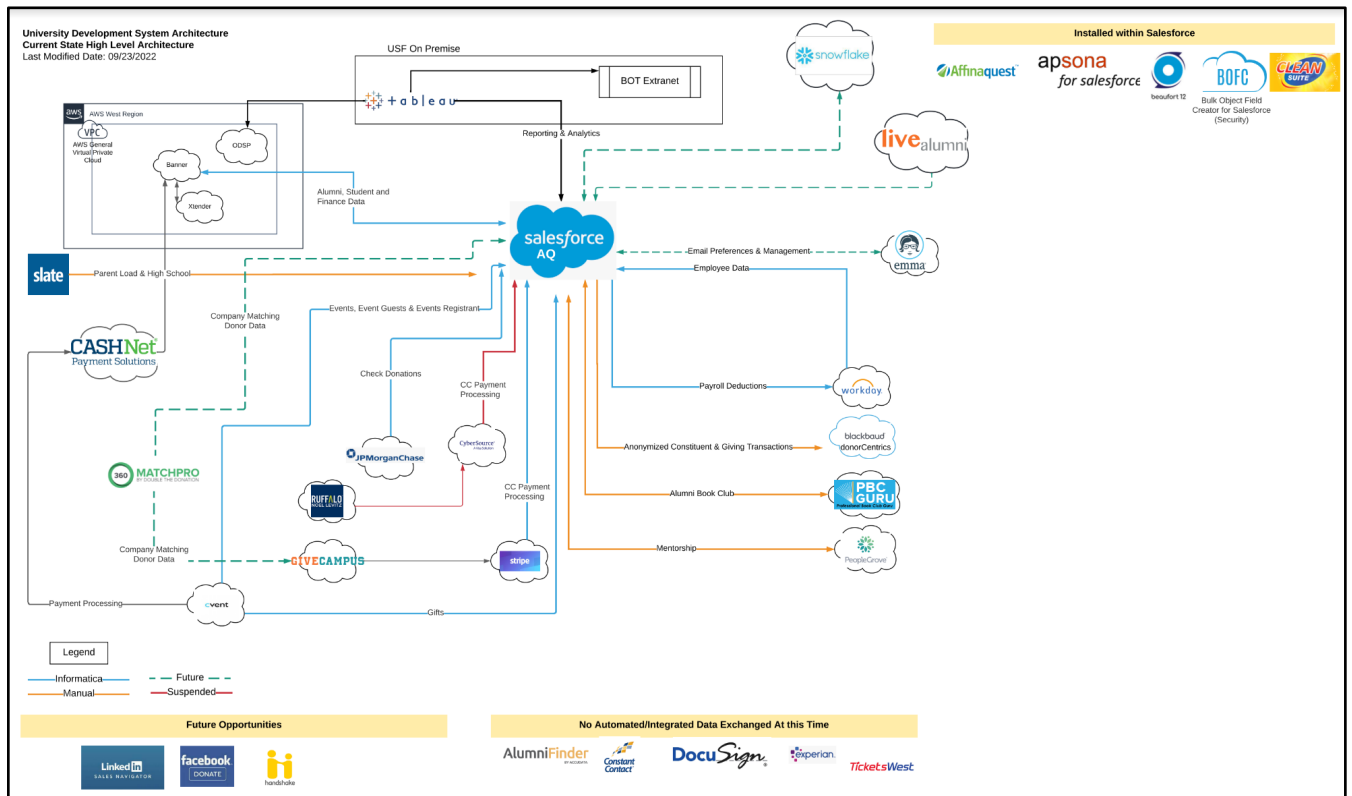


Attachment 6.1 Addition Details for Alumni Data Collection

Table of Contents:

- Item A: Development Data Systems Technology and Data Integration Map
- Item B: Comprehensive List/Description of Records Management Tools in Place
- Item C: Results from Brand Awareness Survey
- Item D: Timeline and Results of First Destination Survey
- Item E: Current State Illustration for Alumni Data in Data Warehouse
- Item F: Summary and Time for Spring 2023 Data Append and Survey

Item A: Development Data Systems Technology and Data Integration Map



Item B: Comprehensive List/Description of Records Management Tools in Place

Outside of internal data integrations described in the response for continent data loads from internal systems of Banner (student to alumni) and Workday (fac/staff records), USF currently employs a number of methods and tools for the regular, systematic collection and validation of alumni data thus assuring the acquisition, retention and quality of this data. Each of these methods and tools aid in the retention of alumni information and help to assure we have the most current information available on our alumni. Below is a list of the technology including recent investment that support this effort:

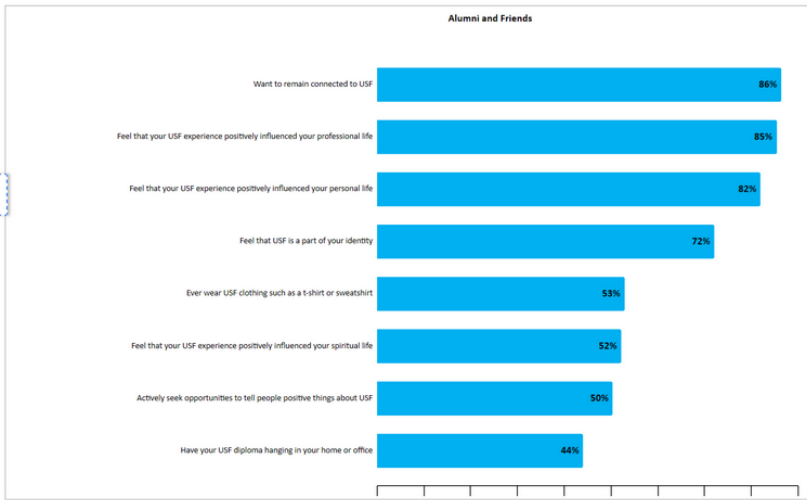
- **NCOA quarterly updates** of alumni addresses via vendor file capturing any changes in mailing address reported to the USPS National Change of Address which are then loaded into Affinaquest alumni database
- Daily reports from **vendor PBI (Obituary Data)** of any obituary mentioning a USF alum, used to code that alum as deceased and keep our alumni outreach and records clean and up to date
- **Alumni Update Us web page** dedicated webpage used by alumni to self-report any updates of address, phone, email, employment which are then captured in the alumni database
- **USFconnect** alumni email request page dedicated webpage used by alumni to request a USF email which requires email and requests phone, address and employment information which are then captured in the alumni database
- **LiveAlumni** vendor subscription provides us with employment information and LinkedIn address for any alumni that puts USF as their alma mater in LinkedIn. Used for one off searches and bulk uploads of Employer data.
- **Cvent** event registration tool used to collect event registration information and email which is then loaded into alumni database
- **GiveCampus** online giving tool which collects alumni donor information email, address, phone number which is then loaded into alumni database
- Integration from the **Banner** student database that regularly rolls students to alumni in the alumni database and updates their degree and major information as well as athletics participation.
- **Staff Reported Cases** within Affinaquest alumni database used internally by USF staff to report updates on email, phone, address, relationships and employment for alumni which are then captured in the database. 2500+ of such cases completed each year.
- **PeopleGrove/Network USF** – alumni facing tool that alumni can self-select to join that collects biographical and interest information. Phone numbers, emails, interests and non-USF education integrate with Affinaquest alumni database.
- **Accurint/Alumnifinder** vendor subscription provides us with address, phone, DOB, DOD, email information. Used for one off searching and has been used for lost alumni address appends in the past.
- **First Destination Survey** administered by Career Services that collects bio data and employment data from newly graduated alumni immediately post-graduation. This information is shared and loaded into the Affinaquest alumni database.
- **Experian** – vendor subscription email cleaning tool provides email verification, cleaning and standardization
- **EMMA** – email tool utilized by the university to manage bulk email communications and outreach to alumni, offers opt out and bounceback features which feed alumni communication preferences
- **Beaufort12** – recently acquired tool that is a connector between EMMA and Affinaquest alumni database to aid in tracking email outreach and will drive alumni communication preferences and updates

Item C: Results from Brand Awareness Survey

The survey resulted in over 300 pages of data from respondents. For the purpose of this issue response, the University of San Francisco has highlighted a few relevant findings from the survey, along with provided audience data points and response rates.

Connection with USF

The way Alumni feel connected to USF hasn't changed since the last two studies. They still want to remain connected, and feel their experience at USF positively influenced their professional and personal lives.

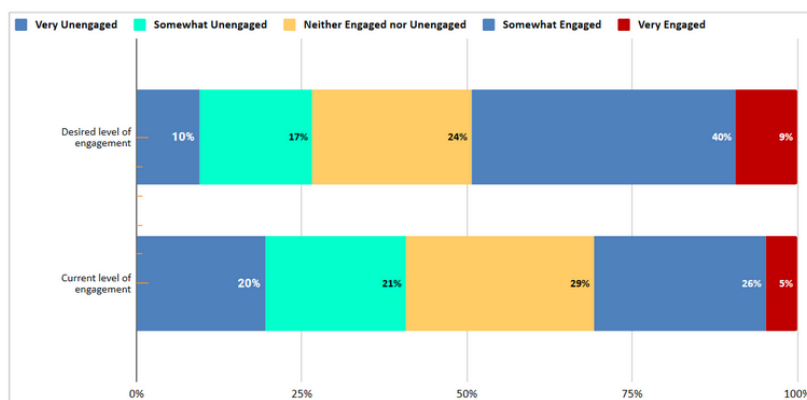


UNIVERSITY OF SAN FRANCISCO

- 86% want to remain connected with USF, and 72% feel USF is part of their identity.
- 85% feel their USF experience has positively influenced their professional life, and 82% feel it positively affected their personal life.
- The feeling that their USF experience positively influenced their spiritual life keeps growing in every study (from 46% in 2015 to 49% in 2018 to 52% in 2021).

Current and Desired Engagement

Almost one in three Alumni are currently engaged with USF (31%) which is up from the way Alumni felt in 2018 (26%).

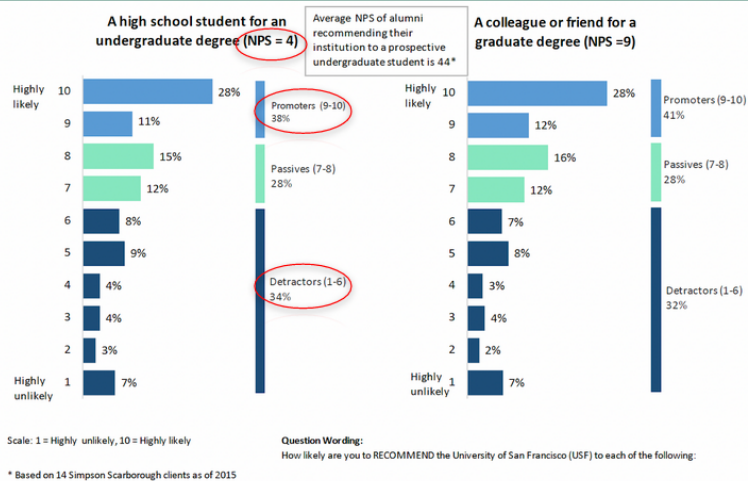


UNIVERSITY OF SAN FRANCISCO

- Current level of engagement improved slightly, while desired level of engagement remains constant in 2021:
 - 31% of Alumni feel they are either "very engaged" or "somewhat engaged," (26% in 2018 and 2015.)

Likelihood to Recommend USF

Alumni are more likely to recommend USF for a graduate degree than for an undergraduate degree.

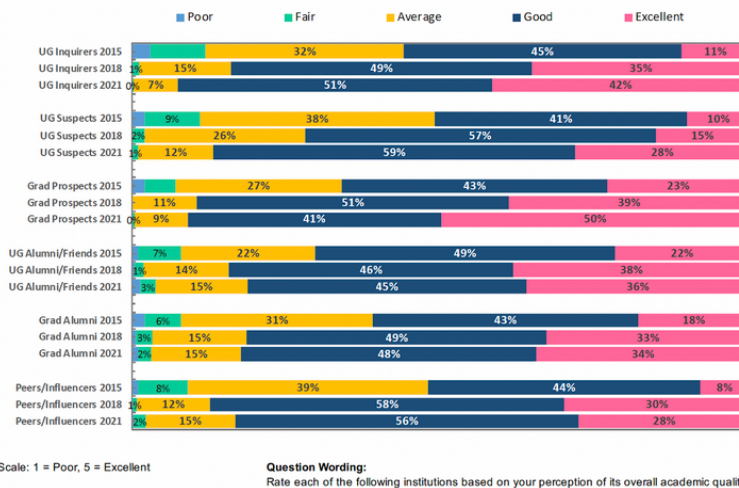


- Simpson Scarborough shared average NPS for undergraduate degree of 35 (*down from 44 in 2015)
- Average NPS score to recommend grad student = 6
- About one third of our alumni are considered "detractors" in being likely to recommend USF

USF Brand Awareness Study 2021

Academic Quality - USF 2015 vs USF 2018 vs 2021

Perception of USF academic quality as 'good' and 'excellent' grew stronger for UG Inquirers and UG Suspects in 2021. While it remains at the same level for the rest of the audiences, all of them consider USF academic quality either 'excellent' or 'good.'



- Overall, our alumni and friends consider USF's academic quality either excellent or good.
- For UG Inquirers, UG Suspects, Grad Prospects and Grad Alumni, the perception of USF quality has increased since 2015
- If it is not the academic quality that results in the detractor scores, what is it? A lack of value? A perception of not being as well known as other regional schools?

USF's Greatest Strengths

In 2021, USF's Alumni and Friends ranked location, diversity and academics as their top three strengths for USF. In 2018, social justice ranked third, before academics.

Alumni and Friends



Question Wording:
What ONE word/short phrase BEST describes the GREATEST STRENGTH of the University of San Francisco (USF)? (open-end)

- 'Social Justice' 4th most important for Alumni/Friends
- 'Jesuit' 6th most important

Data Collection Details

The following tables summarize Sample Size Populations and Responses in Brand Awareness Studies 2021, 2018 and 2015.

2021	UG Inquirers	UG Suspects	Grad Prospects	Alumni & Friends	HS Counselors	Peer Faculty	Peer Admin	Business Leaders	TOTAL
Sample	47,193	306,941	48,392	73,411	15,647	24,917	17,240	1,684	535,425
Responses	1,834	1,593	1,582	2,243	541	1,406	611	30	9,840
Response Rate	3.9%	0.5%	3.3%	3.1%	3.5%	5.6%	3.5%	1.8%	1.8%

2018	UG Inquirers	UG Suspects	Grad Prospects	Alumni & Friends	HS Counselors	Peer Faculty	Peer Admin	Business Leaders	TOTAL
Sample	68,359	49,136	2,455	64,519	6,551	10,439	11,416	1,392	214,267
Responses	2,436	1,111	134	3,587	382	89	367	32	8,138
Response Rate	3.6%	2.3%	5.5%	5.6%	5.8%	0.9%	3.2%	2.3%	3.8%

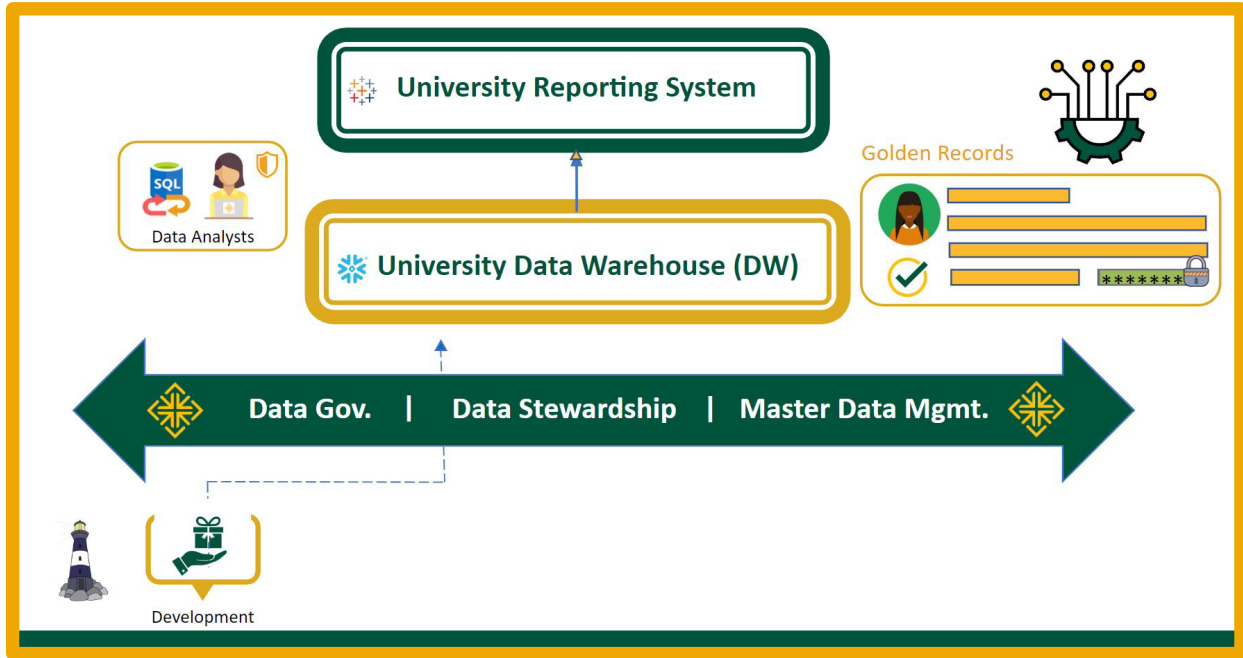
2015	UG Inquirers	UG Suspects	Grad Prospects	Alumni & Friends	HS Counselors	Peer Faculty	Peer Admin	Business Leaders	TOTAL
Sample	8,963	47,162	4,420	25,130	4,354	9,000	11,307	5,000	115,336
Responses	210	1,741	200	1,639		1,147			4,937
Response Rate	2.3%	3.7%	4.5%	6.5%		3.9%			4.3%

Responses for HS Counselors, Faculty, Administrators, and Business Leaders were reported together by SS in 2015

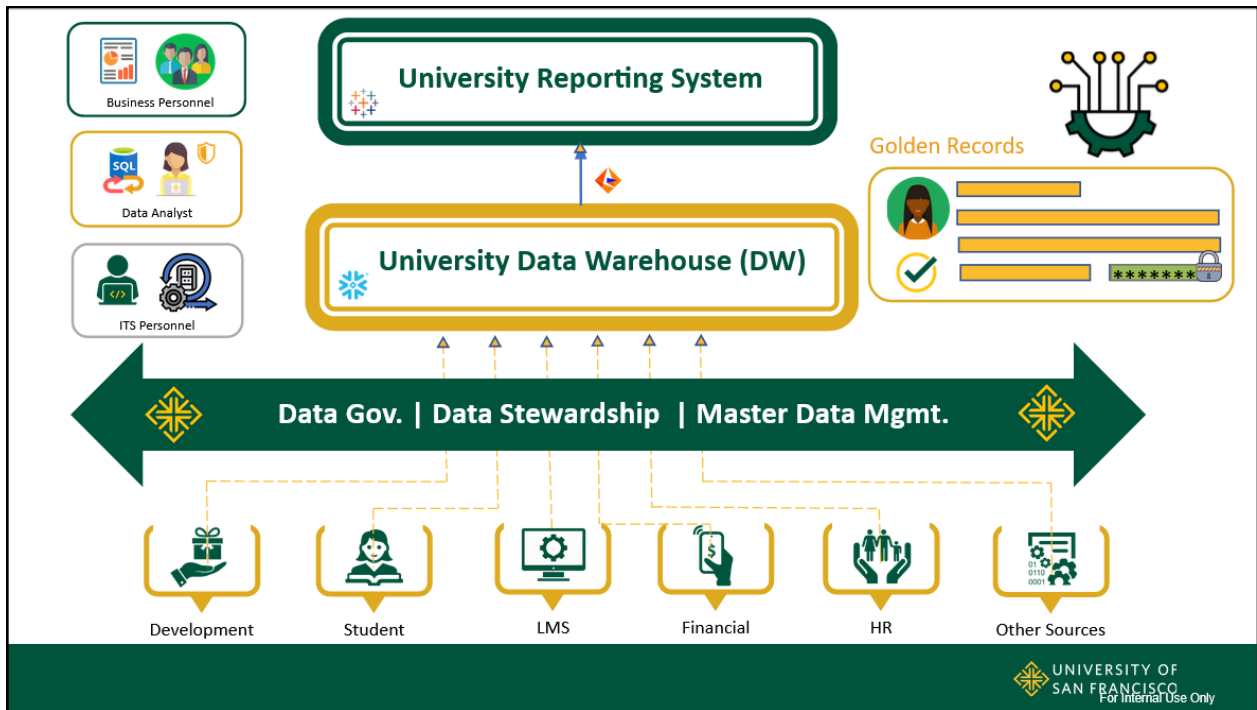
- Alumni response rates to survey decreased significantly between 2015 and 2021. Consistent with other survey trends in Development
- Population surveyed increased significantly between 2015 and 2018, then was relatively steady in 2021

Item E: Current and Future State Illustration for Alumni Data in Data Warehouse

Current State



Future State



Item F: Summary and Time for Spring 2023 Data Append and Survey

The University of San Francisco is currently contracted with Grenzebach Glier and Associates (GG+A) to collect alumni data and perform an alumni survey. The Alumni data append will focus on collecting accurate email data from the living alumni for which the university does not have an active account. The data append began in February 2023 and will conclude in March 2023 when GG&A will provide the institution with the results.

Due to the institution's email provider EMMA, and their strict data governance rules due, in large part, to their being based out of the UK which has stricter data privacy laws than the United States, the institution will be required to provide an opt-in feature in order to communicate with their alumni once the data is recovered. According to strategy partner GG+A, an average response rate of 10-13% is expected based on performance at other institutions.

The alumni survey will launch in April 2023 and will go to all living alumni with a contactable email address. The survey will focus on several main themes:

- Updated contact information, including employment and mailing address
- Affinity to the university
- Current engagement with the institution
- The impact of a USF education
- Areas of opportunity for future engagement
- Philanthropic Interest and Intent
- Stewardship and Recognition
- Communication Preferences

The survey will be distributed by GG&A through Qualtrics and will not be anonymous as to allow proper tracking, coding, and follow-up. Once the survey is completed, GG&A will provide raw data as well as an analysis report at the conclusion of the survey, GG&A is contracted to provide strategic council and to advise in strategic planning based on the results.

Timeline for Data Append and Survey Deployment:

February 13, 2023	GG+A begins data appends services
March 13, 2023	GG+A completes Data Appends services
April 11, 2023	GG+A launches alumni survey
April 26, 2023	GG+A closes alumni survey
May 15, 2023	GG+A delivers alumni survey results
May-June 2023	GG+A provides strategic counsel