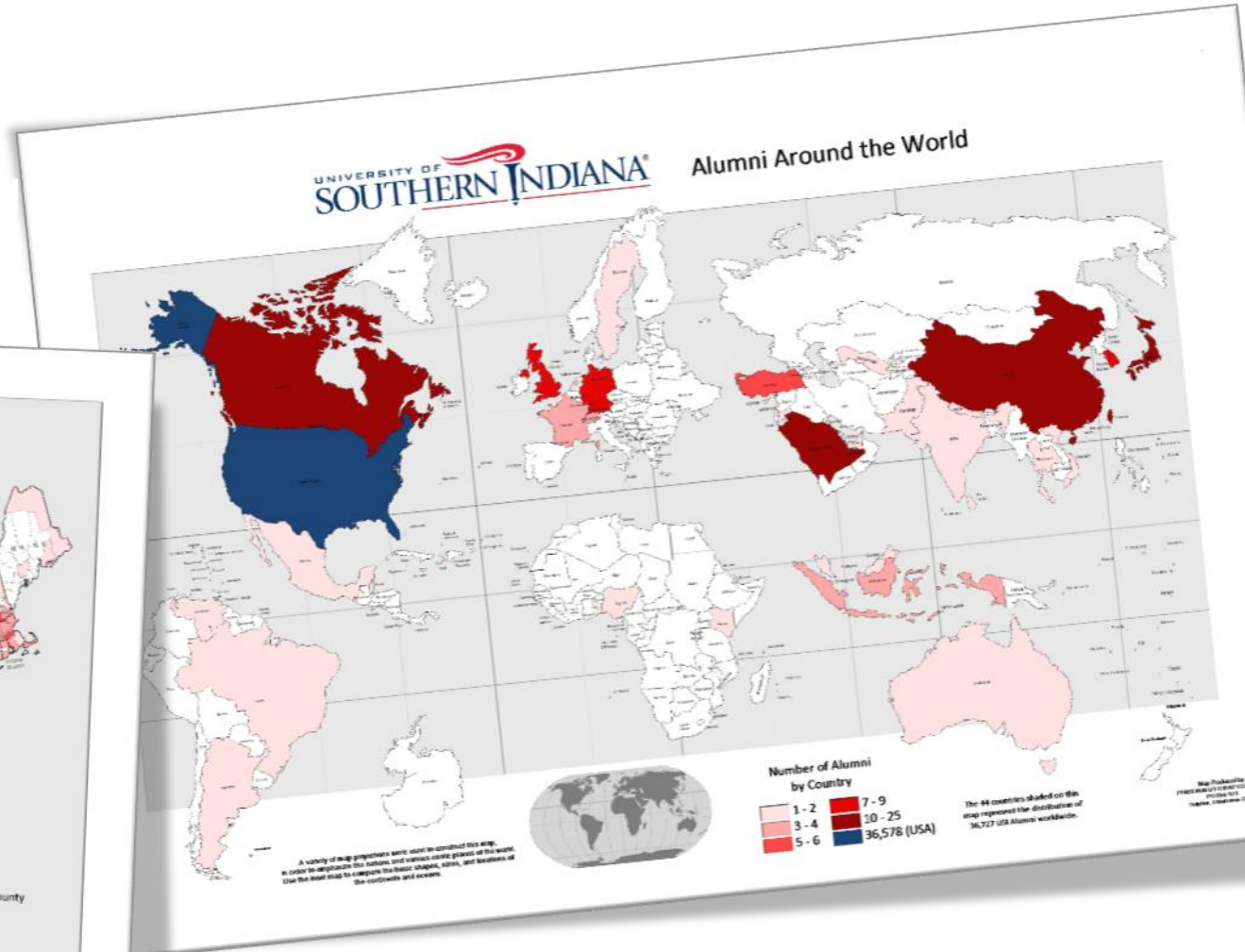
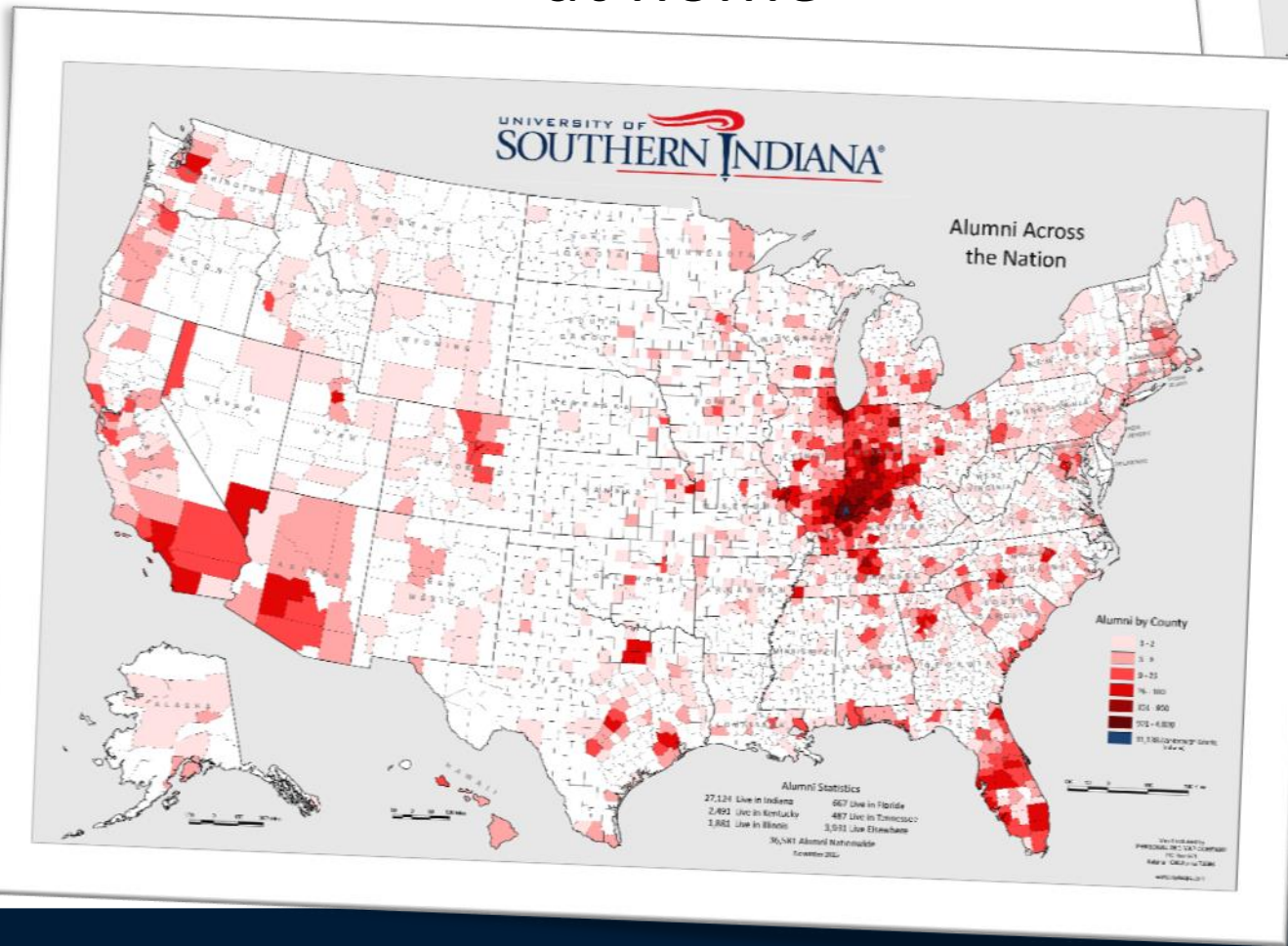


University of Southern Indiana Alumni Engagement

**Once a Screaming Eagle,  
Always a Screaming Eagle!**

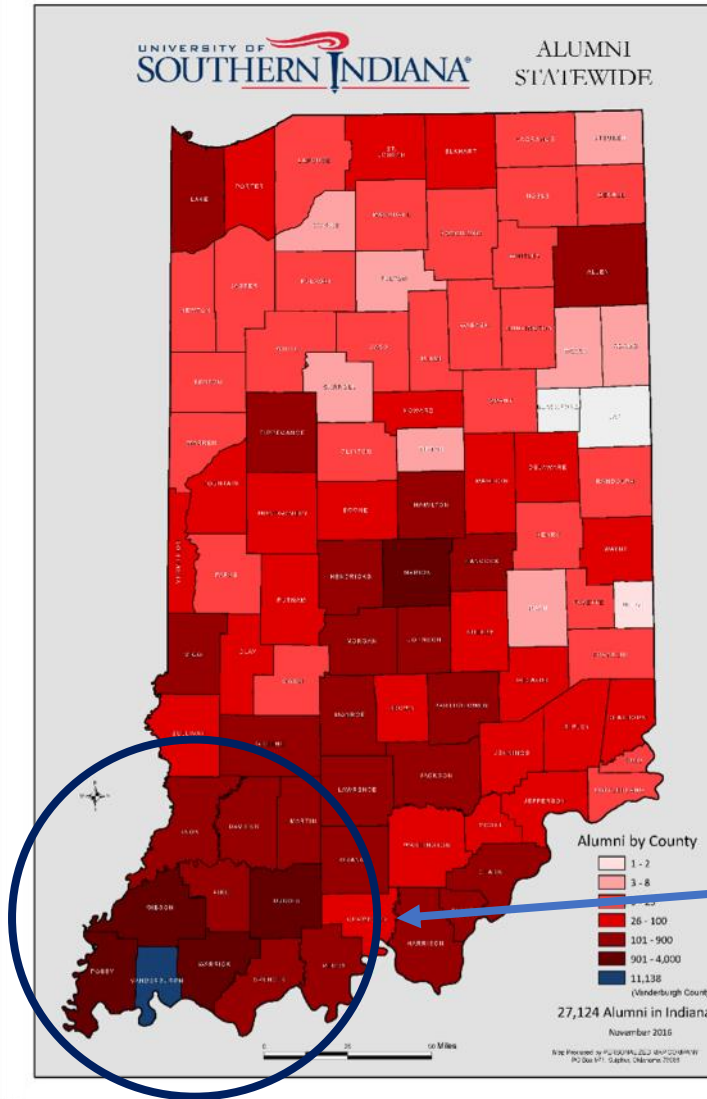


# 43,469 USI Alumni Making an Impact at home



and worldwide!

**So much potential  
in Indiana and  
our region!**



**71%**  
USI alumni are  
Indiana residents

**55%**  
USI alumni live in  
southwest  
Indiana

# FOCUS: University approach on how to involve USI Alumni in campus life and create strong connections



# Alumni Engagement Strategic Plan

## VISION

For the USI Alumni Association to be recognized as the indispensable strategic partner contributing to the continuous transformation of USI.

## MISSION

To advance USI through pride and enduring connections with its alumni.

## VALUES

Build Our Community

Support Alumni Success

Foster USI Pride

## GOALS

1. Understand USI alumni through ongoing data collection/maintenance, analysis and interpretation.
2. Align institutionally
3. Strengthen our alumni lifetime network. Once a Screaming Eagle, always a Screaming Eagle.

# Alumni Attitude Survey

Alumni participants were positive about USI and their experiences here.

**92%**

*USI has excellent or good reputation*

**94%**

*Attending USI was a good decision*

# Alumni Attitude Survey Takeaways

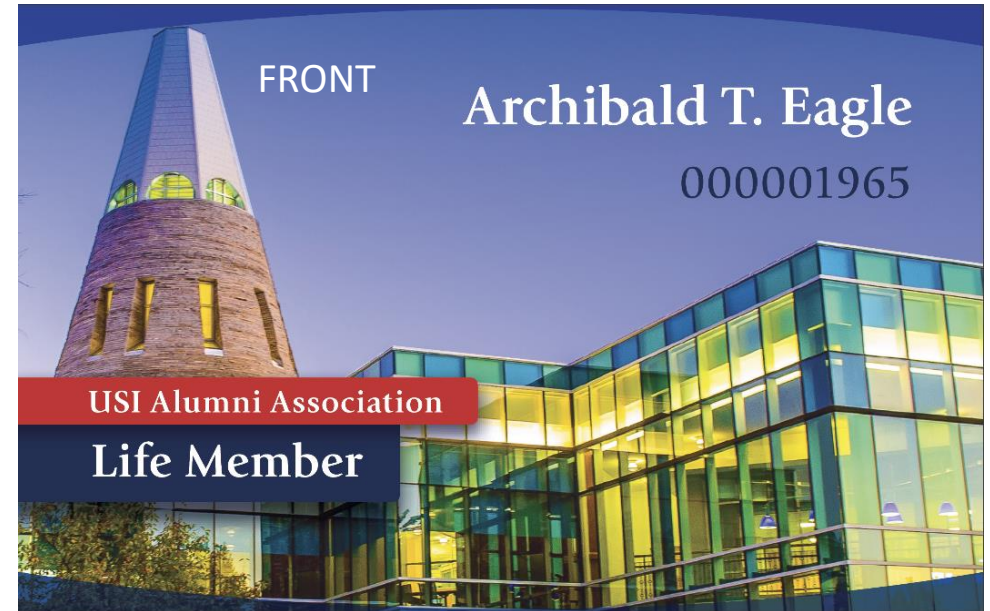
- Alumni are very likely to recommend USI to prospective students
- Alumni Association members are more likely to engage, volunteer and give back to USI
- Alumni Association members make up a group of “super engaged” alumni

# New USI Alumni Association Membership

**Membership Choices**  
Highflyer – Annual  
Visionary – Lifetime

## Exclusive Benefits

- Legacy Scholarship—\$1,500 renewable
- Special Event with President
- 20% Campus Store Discount
- Vouchers to Select Athletic Events
- Discounted Tickets to USI Theatre





# Working the Strategic Plan (Using Data from the Survey)

- Deactivated 8,000 obsolete email addresses
- Updated 600 alumni records
- Alumni want to be engaged and informed, we are building and intentional strategic communication plan

# The Alumni Association continues to...

- Increase engagement
- Create communication and membership strategies
- Devise new alumni programs and activities

