



**RSACADEMICS**  
HELPING SCHOOLS THRIVE

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## **ALUMNI RESEARCH RE-IMAGINED**

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HOW WELL DO YOU  
KNOW YOUR ALUMNI?



## TO WHAT DEGREE DO YOU KNOW.....

- how to engage your alumni – across the board, all generations
- what they want from the School
- what they think of the School
- if they like your alumni relations programme
- if they feel good about the School
- if and how they want to support the School and be part of the community
- how they feel about making a donation to the School



## WHY IS STAKEHOLDER RESEARCH SO IMPORTANT?



- This the holy grail of school development – providing critical information to **unlock fundraising** but also to support admissions, retention, reputation and brand.
- This is your key to the future – **a treasure map** – outlining the pitfalls, the opportunities and the window into where you can go to find treasure, talent and time.
- When executed well stakeholder research can inform, excite, surprise and **take your school to the next level.**

## PROVIDES INTELLIGENCE TO SUPPORT

- Fundraising – more £ faster
- Alumni relations – better focus, increased engagement and improved ROI
- Strategic decisions – informed and validated
- Marketing, recruitment and retention – increased income
- Building a strong brand and reputation – long term security

It also provides.....

- A deeper understanding of attitudes towards schools - good and bad
- An opportunity to educate, share messages and strengthen advocacy





## WHY IS ALUMNI RESEARCH OFTEN OVERLOOKED?

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- Schools often assume they know what alumni think and want
- Schools have undertaken research to some degree and feel that it is enough
- Woods and trees
- Not easy to do – not sure how to go about it
- Worried that stakeholders may not engage or be offended
- Concerned about resources required – time is a huge factor
- Too busy to think strategically, to take a breath and look at the long term





DO YOU KNOW WHAT  
YOU DON'T KNOW?



## INTELLIGENCE BEYOND DATA

### FUNDRAISING

- Identify donors, motivations for giving, causes they would support, moves mapping, high level relationships
- Identify influencers, ambassadors, antagonists, change resisters
- Identify engagement activities

### ALUMNI RELATIONS

- What is important to alumni? What do they want from School? What do they value most about School? Do they feel valued by the School?
- Take the temperature within different age groups

### MARKETING & ADMISSIONS

- Reveals strengths, uniques, what makes the school special – SWOT
- Reveals attitudes towards the school - good and bad
- Opportunity to explore any marketing concerns, ideas. Help to develop brand
- Opportunity to educate, share message and develop ambassadors



## WHAT WE DO AND HOW WE DO IT



- Bespoke – we work with you – based on core survey but you make it your own
- Objective analysis and expertise of school environments
- Responses can be anonymous – but we can also capture identities of those who want to engage
- Scalable – start small and build up – or full model
- Different from a feasibility study – broader range of research, can be done anytime but can be the start of a feasibility study



- Taking the lead from SchoolPulse research
- In depth face to face interviews with key members of the stakeholder base
- Questions developed with you to explore areas critical to the school's plan
  - Eg fundraising, strategy, brand, key milestones, general thoughts on alumni relations
- Expert interviewers can lead conversations and interrogate issues, providing analysis and recommendations



### THE CORE

- About the respondent
- Their time at school
- Views on the school today
- Views of alumni relations
- Attitudes towards fundraising
- Communications
- Careers

### BESPOKE

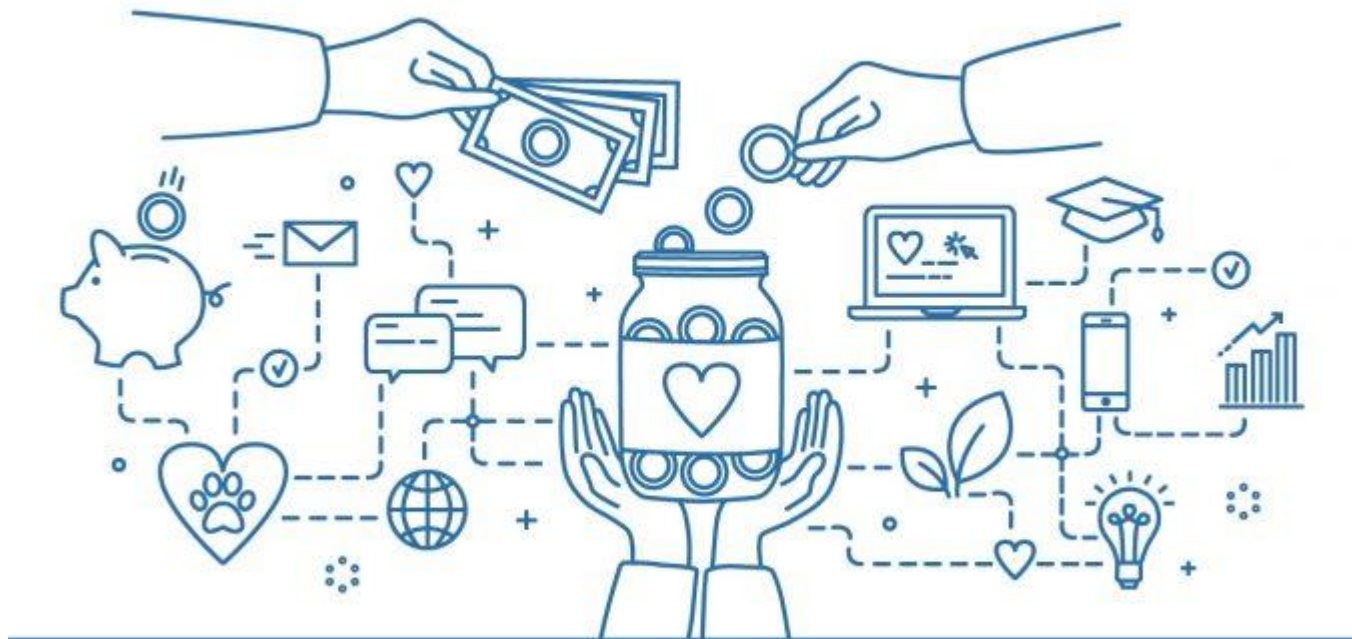
- Testing perceptions
- Testing ideas (strategy, fundraising, anniversaries etc)
- Surveys for subsets
- Other

### ADVANTAGES

- Tailored to your school
  - Voice, tone, look and feel
- Routing technology ensures relevant questions asked of each respondent
  - Keeps length under control
  - Maximises response rate
- Anonymity or not
  - Freedom to be honest
  - Identifies support



## ENGAGEMENT MAPPING



## ENGAGEMENT MAPPING

- Old, current and even new friends of your school
- How they feel about your school, its vision, their relationship with it, and – hypothetically – whether they feel they might *consider* supporting your school at some point in the future through some kind of £ giving.
- Exploring how *engaged* an individual is with your school now, and how they might become further engaged in the future.
- Like a feasibility study, the process still comprises a one-to-one research discussion, but it differs from a feasibility process in two key ways.

Firstly, an engagement mapping interview can take place at any time: before, after or even during a fundraising campaign.

Secondly, engagement mapping seeks to learn far more about the preferences and values of your potential, current and past supporters.



## ENGAGEMENT MAPPING

- What do they like most about your community?
- What brings them back to school?
- What might bring them back more often?
- What areas of school life are most important to them?
- What aspects of education do they care most about?
- Does the school successfully communicate its future plans and aspirations?
- Are there any areas of your school development plan that excite their interest?
- What other causes do they support and why?
- Can they ever imagine giving as much to your school?
- If not, can they describe why?
- How would they most like to be approached for a potential gift?
- What would have to happen for your school to rise to the top of their giving, or legacy list?
- Is gift recognition (naming a room etc) important to them?
- Would they be interested in being a campaign volunteer or ambassador?

## WHY RSACADEMICS?

- Major piece of work to set up, implement and analyse
  - Would not be possible to do to the same level in house
- We bring objectivity and expertise to the questions and analysis
- We can identify potential ROI across external relations not just development
- Anonymity and a third party maximise response rates and honesty
- We have the methodology and technology to provide a highly professional experience for your stakeholders.



## OUR PROMISE TO YOU

- Our work for you will be astute, bespoke, creative and useful.
- We will always be available to you when you need us.
- We will never talk about our work for you with anyone else.
- We will be honest and clear about costs and fees.
- We will not sell you services you do not need.
- Our work will always be informed by the holistic objective of helping your school thrive.

- When executed well stakeholder research can inform, excite, surprise, take your school to the next level.
- Let us disrupt your thinking and tell you what you don't know
- This the holy grail of school development – providing critical information to support fundraising but also admissions, retention, reputation and brand
- This is your key to the future – a treasure map – outlining the pitfalls, the opportunities and the window into where you can go.
- This will help you to unlock fundraising
- The survey itself is part of your engagement plan
- Scalable, bespoke and proven - already embraced by a number of UK schools and part of a strategy survey for a school in North America





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Thank you for your interest.

We would be delighted to work with you.

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