



# Developing Students into Active Alumni

---

A Success Story

cvent

# Today's Speakers



**Susan Summerlin Nye**

Industry Marketing,  
Higher Education

**cvent**



**C. Hawkins**

Director, Student  
Engagement + Philanthropy

**N** Northeastern  
University

## Poll 1

Which of the following best describes your event role?

- Event or engagement visionary
- Event organizer

## Poll 2

Which best describes your institution?

- Large, private (>10K FTE)
- Large, public (>10K FTE)
- Small to medium, private (<10K FTE)
- Small to medium, public (<10K FTE)

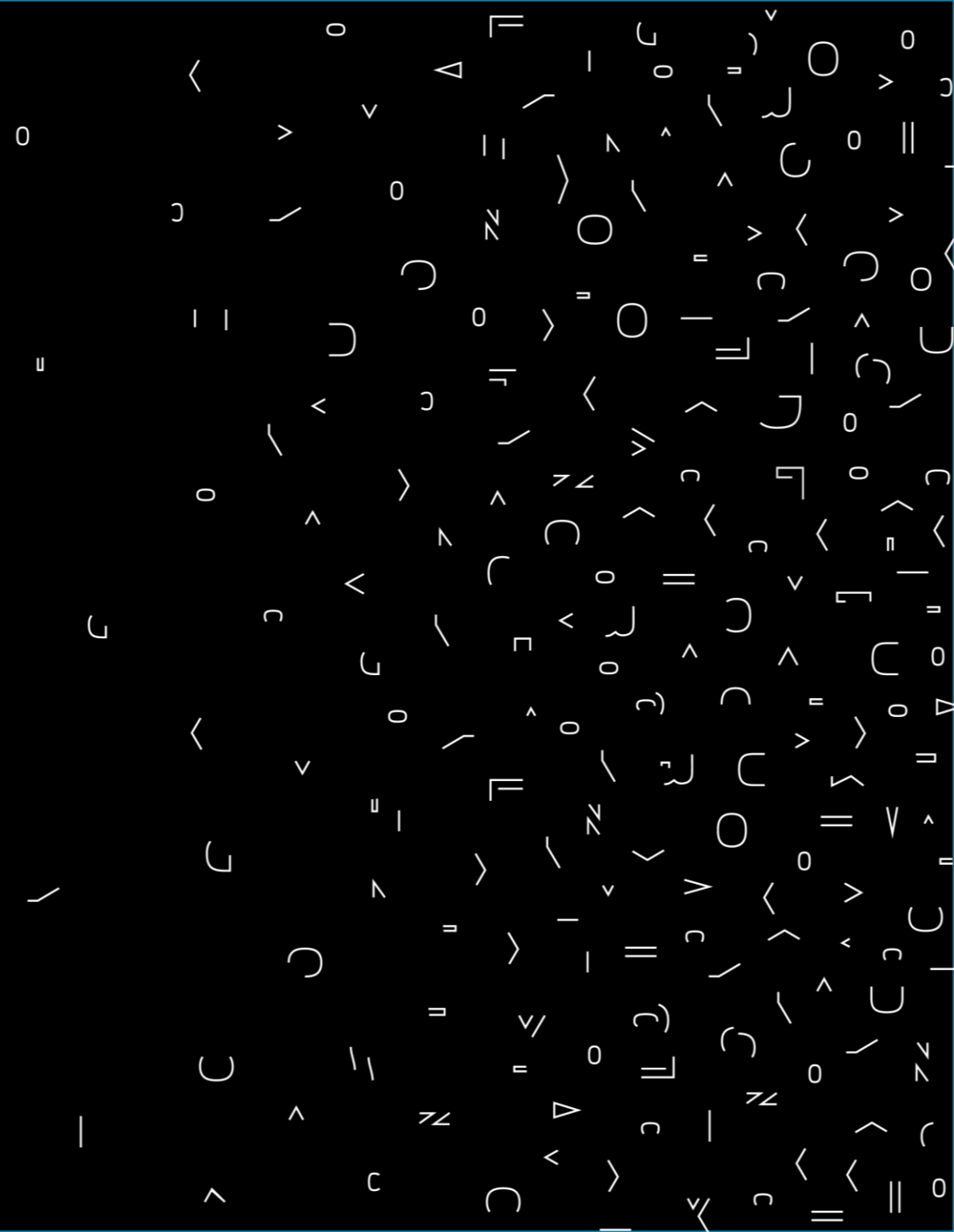
# AGENDA

- Introduction to Northeastern
- The Principles Behind the Work
- Bringing 100+ Experiences to Life
- Results and Impact

# NORTHEASTERN UNIVERSITY

EXPERIENCE

Powered by Northeastern



DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# NORTHEASTERN UNIVERSITY

**30,000 FTE**  
**14 CAMPUSES WORLDWIDE**



96,631 undergraduate applications  
for fall 2023, and **5.6% acceptance rate**

300,000+ alumni live and work in  
**186 COUNTRIES**



## ALUMNI COMMUNITIES

50 Northeastern communities on  
**5 continents:** Africa, Asia, Europe,  
North and South America

10,700+ participants from **58 countries** engaged in **382 programs and events**

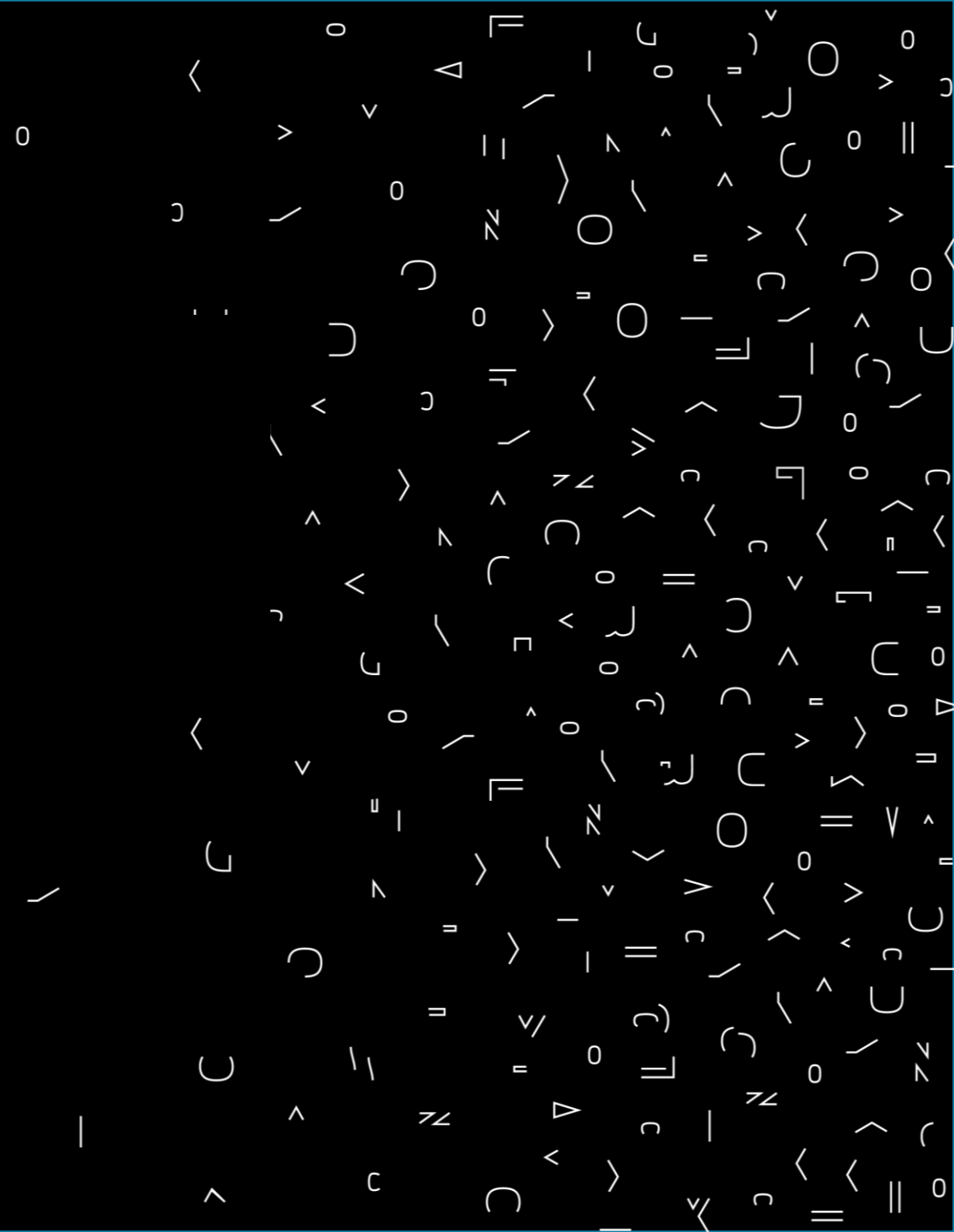
**IN 2020-2023,**  
**RAISED \$120M**  
in gifts and pledges from  
**26,593 individual donors**  
from 72 countries

**EXPERIENCE**  
Powered by Northeastern

WHY

EXPERIENCE

Powered by Northeastern





# STUDENTS FOR A FEW YEARS ALUMNI FOREVER

The quality of the student experience directly impacts the extent of alumni involvement.



**80%**

Participating in an engagement experience as a student increases the probability of an alumnus being actively involved, engaged, and philanthropic by 80%.

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# GUIDING PRINCIPLES

- Practice and advance alumni and student engagement through innovation and collaboration.
- Educate students on the importance of philanthropy and the impact of the students before them.
- Establish a philanthropic relationship between current students and Northeastern.
- Create meaningful relationships between current students and alumni.
- Foster an alliance between our students and the Advancement division.
- Uphold the integrity and traditions of the university.

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# WHAT IS SUCCESS

## Tangible

- Net Promoter Score
  - Donors number
  - Engagement number
- Number of experiences

## Intangible

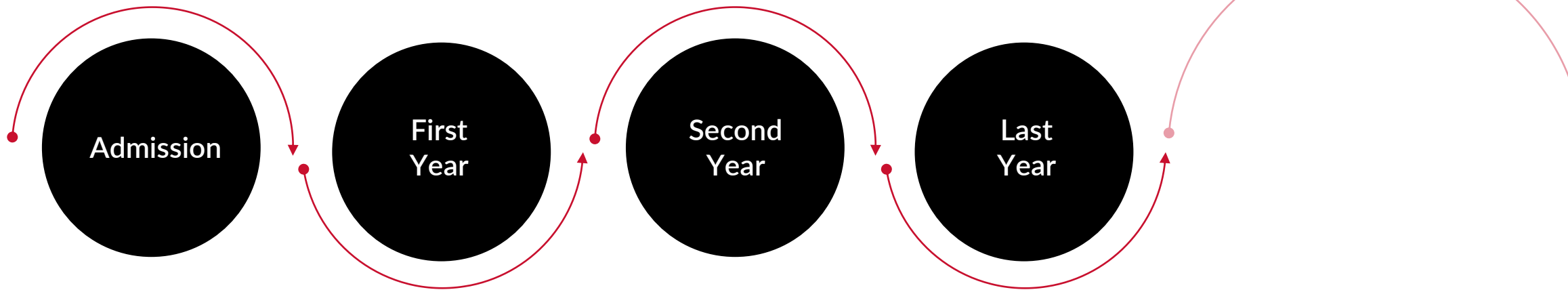
- Happy, smiling people



DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# ENGAGEMENT CONTINUUM

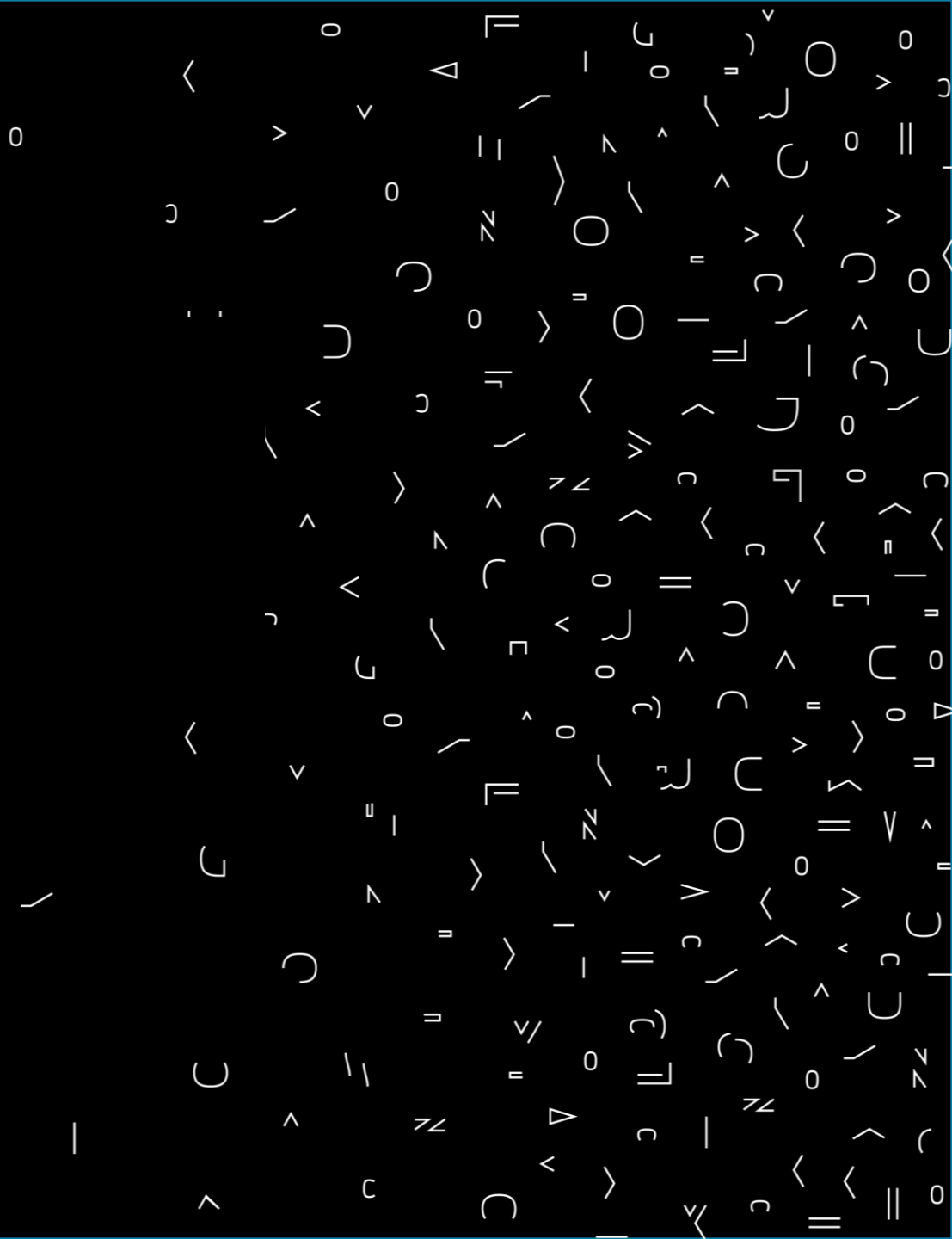
Students have different needs based on their place in the student life cycle.



# ENGAGEMENT EXPERIENCES

EXPERIENCE

Powered by Northeastern



DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# EXPERIENCES

More than 100 engagement experiences yearly.

Opportunities to bond, socialize, learn, and form personal connections with members of the Northeastern community with a strong concentration on alumni networks.

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# CLASS OF 2020 CELEBRATION WEEKEND

Responding to students' and alumni's needs with agile, flexible strategies. Combined two major events – Commencement and Homecoming

- 2020 Commencement Ceremony during November 2021 Homecoming Weekend
- Cross the stage moment
- 2,500+ graduates returned





DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# THANKSGIVING WITH PRESIDENT AOUN

Discovering exceptional and unique opportunities to interact with students

- Thanksgiving Day
- Students studying at the London campus
- 350+ students



DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# SENIOR WEEK 2023

Making sure students love us before they leave us

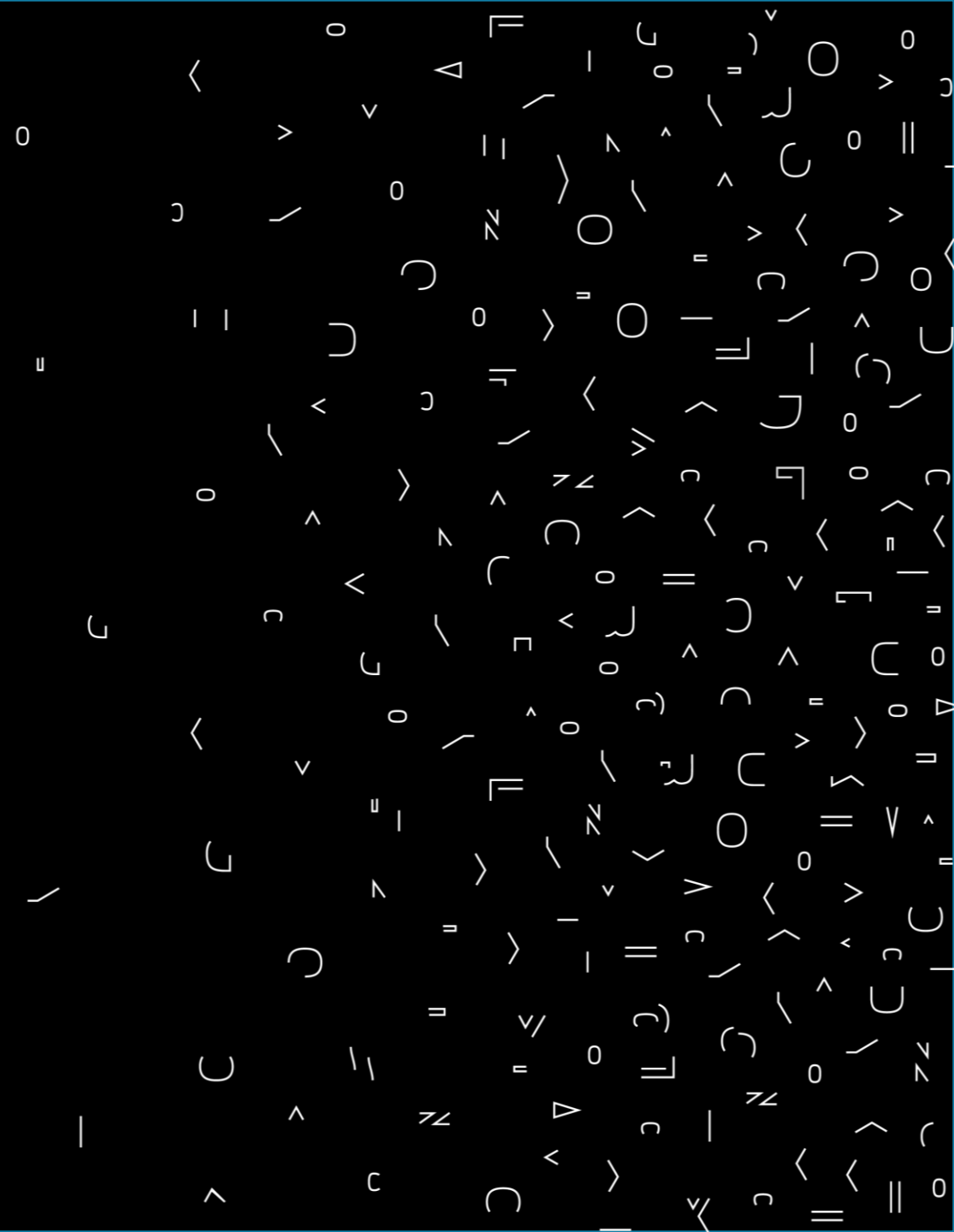
- The grand finale at the end of April and beginning of May
- Annual celebration of the senior class
- 2,000+ graduates
- 12 events, 7 days



# HOW WE MAKE MAGIC

EXPERIENCE

Powered by Northeastern



DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# 5 EXPERIENCE ENGAGEMENT MUST-HAVES



Meet students  
where they are



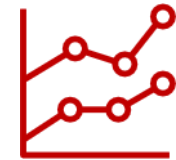
Drive efficiency  
with data  
integration



Amplify reach  
& impact with  
innovation



Increase giving  
with donations  
at registration



Determine the  
right mix of in-  
person, virtual,  
and on-demand

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# EXPERIENCE ENGAGEMENT

## Personalized Marketing

- Emails
- Postcards
- Social media

## Robust Registration

- Event websites
- Session selection
- Payment collection
- Donation collection
- Event ticketing

## Pre-Event

- Agenda builder
- Calendar sync
- Emails
- Attendee chat
- Personalize Event
- Attendee app profile

## During Event

- Onsite check-in
- Badge printing
- Personalized Agenda
- In-Person & Online Networking
- Discussion Rooms
- Event resources like maps, parking, etc.

## Post-Event

- Feedback Surveys
- Reports
- Dashboards
- Portal
- On-demand content
- Attendee networking

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# EXPERIENCE ENGAGEMENT

## Personalized Marketing

- Emails
- Postcards
- Social media

## Robust registration

- Event websites
- Session selection
- Payment collection
- Donation collection
- Event ticketing

## Pre-event

- Agenda builder
- Calendar sync
- Emails
- Attendee chat
- Personalize Event
- Attendee app profile

## During Event

- Onsite check-in
- Badge printing
- Personalized Agenda
- In-Person & Online Networking
- Discussion Rooms
- Event resources like maps, parking, etc.

## Post-Event

- Feedback Surveys
- Reports
- Dashboards
- Portal
- On-demand content
- Attendee networking

Cvent powers items in red.

## DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# CLASS OF 2020 CELEBRATION WEEKEND

### Challenge

- Combining two major events
- Validating availability to participate for 3,000+
- Managing capacity restrictions

### Solution via Cvent

- Singular central platform for website, registration, payment, communication
- Cvent's onsite team to check in attendees
- Banner > Salesforce <> Cvent

### Impact

- Impressive, efficient experience
- Automation and centralization improved team efficiency

### Proof

- 42% response to survey
- Received 1,000+ unsolicited glowing emails raving about the experience



Class of 2020 Commencement Celebration Weekend

**ExampleContactFirstName**  
**ExampleContactLastName**

GRADUATE

Confirmation Number: ExampleContactConfirmationNumber

Above is your e-ticket to access the events you are registered for during the **Class of 2020 Commencement Celebration Weekend** (see below for list). To enter, we will scan your QR code. (no need to print, we can scan from your mobile device). You and each of your guests will have separate QR codes. You were required to provide an email for each guest during registration.

- If you used your email for each guest, **you** will receive an email with a QR code for each of your guests (*if you have two guests, you will receive two emails, and the guest name will be in each subject line*)
- If you provided your guests' personal email, each will receive an email with their QR code.
- QR codes are unique to each individual and is a valid, legitimate ticket. Keep it safe like any other ticket. Only the first scan of each QR code at each event will be permitted to enter, so do not share or make a photocopy or print multiple copies of the tickets.

*Quick Access Tip: Take a screen shot of your QR code and store in your photos/gallery on your mobile device.*

## E-TICKET TO WEEKEND

## DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# THANKSGIVING WITH PRESIDENT AOUN

### Challenge

- Check-in and badge printing for 300+ had to be fast,
- Ensure the invite goes to the right people, only students studying at London campus

### Solution via Cvent

- Singular central platform for website, registration, payment, communication
- Check in with badge

### Impact

- When students were away from their family, their Northeastern family was there
- Leverage year-over-year trends to predict attendee attendance



**N**

CELEBRATE  
THANKSGIVING  
WITH PRESIDENT AOUN

November 23, 2023  
6:30 PM-10:00 PM GMT

Plaisters' Hall  
One London Wall  
London, LND EC2Y 5JU

**Registration**

You must use your Northeastern or NU London email address to register.  
northeastern.edu, students.nulondon.ac.uk, or nulondon.ac.uk

\* First Name

\* Last Name

\* Northeastern/NU London Email Address

\* Confirm Email Address

\* Mobile

REGISTRATION PAGE



## DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# SENIOR WEEK 2023

### Challenge

- One event with 12 sub events in 7 days
- Managing capacity restrictions
- Managing fluctuating registrations lists several locations

### Solution via Cvent

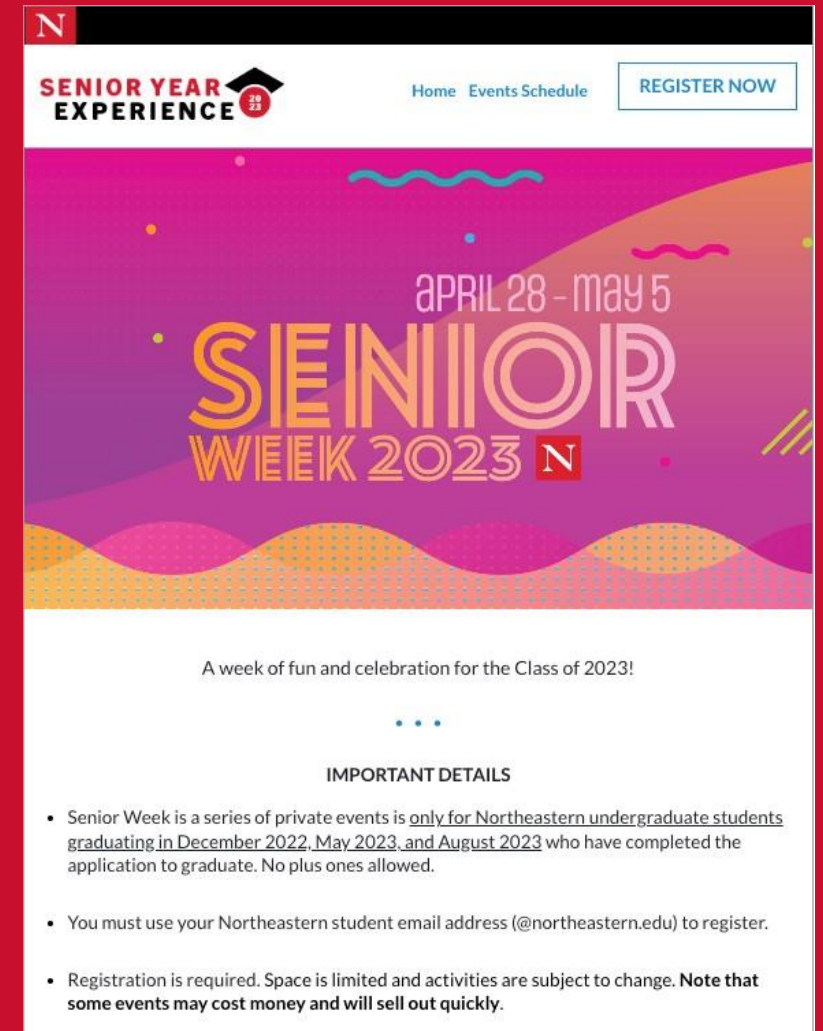
- Singular central platform for website, registration, payment, communication
- Room diagramming
- Banner > Salesforce <> Cvent

### Impact

- Impressive, efficient experience
- Automation and centralization improved team efficiency

### Proof

- 20% increase in check in times



EVENT WEBSITE

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# EVENT INSIGHTS THAT DRIVE EFFECTIVE ACTION

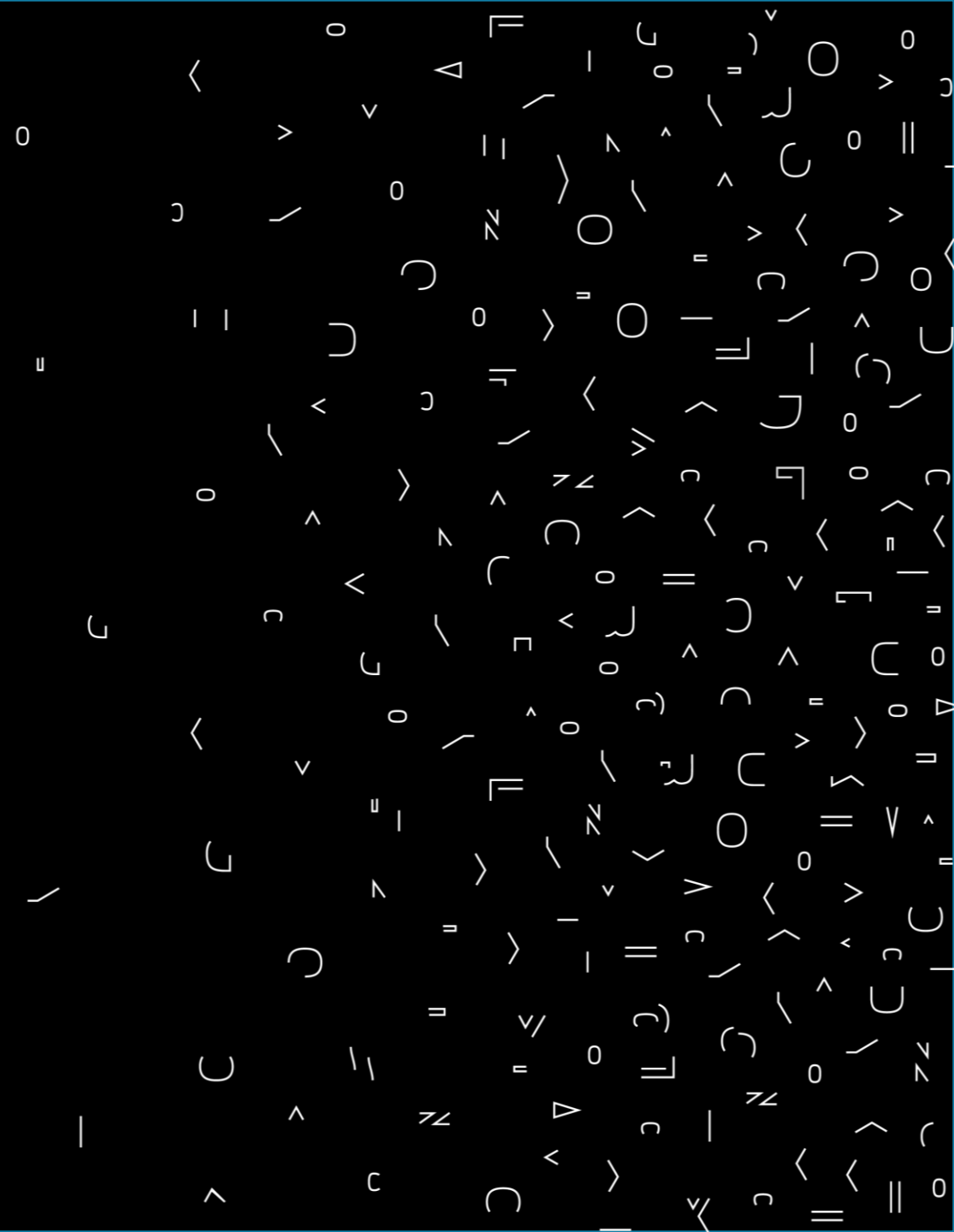
Looking at holistic engagement data to inform

- ROI
- Strategy
- Attendance Patterns
- Engagement vs Philanthropy
- Prospect Development
- Shape Experience

# THE IMPACT

EXPERIENCE

Powered by Northeastern



# New Student and Parent Orientation

# 81

Presentations  
(FY21-FY23)



Husky 101 Orientation  
Online Curriculum  
Module

Video Greeting



# Senior Year Experience

# 2,463

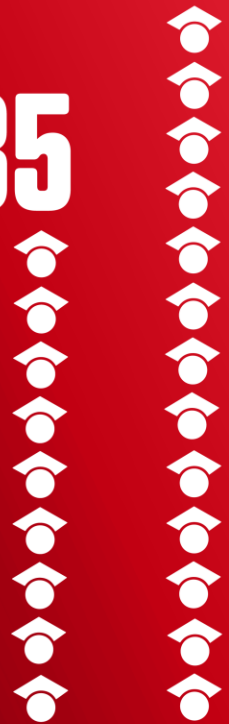
# 2,385

# 374

FY21  
Senior Donors

FY22  
Senior Donors

FY23  
Senior Donors



# HUSKY STARTER

CROWDFUNDING AT NORTHEASTERN

# 800,000

dollars raised

# 725

projects

# 500+

student orgs

Crowdfunding  
(FY21-FY23)

# Giving Day

# 2,420

student donors



FY23

# 1,372

student donors



FY22

# 515

student donors



FY21

**7,068**

STUDENT DONORS FY23

**602**

STUDENT DONORS FY21

**2,829**

STUDENT DONORS FY22

DEVELOPING STUDENTS INTO ACTIVE ALUMNI

# TAKEAWAYS

Know Where You're Going.

Forge Strong Cross-institutional Partnerships.

Start Early. Stay Consistent.

When in doubt...Have fun!

EXPERIENCE

Powered by Northeastern

# Thank You!

---

## **C. Hawkins**

Director, Student Engagement +  
Philanthropy, University Advancement  
Northeastern University

[c.hawkins@northeastern.edu](mailto:c.hawkins@northeastern.edu)

## **Susan Summerlin Nye**

Education Solutions Marketing  
Cvent

[snye@cvent.com](mailto:snye@cvent.com)

**cvent**