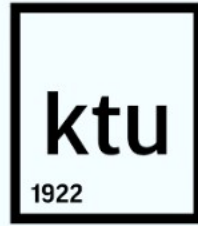




**ICARE** ALUMNI  
INTERNATIONAL COMMUNITY ON ALUMNI & CAREER



# Measuring alumni engagement

## Turning benchmarking data into strategy

**Pamela Agar**

Co-Executive Director, CASE Europe

2026 May 7 - 8  
Kaunas, Lithuania

# CASE Insights on Alumni Engagement



- Global: Includes all 4 CASE regions
- Beta in 2019, official counting began in 2019-20
- Responses from 5 types of institutions, both public and private
- This presentation also includes *preliminary* FY25 results

**398 institutions** participated

**18 countries** represented

- 74.1% USA/Canada
- 13.3% Europe
- 8.3% Asia Pacific
- 4.3% Latin America



# Defining alumni engagement



Activities that are valued by alumni, build enduring and **mutually beneficial relationships**, inspire loyalty and financial support, strengthen the institution's reputation and involve alumni in **meaningful activities to advance the institution's mission**

## Four Modes of Engagement

 <p><b>Volunteering</b></p> <p>Formally defined and rewarding volunteer roles that are endorsed by and valued by the institution.</p>	 <p><b>Philanthropy</b></p> <p>Financial support that is meaningful to the donor and supports the institution's mission and strategic goals.</p>	 <p><b>Communication</b></p> <p>Interactive, meaningful and informative communication that supports the institution's mission, strategic goals and reputation.</p>	 <p><b>Experiential</b></p> <p>Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements, and strengthen its reputation.</p>
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# Key definitions

## Alumni:

Graduates of the institution & others with a prior academic relationship, including non-graduates, certificate & credential holders, distance learners, lifelong learners, residents, post-docs, honorary degree recipients & honorary alumni.

## Legally Contactable Alumni:

Includes anyone who is not marked as deceased, is contactable via mail phone or email, and does not have a total no contact status.

# of alumni who participated in at least one of the four modes of engagement this year

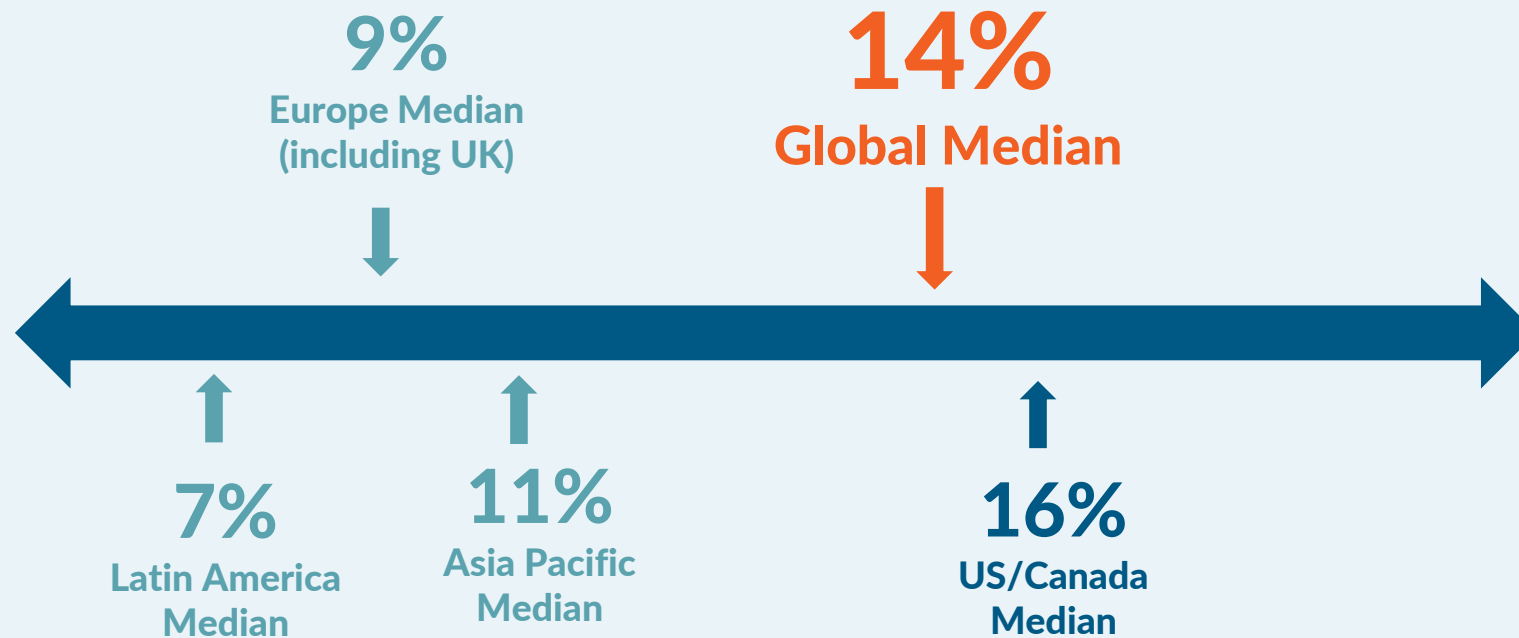
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# Legally Contactable Alumni This Year

= **Alumni Engagement  
Rate**

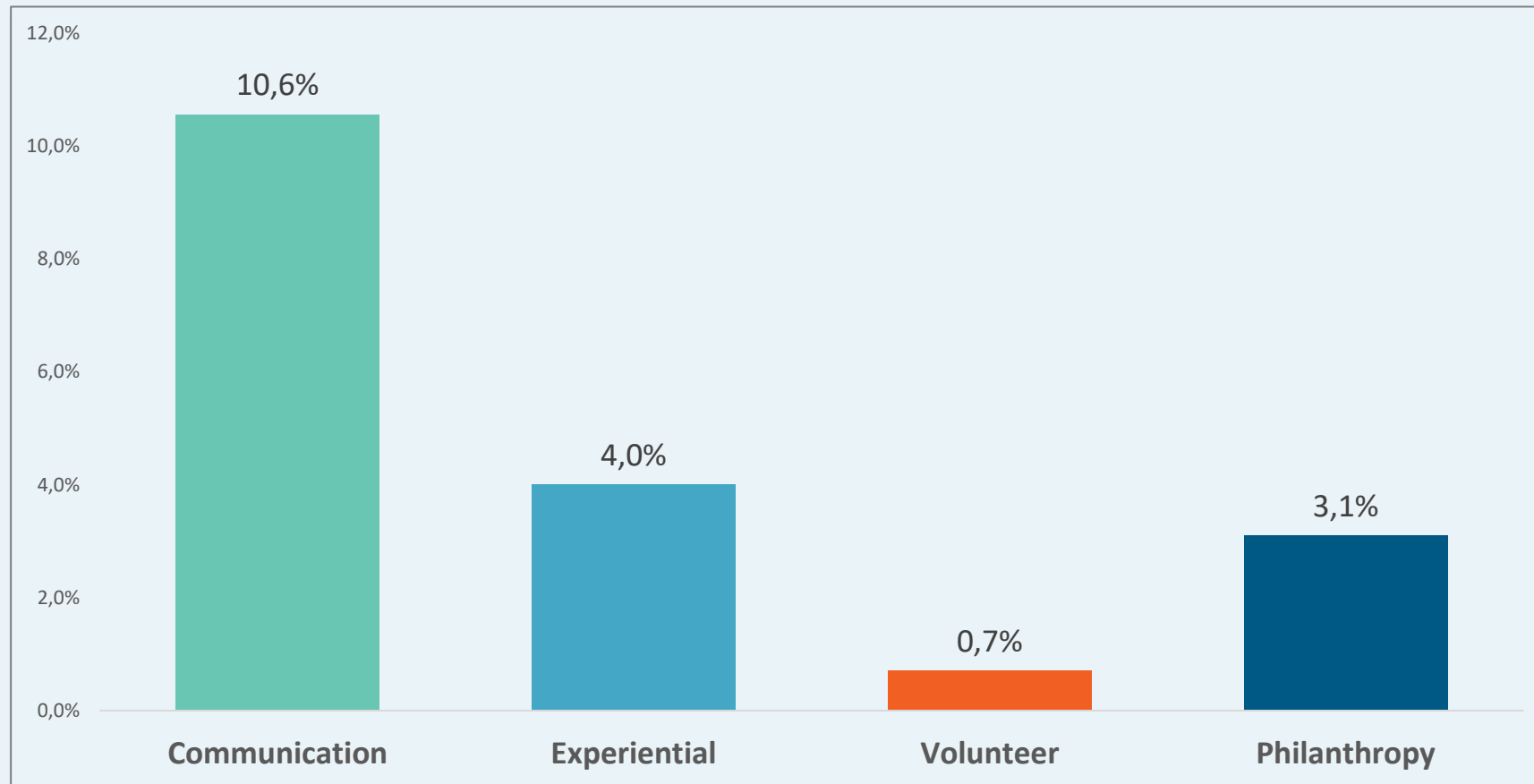


# What percentage of legally contactable alumni are engaged in any mode?\*



\*n=394, FY25 Results, not yet released

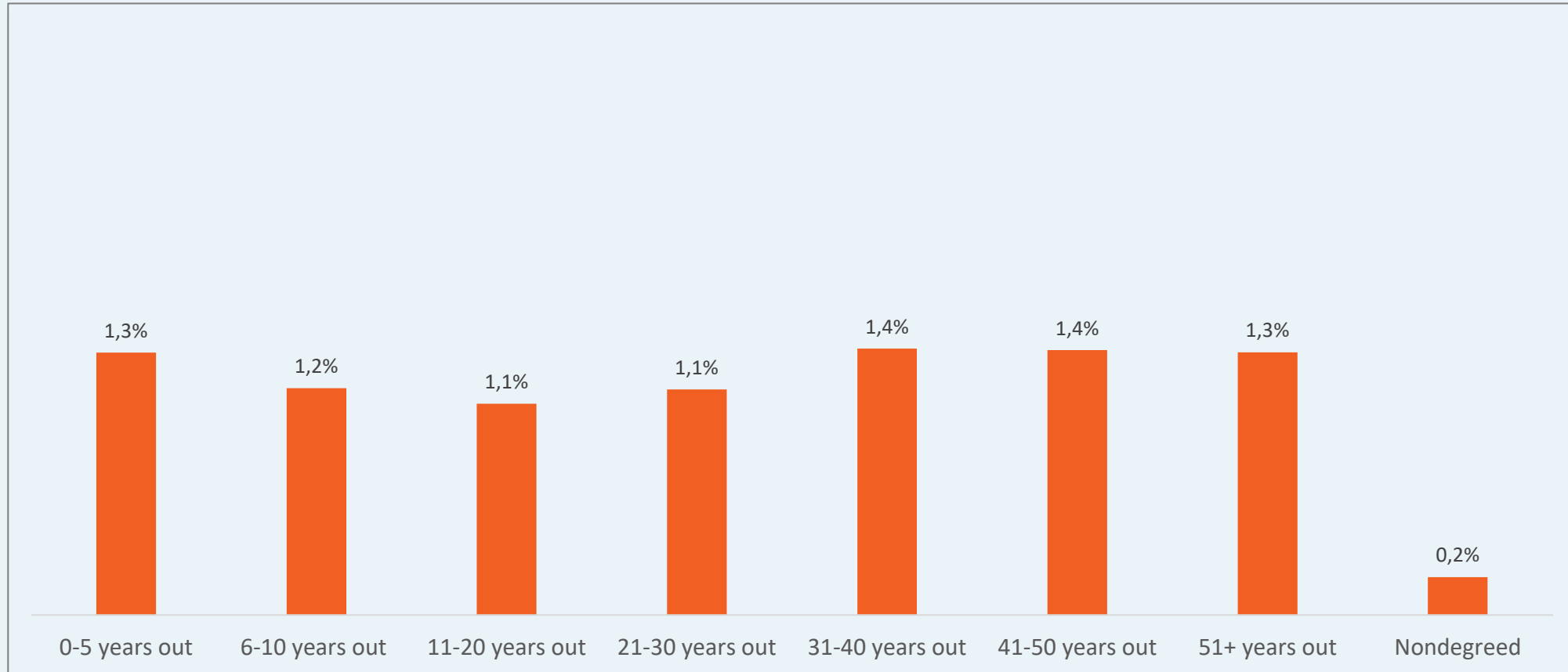
# Percentage engaged by any mode



\*n=394, FY25 Results, not yet released



# Percentage engaged as volunteers, by graduation cohort

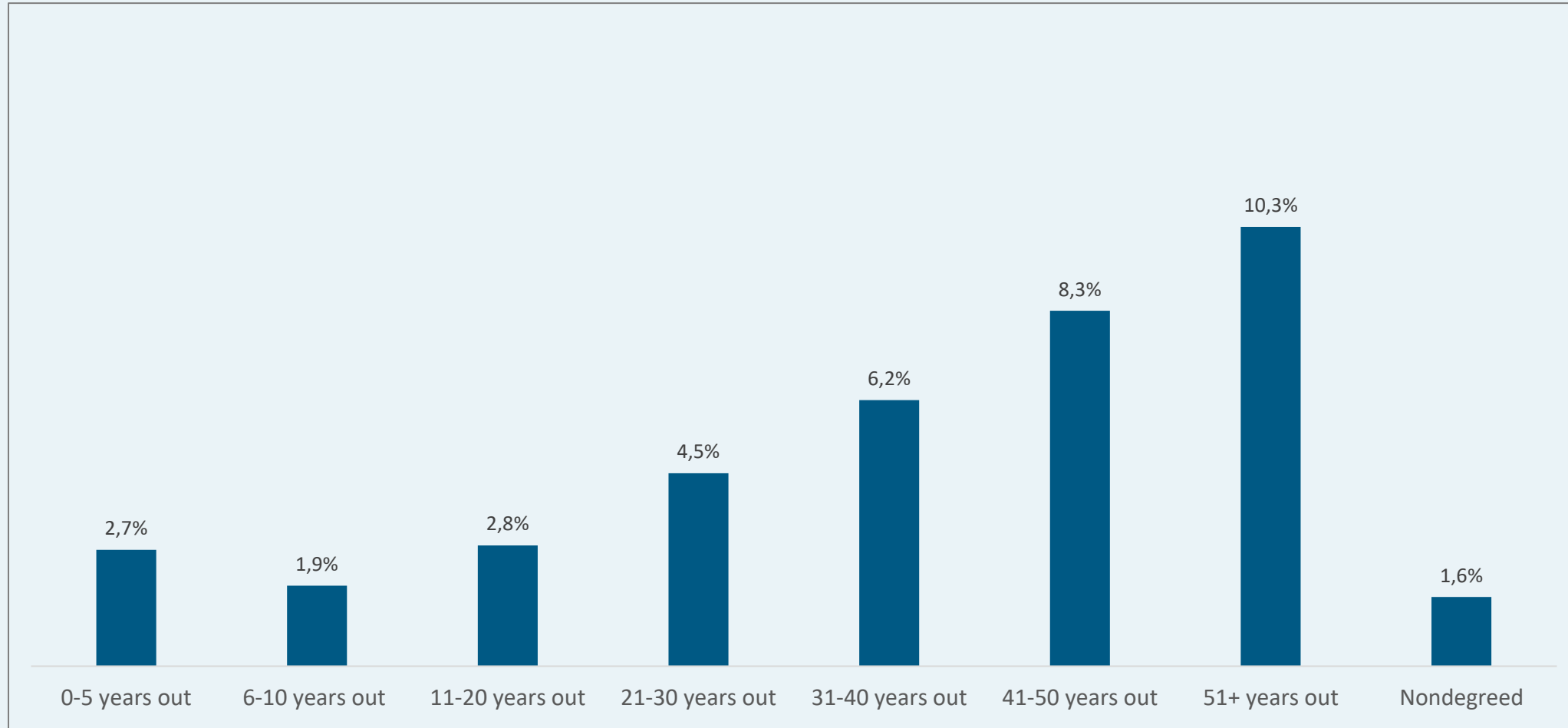


\*n=233, FY25 Results, not yet released

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# Percentage engaged as donors, by graduation cohort

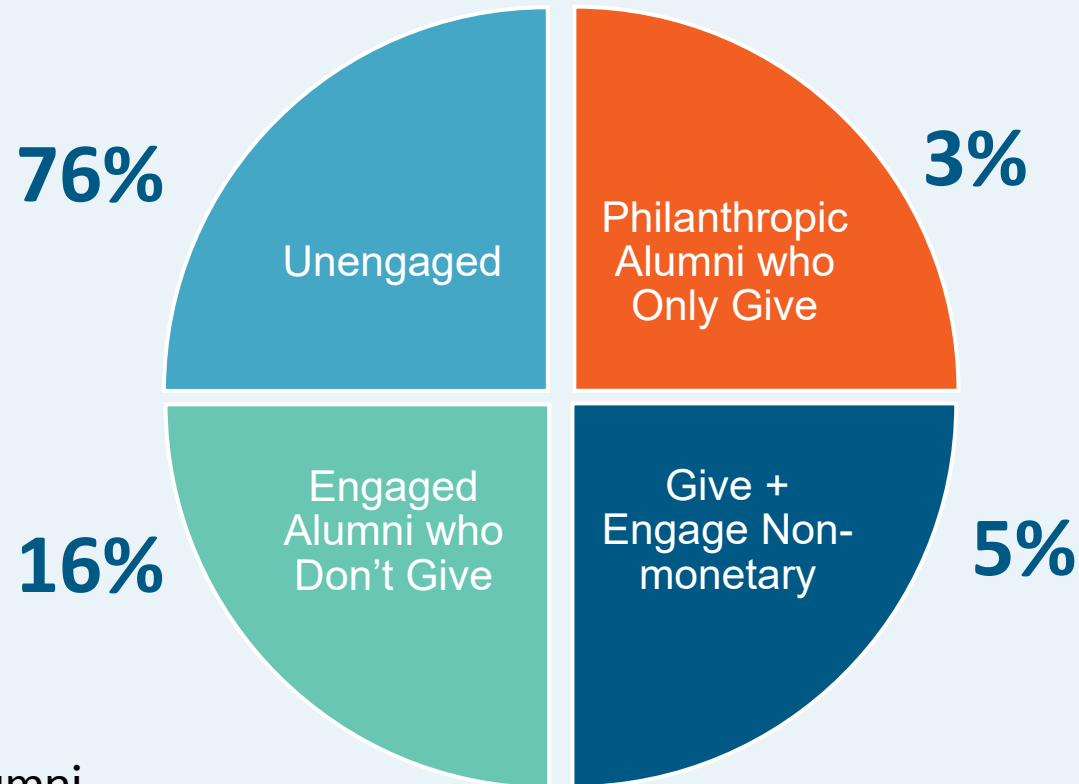


\*n=233, FY25 Results, not yet released

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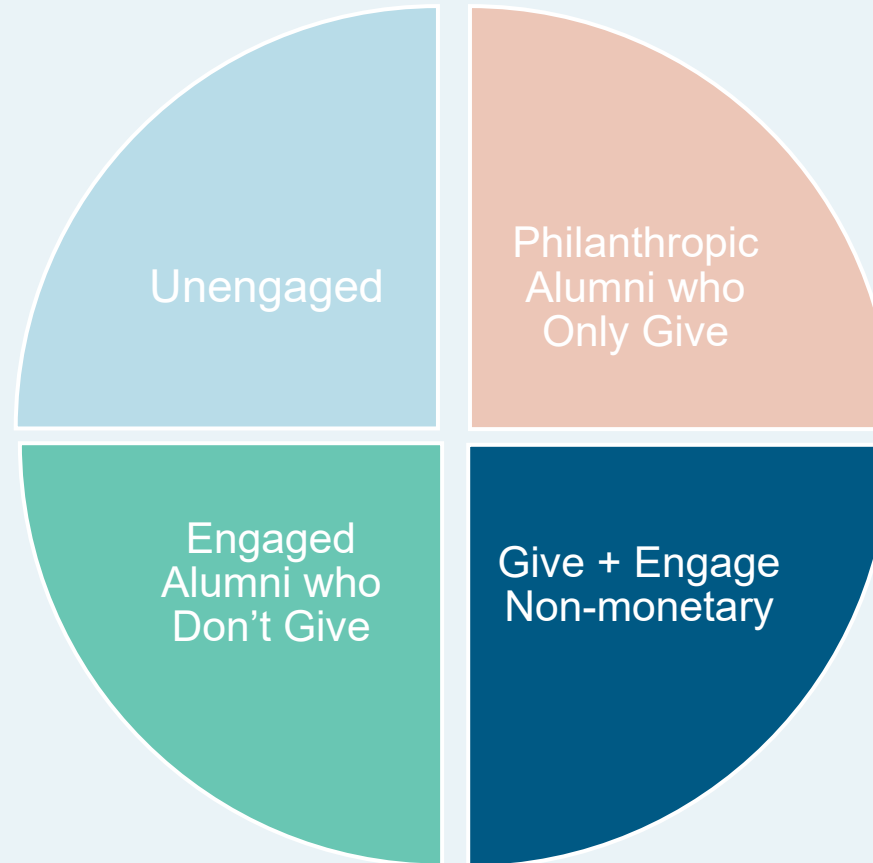
# Segmenting your contactable alumni



Legally Contactable Alumni  
(average, CASE benchmarking cohorts)

# Who is engaging and giving?

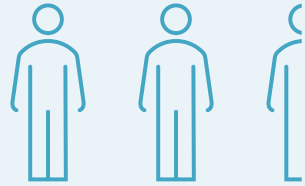
- **73%** of communication engaged do not give
- **70%** of experientially engaged do not give
- **66%** of volunteers do not give



- **27%** of communication engaged are also giving
- **30%** of experientially engaged are also giving
- **34%** of volunteers are also giving

Legally Contactable Alumni  
(average, CASE benchmarking cohorts)

# Pipeline: moving from communication- engaged only, to other modes



For every 2.5 alumni engaged in communication . . .



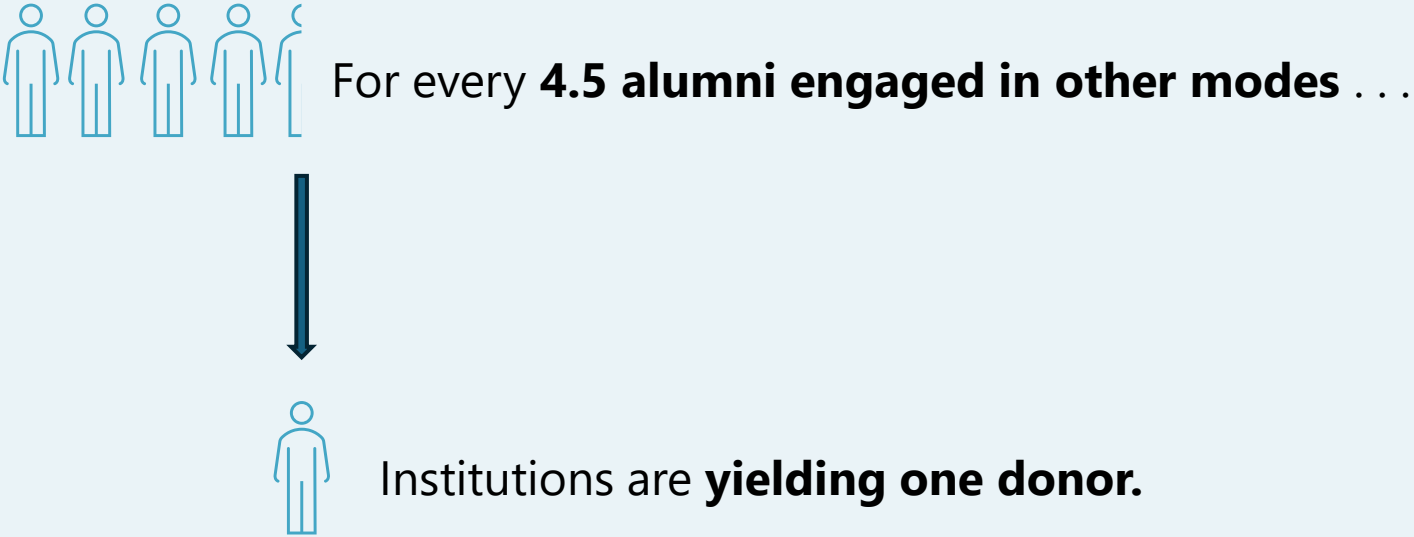
Institutions are yielding one alumnus also engaging in other ways.

*Average, CASE benchmarking cohorts*

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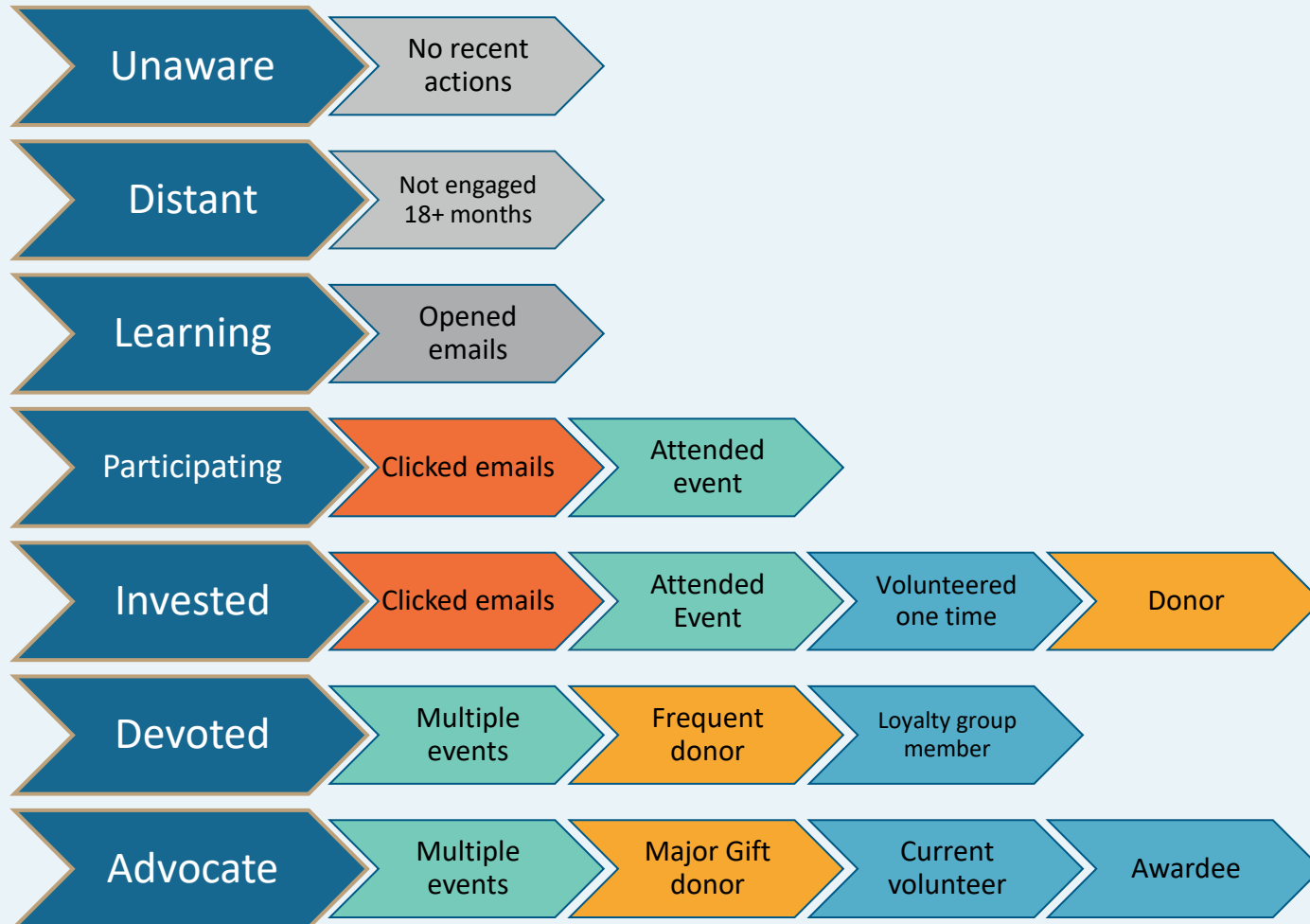
# Pipeline: non-monetary engagement to giving



*Average, CASE benchmarking cohorts*



# Continuum of engagement



Communication  
Experiential  
Volunteer  
Philanthropy

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# Staffing



**9**

Median Alumni Relations FTE in 2025

Region	n	Median Staff FTE
USA/Canada	172	10
Europe	44	5.2
Asia-Pacific	20	8.8
Latin America	9	8

**1,449**

Median Engaged Alumni Per Staff FTE in 2025

Region	n	Engaged alumni
USA/Canada	171	1,389
Europe	42	1,535
Asia-Pacific	20	2,401
Latin America	9	378

*\*n=242, FY25 Results, not yet released*



# How are institutions using alumni engagement data?



1. Guiding strategic planning, goal setting and programme evaluation

“We ultimately look at both the total number of engaged constituents across all four areas and those in each individual area as we **set annual performance goals for the alumni team.**”

“It helped us recognise that **we had not made volunteer engagement as available to our alumni as we thought.**”



# How are institutions using alumni engagement data?



1. Guiding strategic planning, goal setting and programme evaluation

2. Informing longitudinal trend analysis and benchmarking initiatives

**“We track our institution’s progress across each engagement mode year over year”**



# How are institutions using alumni engagement data?



1. Guiding strategic planning, goal setting and programme evaluation

2. Informing longitudinal trend analysis and benchmarking initiatives

3. Creating a common understanding and tracking of engagement across institution

“It helps align Alumni Relations, Annual Giving, Development Events and Communications teams around **shared definitions of engagement** and strengthens our leadership reporting”



# How are institutions using alumni engagement data?



1. Guiding strategic planning, goal setting and programme evaluation

2. Informing longitudinal trend analysis and benchmarking initiatives

3. Creating a common understanding and tracking of engagement across institution

4. Guiding prospect identification and segmentation initiatives

“We **use these metrics to help prioritise prospects for the major gifts team** and for annual fund segmentation”

“We **identify disengaged alumni segments** and design targeted strategies to move them along the engagement continuum”



# How are institutions using alumni engagement data?



1. Guiding strategic planning, goal setting and programme evaluation

2. Informing longitudinal trend analysis and benchmarking initiatives

3. Creating a common understanding and tracking of engagement across institution

4. Guiding prospect identification and segmentation initiatives

5. Making the case for resources and demonstrating ROI

“We **measure the effectiveness of our programmes and services...** and make the case for reducing or expanding programmes”



# Find out more

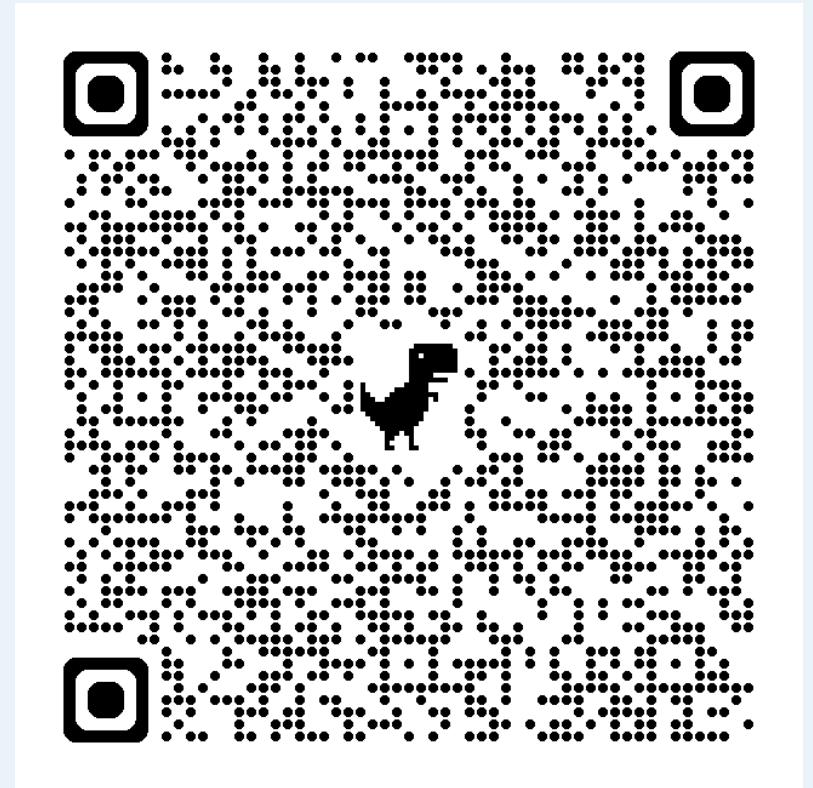


**Report release: 27 May 2026**

Join our free key findings webinar

**Tuesday 2 June 2026**

16:00 - 17:00 BST / 17:00 - 18:00 CEST



# Take part in 2026

Survey data collection: **September 2026 – January 2027**

- Open to all
- CASE members can access benchmarking and datasets

<https://www.case.org/research/surveys/case-insights-alumni-engagement>



# CASE Europe Advancement Institute

15–17 June 2026 | Barcelona, Spain

CASE member rate for  
ICARe attendees



[Register now](#)



# Thank you

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[www.case.org/regions/europe](http://www.case.org/regions/europe)

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