanced Network Events - Cont.

- **Business and Professional Network**
  - Co-branded select events with Sports and Women’s Networks
  - 83 events = 3,656 attending
- **Women’s Network**
  - Increased scholarship giving
- **Diadeloso Texas at Sea World, San Antonio**
  - Extending scope to include all students, faculty and staff; all Texas and contiguous states
- **Preparation for Next Legislative Session**
  - TEG
  - Concealed Handguns on Campus

### New Network Initiatives

- **New Network Initiatives – Cont.**
  - **Engineering/Computer Science Network**
    - First year focus on Waco alumni and prominent Waco leaders
  - **Emerging Markets – focus areas:**
    - Beaumont, TX (golden triangle)
    - Atlanta, GA
    - Corpus Christi, TX
    - Boston, MA
    - Longview, TX
    - Chicago, IL
    - Temple/Belton/Killeen, TX
    - Denver, CO
    - Little Rock, AR
    - Los Angeles, CA
    - Nashville, TN
    - New York City, NY
    - Okla. City, OK
    - Tulsa, OK
    - Washington, D.C.
- **Homecoming**
  - Reunion Dinners
  - Meritorious Achievement Awards recognition events
  - Worked with Chamber on parade
- **Graduating seniors to Independence**
  - Prepares seniors for involvement in the Alumni Network upon graduation

### New Network Initiatives

- **Dowel Game Activities**
  - Pep rally and tailgates
- **Church Outreach**
  - Waco Regional Baptist Association, Missions Team
  - Networking with churches in key Texas cities: Amarillo, Arlington, Dallas area, Lubbock, San Antonio, Waco with more being added
- **Parent Programs**
  - 7 new chapters: Burleson, TX; Longview, TX; Rio Grande Valley, TX; St. Louis, MO; San Francisco Bay area (2 groups); Seattle, WA
  - 14 new facebook pages
- **Strategic Input Sessions**
  - 17 sessions in 16 cities and 7 states
  - Ken Starr traveling the nation in 2012 to update SP priorities

### New Network Initiatives – Cont.

- **Facebook groups (since August 2011)**
  - 36 regional groups involving 1,450 unique members and growing
    - Atlanta, Boston, Chicago, Denver, Los Angeles, Nashville, NYC, Europe, Japan
    - New groups added monthly as emerging markets are identified
- **Alumni Career Services**
  - Strengthening partnership with Baylor Career Services, Business School, ECS
  - Increase resources for our Virtual Career Network
    - Webinars, career counseling, and career advancement workshops
  - Increase focused interaction with student body
  - Multi-Cultural Network in the Dallas metroplex
Future Goals/Initiatives

- **Golden Bears**
  - An underserved constituency important to the future of the university is our alumni and friends of retirement age.
    - Our alumni between 70 and 90 years of age number 19,500. Add an additional 15,000 for those between the ages of 60 and 69 (total 34,500.) The potential of this age demographic is immense in the area of gift planning and estate gifts.
  - **PILLARS Conference for senior adults** with a seminar weekend on campus
    - This weekend is scheduled for October 18-20, 2012 during fall break. We will utilize the campus facilities of Truett, Cashion and Jones Concert Hall.

Future Goals/Initiatives – Cont.

- Graduating Seniors Send-Off Party in the Ferrell Center
- Webcast/podcast select events of the Business and Professional Network and Virtual Career Services for alumni
- Enlist alumni "bloggers" in key areas to describe their Baylor Alumni Network experiences
- **Corporate Network program with HSB and ECS** to encourage hiring Baylor graduates
- Add a $1000 Diamond Membership level for Women's groups which will support the President’s Scholarship Initiative
- Enhance volunteer training and collaboration for Women’s and Parents Networks

Future Goals/Initiatives – Cont.

- **Fort Hood “Life Long Learning”**
- More involvement with Big 12 and PCUAD
- Continue enhancing outreach to undergraduates through the Network Student Advisory Council
- **Travel opportunities for Alumni with Truett Seminary faculty and students**
- Mission trips for Alumni with current student groups through Spiritual Life