

20¹⁹/₂₀



Alumni
ANNUAL
Report



Alumni
ASSOCIATION

Message from

KATHY KALE

AVP, Alumni Relations



**For the Santa Clara University Alumni Association,
community is at the heart of everything we do.**

Last year, the Bronco community kept us inspired and grounded as we faced COVID-19, economic disruptions, and calls for racial justice.

In spite of these challenges, and the months of social isolation that followed, we knew our alumni were counting on us to keep them informed and connected. That's why we are proud of the [events](#), [virtual resources](#), [alumni stories](#), and [communications](#) we delivered last year. We are also proud of our commitment to ensuring all alumni feel heard and welcomed to participate in all we do. Mostly, we are grateful for the compassion, dedication, and resilience of our Bronco Family.

Whatever the future may hold, we remain focused on fostering passion for the University, inspiring lifelong connections, and encouraging Santa Clara values to live on within the SCU community.

Go Broncos!

A handwritten signature in cursive script that reads "Kathryn E. Kale". The signature is written in black ink on a light-colored background.

Kathryn Kale '86
AVP Alumni Relations



VISION

We believe a strong Santa Clara family makes the world a better place.

PURPOSE

It is the fundamental role of the Santa Clara University Alumni Association to foster passion for the University, inspire lifelong connections, and encourage Santa Clara values to live on within the SCU family while motivating alumni to participate fully in the institution as doers, donors, and ambassadors to others.



A Strategic Plan

FOR ENGAGING

Santa Clara Alumni



The Alumni Association developed a [Strategic Plan](#) in 2017 to inspire a revolution in the way SCU engages and stewards its alumni to advance Santa Clara's transformative goals.

Between **July 1, 2017** and **June 30, 2022**, we will measure our impact by:

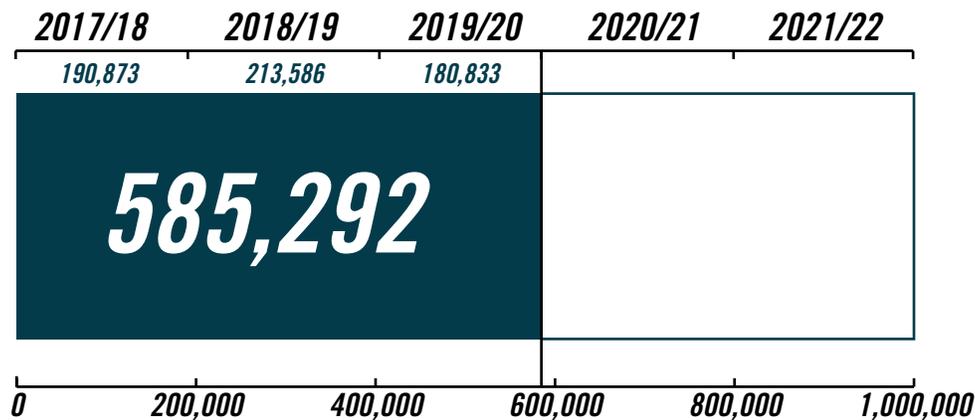
- Uniquely **engaging 35%** of our contactable alumni
- Driving **one million points** of alumni engagement

Alumni engagement includes event attendance, alumni leadership roles, volunteer activities, financial support, and online engagement. Growth in these specific areas will assist the University in reaching its Comprehensive Campaign goals while advancing Santa Clara's national reputation and visibility.

Measuring Our **IMPACT**

STRATEGIC PLAN GOAL #1 One Million Points of Engagement by 2022

CUMULATIVE POINTS OF ENGAGEMENT



ALUMNI ENGAGEMENT BY CATEGORY

Alumni Engagement (by category)	2017-18	2018-19	2019-20
Attend an event	19,057	18,538	14,801
Donate	10,785	11,102	8,497
Volunteer	897	617	387
Digital Engagement (Social, Email, Website)	158,675	181,865	155,915
Serve on University Boards/Committees	1,456	1,464	1,233

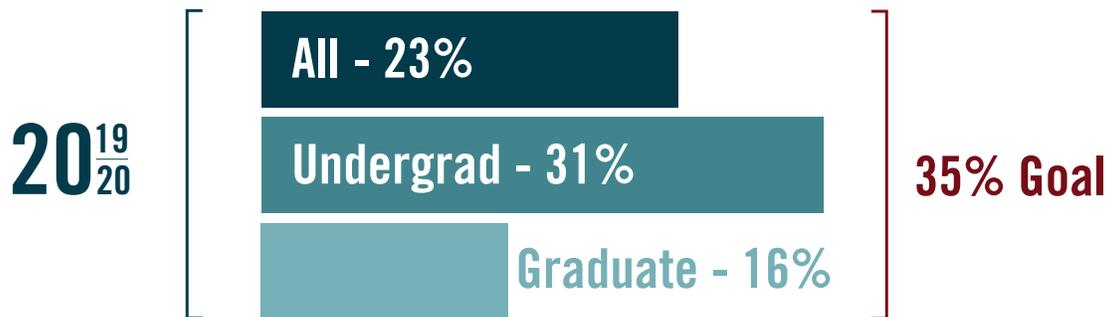
*For the 2019-20 academic year we had two open positions, three staff members were out for several months each for extended leaves of absence, and March – June 2020 was the start of the shelter-in-place order due to COVID-19.

*Disclaimer: We are only able to measure and track data that is saved in CLARA (the University's CRM database).

*All statistics include both graduate and undergraduate alumni, unless otherwise noted.

STRATEGIC PLAN GOAL #2

Uniquely Engage 35% of Our Alumni Population



21,520

Total (Unique) Alumni Who Engaged With SCU in 2019-20

Pivoting During the **COVID-19** Shutdown



When the campus and our nation closed down because of COVID-19, everyone at Santa Clara had to adjust. The Alumni Office was highly responsive to the changing circumstances and pivoted quickly to find new and creative ways to engage our alumni. The following reflects Alumni Office accomplishments in the first three months of this restricted environment.

REVISING IN-PERSON EVENTS

- We immediately **cancelled more than 35 in-person events** and postponed four corporate alumni visits with University President Kevin O'Brien, S.J.
- In lieu of in-person events, we developed comprehensive contingency plans for all major fall events, including the [2020 Summer Send Off Receptions](#), [Vintage Santa Clara](#), [Legacy BBQ](#), and [Grand Reunion](#).
- We adapted many of our planned offerings to an online format, hosting more than **30 virtual events** that were attended by **more than 1,200 total alumni**. These diverse offerings included Life After Santa Clara webinars, Virtual Examen sessions with **Jack Treacy, S.J. '77**, and the LGBTQ+ Ally and Advocate webinar.
- Following the cancellation of the July 2020 alumni trip to the Oregon Shakespeare Festival, we developed a way for trip registrants to connect virtually. **Under the guidance of Professor Aldo Billingslea**, SCU students presented a scene from "A Midsummer Night's Dream" and then participated in an online Q&A.

NEW DIGITAL OFFERINGS

Rather than just shifting existing offerings from in-person to virtual, we also established new programs that were well-suited to the virtual experience, while delivering existing programs in fresh ways:

- We developed resources to help alumni connect and support one another, including a comprehensive [Virtual Resources web page](#) and the [Bronco Business Directory](#).
- We enhanced communications by temporarily suspending mid-month event-focused emails and creating a new weekly [3-Point Thursday e-newsletter](#) targeted to all alumni.
- We launched [Broncos on the Frontlines](#) to celebrate alumni heroes and share inspiring stories.
- We expanded our [Diversity, Equity, and Inclusion offerings](#) by providing a much-needed alumni perspective to the bi-weekly [Community Conversations](#) hosted by the Office for Diversity and Inclusion. More than 15 alumni were included as panelists and more than 150 alumni joined these monthly online conversations as participants.
- We also created [SCU-themed Zoom backgrounds](#) to foster alumni pride in SCU.

CELEBRATING THE CLASS OF 2020

Since we were unable to offer the Class of 2020 in-person events, we also found new and innovative ways to help our senior class make the transition from students to alumni:

- We created a free [Online Class Book](#), which garnered participation from more than 60% of the class.
- In partnership with the Office for Multicultural Learning, we coordinated Virtual Senior Ceremonies by having alumni from [five identity-based communities](#) share video messages with undergraduate students of color and LGBTQ+ students.
- We contributed **exclusive alumni water bottle stickers** in the Class of 2020 Commencement Boxes sent to each graduate by the Event Planning Office.
- We helped University Marketing and Communications connect with notable alumni such as **Randy Winn '96**, **Leslie Osborne '05** and **Lloyd Piece '98**, to participate in the June 2020 [Virtual Undergraduate Ceremony](#).
- We gathered words of encouragement from alumni to share with students in a [video](#) during Spring Quarter finals.
- We developed a dedicated [Class of 2020 resource page](#) on the Alumni website.
- We offered our [Life After Santa Clara](#) series in a virtual format.

Despite a hiring freeze that left us without 2.5 full-time employees and a near 100% reduction in our student workforce, the **Alumni Office was able to deliver these unique offerings, while also returning more than \$150,000** (approximately 17% of our 2019-20 budget) to the University.



ACCOMPLISHMENTS

PROGRAMS

The [Alumni Book Club](#) provides a unique opportunity for Broncos to connect and engage in lifelong learning from any location. Throughout 2019-20, participants read five books

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This year, club membership grew 47%, a testament to the strength and interest in this virtual offering.”

on a wide range of topics. This year, club membership grew to 1,172 members (a 47% increase from last year), a testament to the strength and interest in this virtual offering.

[Group](#) as well as [Native American](#) and [Middle Eastern & North African \(MENA\) Alumni Groups](#), which increased our identity-based groups to seven.

New Bronco parents receive a free [Santa Clara baby bib](#) for their little ones, courtesy of the Alumni Association. This year we created a new and easy-to-use online form for bib requests. **Following our first promotion on Facebook, we received 106 new requests—more than we received during the entire prior fiscal year.**

Since 1975, alumni have been able to audit an undergraduate class [through the Alumni Class Audit program](#); however, the manual registration process was cumbersome. Following a review of practices at other Jesuit universities and a survey of past program participants, we provided online registration, automated the approval process, added a remote payment link, updated the website, and redesigned the quarterly email sent to faculty and staff about the program. These efforts greatly improved the user experience.

We launched the [Veteran's Alumni](#)



CUSTOMER SERVICE

The Alumni Office receives customer inquiries over the phone, in-person (visits to the Bannan Alumni House), email (via alumupdate@scu.edu), Facebook messenger (direct messages sent to the [@SCUAlumniAssociation](#) Facebook page), and miscellaneous (i.e., SCU Phonebook, direct mail).

In 2019-20, we responded to **1,774 customer service inquiries**, with 50% of those interactions taking place over the phone.

YEAR IN REVIEW

195 Alumni Events



50 ASSOCIATION
EVENTS

(e.g., signature events, campus events, alumni board meetings, etc.)



93 COMMUNITY
ENGAGEMENT EVENTS

(e.g., regional events, affinity events, etc.)



52 GRAND REUNION
EVENTS

TOTAL NUMBER OF
EVENT RESERVATIONS

10,951

ALUMNI
EVENT ATTENDEES

4,513

UNDERGRADUATE
ATTENDEES

4,040

GRADUATE
ATTENDEES

473

Events by Type

STUDENT



38

EDUCATIONAL



29

AFFINITY



29

SPIRITUAL



27

ATHLETICS



18

CLASS



18

SOCIAL



14

ALUMNI FOR OTHERS



10

LEADERSHIP DEVELOPMENT



07

YOUNG ALUMNI



03

AWARDS



01

CAREER



01



Grand Reunion

3,316 = Alumni and Guests Attended Grand Reunion 2019

People traveled from **24 states** and **12 countries**, including Australia, Austria, Bermuda, Canada, Costa Rica, France, India, Ireland, Netherlands, New Zealand, Spain, and the United Arab Emirates.

After using the same Grand Reunion branding for 10 years, we worked with University Marketing and Communications to develop a new look that is cleaner, more modern, and better adheres to the University's color scheme.

Ignatian Ministry

“

**A total of 37 families
and 72 guests
participated—a
great turnout for
a new program.**

”

We initiated a family ministry to meet the needs of our alumni with young children, including a family Mass followed by an ice cream social. We also offered a participatory teaching Mass geared toward children, followed by a party in the Bannan Alumni House. A total of 37 families and 72 guests participated—a great turnout for a new program.

Over the years, we have had many occasions to promote engagement opportunities from various Jesuit institutions and consortiums. This year, we strategically collaborated with these organizations to bring discussions and presentations to our alumni to engage regional communities that may see less programming from us and/or have asked for similar programming. Below are

great examples of ways our alumni engaged with graduates from other Jesuit institutions. In all, more than 75 alumni attended the following collaborative offerings:

- Los Angeles Red Mass (St. Thomas More Society of Los Angeles)
- Midwest Alumni Feast of St. Ignatius Celebration (Jesuit Friends & Alumni Chicago)
- Denver Jesuit Alumni Network Summer Send-Off (AJCU)
- Catholic Imagination Conference (Loyola University Chicago)
- Seattle Jesuit Friends & Alumni Mass and Social (Ignatian Spirituality Center)
- Los Angeles Mass and Reception (Blessed Sacrament Catholic Church)
- Washington, D.C. Jesuit Friends & Alumni Mass (AJCU)
- New York Jesuit Friends & Alumni Mass (AJCU)
- Denver Jesuit Alumni Ignatian Inspirations (Denver Jesuit Alumni Network)



VOLUNTEER LEADERSHIP

We continue to develop the [Alumni Association Board of Directors \(BOD\)](#) as a premier volunteer opportunity. To increase consistency and effectiveness, we changed our Board leadership structure. Specifically, we increased Board President and President-Elect terms to two years (instead of one) and expanded the Executive Committee to include two vice president positions. These VP positions are one-year terms.

MARKETING AND COMMUNICATIONS

In November 2019, [Santa Clara Magazine](#) published “[Lifelong Values](#),” an article about our Alumni for Others community service program. The feature highlighted a variety of accomplishments tallied over the previous year, including: the number of alumni who volunteered (400), the array of programs offered (30), the hours dedicated to service (34,800), and the year the program was founded (1994). We launched a series of [Instagram stories](#) to provide post-event marketing. The nine stories received an average of 8,696 views per story. We also reached 5,000 followers on Instagram and created a [custom graphic](#) to recognize the milestone. Overall, our Instagram account boasted a 16% increase in followers from the previous year.

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The Alumni Association’s signature e-newsletter, [Bronco Connect](#), which is delivered monthly to 50,000+ alumni and friends, serves to inform and cultivate a sense of belonging. This year, the average open rate (i.e., the percentage of subscribers who open a specific email) **increased to 28%** compared to last year’s open rate of 26%, well above industry standards of 15-25%.

We also grew [SCU Switchboard](#), our online community to “ask” for what you need or “offer” what you have to share, to 4,231 members—an increase of 11% over last year’s 3,797 members.

MARKETING & COMMUNICATIONS

Highlights from 2019-20

WEBSITE STATS



95,266 WEBSITE VISITORS



70,602 UNIQUE VISITS

EMAIL STATS

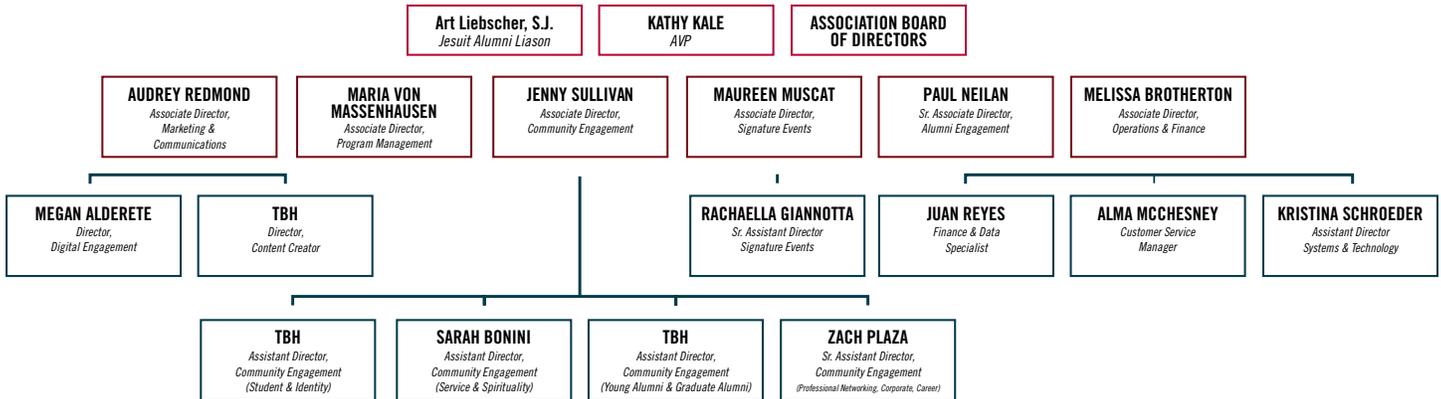


39% AVERAGE EMAIL OPEN RATE*

ORGANIZATIONAL REALIGNMENT

In February 2020, SCU's Human Resources department approved a major Alumni Relations reorganization to better align our resources with the Key Priorities of our [Strategic Plan](#). The reorganization enabled changes without adding new positions while delivering salary savings to the University.

In addition to the realignment and new responsibilities, we rebranded the chapter and groups team to “community engagement,” and redistributed regional, identity, affinity, and industry alumni communities among four staff members. The new structure has not been fully implemented due to a March 2020 hiring freeze and 2.5 positions remain open.



ALUMNI RELATIONS STAFF UPDATES

Art Liebscher, S.J. '69, M. Div. '84 JST, S.T.M. '86 JST joined our team on a part-time basis as Jesuit Alumni Liaison in September 2019.

Audrey Redmond M.A. '19 joined our team in September 2019 as the Associate Director, Marketing and Communications.

Kristina Schroeder '09 was hired in February 2020 as Assistant Director, Systems and Technology.



ALUMNI GIVING

Alumni are the only lifelong stakeholders in the University. They give back in dollars as well as with their time, resources, connections, jobs/internships, ideas, advice, advocacy, brand influence, and word-of-mouth referrals.

Total Number of Alumni Who Gave a Gift = **8,739**

Number of Undergraduate Alumni Who Gave a Gift = **7,284**

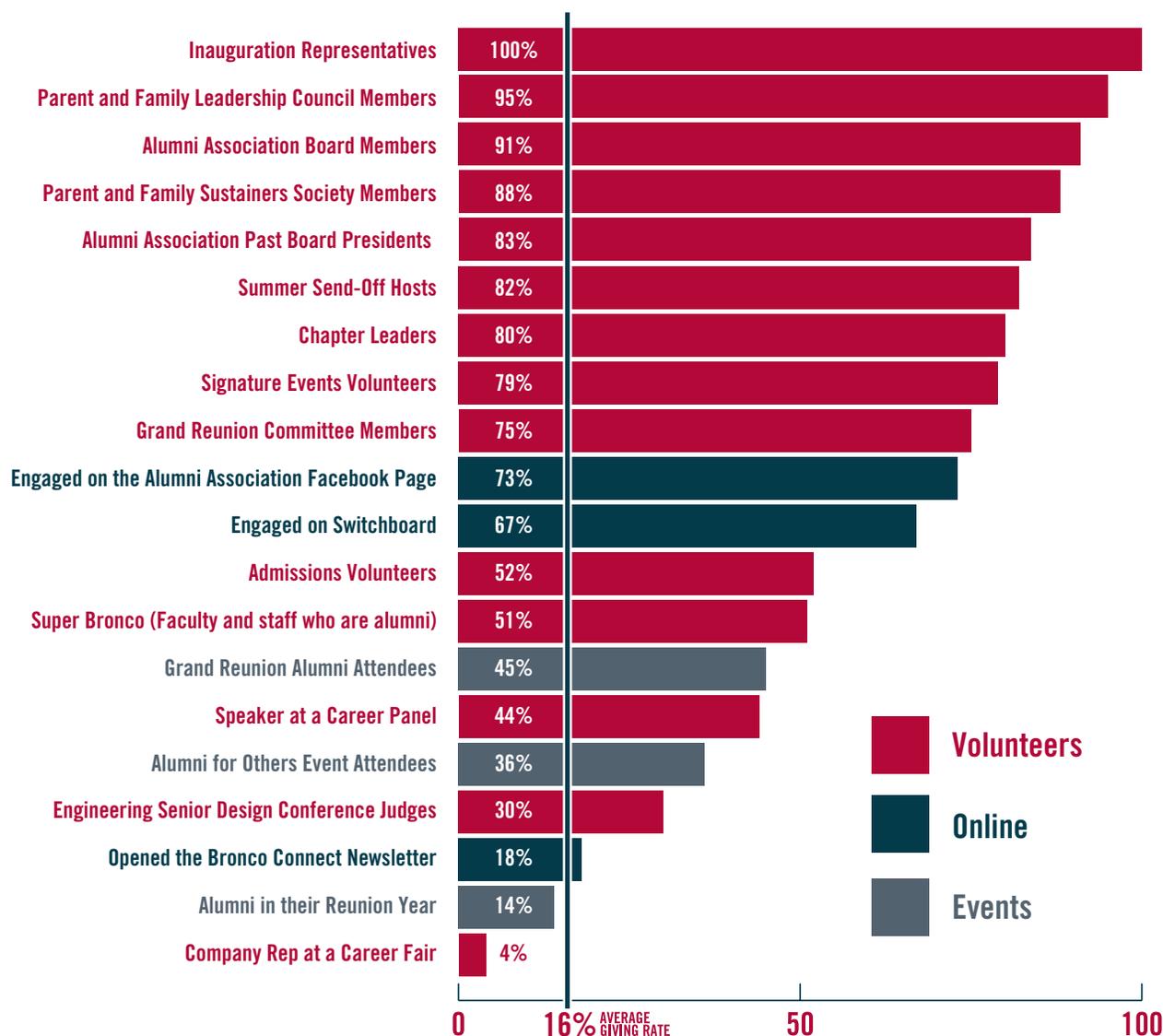
Undergraduate Alumni Giving Participation= **16%**

Alumni Family Scholarship (AFS)

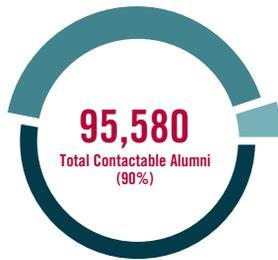
In 2019-20, the Alumni Family Scholarship Program (AFS) awarded **\$917,000** to **107** undergraduate students from 30 AFS funds.

HOW ENGAGEMENT INFLUENCES GIVING

We know from our Alumni Attitude Survey (May 2015) that alumni who feel part of the community give at a rate of two to three times above our University average. The following bar graph shows the many ways alumni engage with the University (x-axis) compared to their giving rate (y-axis).



Our ALUMNI

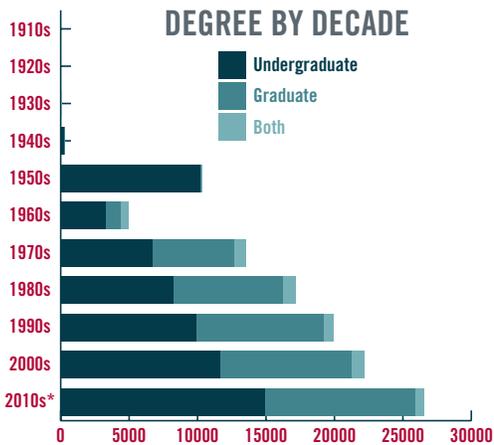


56,120 Undergraduate (53%)
44,896 Graduate (42%)
4,780 Both (5%)

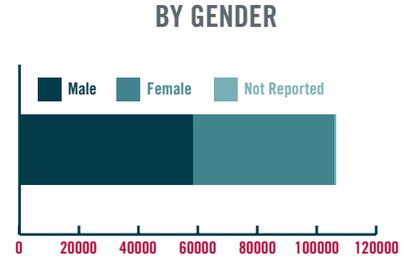
TOTAL LIVING ALUMNI
105,796



14,592 Undergraduate (68%)
4,855 Graduate (23%)
2,073 Both (10%)



YOUNG ALUMNI*
36%



ALL 50 STATES

89%
OF ALL LIVING ALUMNI
LIVE NEAR ONE OF OUR
36 REGIONAL CHAPTERS



120+ COUNTRIES

*Engaged alumni participated in at least one of the 127 engagement activities defined for 2019-20.

*Does not include the class of 2020 because they were students during the 2019-20 academic year.

*Undergrad alumni who graduated in the last 15 years; includes dual degrees.

Chapter	Living Alumni	Percentage
Santa Clara Valley	30,723	33%
East Bay	10,517	11%
Peninsula	7,157	8%
Los Angeles	4,716	5%
San Francisco	3,594	4%
Seattle	3,461	4%
Portland	3,131	3%
Reno-Tahoe	2,257	2%
Sacramento	2,140	2%
New York	2,116	2%
Orange County	2,107	2%
San Diego	2,085	2%
Denver	2,024	2%
Hawaii	1,709	2%
Napa-Santa Rosa	1,634	2%
Chicago	1,608	2%
Phoenix	1,522	2%
Santa Cruz	1,497	2%
Monterey-Salinas	1,406	1%
Central Coast	1,392	1%
Marin	1,333	1%
Boston	970	1%
Stockton-Modesto	874	1%
Fresno	803	1%
Austin	721	1%
Dallas	635	1%
Las Vegas	426	0%
India	345	0%
Spokane	320	0%
Washington, D.C.	285	0%
Michigan	253	0%
Philippines	211	0%
Hong Kong	143	0%
Indiana	114	0%
Guam	97	0%

*Does not include the class of 2020 because they were students during the 2019-20 academic year.

PRIORITIES



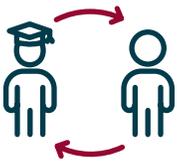
OUR TEAM

Evaluate and propose appropriate learning opportunities to help the Alumni Office and Alumni Board members grow personally and professionally



DIVERSITY, EQUITY AND INCLUSION (DEI) COMMITMENTS

With our community partners, fully define and implement the commitments outlined in our [June 24, 2020 communication](#) to all alumni



ALUMNI-STUDENT CAREER CONNECTIONS

Participate in a cross-campus evaluation of [PeopleGrove](#) and submit a formal recommendation for providing career support and mentoring to students and alumni online



DATA COLLECTION AND STORYTELLING

Strengthen and streamline processes for producing our Annual Report, completing annual coding efforts, and communicating with campus liaisons



CREATIVE ENGAGEMENT

Identify online events, offerings, and communications that most resonate with our alumni this year (and beyond)



ALUMNI VOICES AND STORYTELLING

Gather alumni feedback on key topics that will help shape our engagement efforts this year (and beyond)



**Santa Clara
University**

Alumni Association
Bannan Alumni House
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alumupdate@scu.edu
scu.edu