Connect, Engage and Accelerate Giving
WITH EVENT TECHNOLOGY AT DUKE UNIVERSITY

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Presenter Information

Kim Garcia
- Senior Director of Development Special Events
- 20 years with Duke
- Focus Area: Insights into the evolution of event technology within University Development to support the entire event lifecycle.

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- 5 years with Duke
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Duke University Overview
About Duke University

Located in Durham, North Carolina

Established in 1924 by James Buchanan Duke

#8 National Ranking

15,892 students

6,994 undergraduate (52% women)

8,898 graduate and professional students

49 States

50 Countries

3,774 Faculty

39,525 Employees

167,848 Active Alumni

$8.5b Endowment
Roles and Functions

**DEVELOPMENT**

Development Special Events:
- Large Fundraising Events (dinners, cocktail parties)
- Stewardship Events (donor recognition)
- Multi-Year Campaigns (Duke Forward)

**ALUMNI ASSOCIATION**

Operations Team:
- Engaging more than 20,000 Duke alumni each year
- Working with alumni and regional directors in bringing events to life
- Marketing events
- Managing, expanding and enhancing the Duke Alumni Network

**COLLABORATIVE INITIATIVES**
- Multi-year campaigns
- International
- Current President Events
- Women’s Impact Network and Women’s Forum
- Young Alumni Development Council
Duke University: Alumni

- 75,110 have a undergraduate degree
- 159,437 Alumni Globally (162 countries)
- 18,991 have a Duke graduate degree
- 56,986 have a Duke professional degree
- 10,000 come back to Duke for on campus events
- 20,000 participate in regional programs around the world each year
Duke University: Development

$3.85 BILLION RAISED OVER SEVEN YEARS
(exceeding goal of $3.25 billion)

2010 – 2017
Largest fundraising campaign in Duke University history

Record giving by more than 315,000 DONORS AND FOUNDATIONS

BENEFICIARIES:
all 10 Duke’s graduate and undergraduate schools
Duke Athletics
Duke Libraries
Duke Health
University-wide initiatives and programs
Physical campus transformation
Funded financial aid, faculty development, research and patient care and hands-on learning opportunities for students
Focus on Event Technology
Event Technology Across the Institution

- Increase the reach, impact and ROI of your events across the student lifecycle with integrated outreach, engagement and reporting tools.

- Introduce efficiency and scale with an enterprise event technology platform that combines seamless event management with sophisticated data and insights.

Duke
History of Event Technology at Duke University

**Early 2000s**
- University Development
- Board Meetings
- Business and Law Schools
- Joint International Events across
- Trinity College
- Board Meetings

**2010**
- Alumni Association
- Regional Events

**2016**
- Information Technology
- Access for all Alumni and Development Offices Across Duke
- University Development
- Fundraising Events
- Alumni Association
- Duke Alumni Network

**2019+**
- Alumni Association and University Development
- Data-Driven Event Engagement Strategies Across Alumni and Development
Event Technology Infrastructure

- Duke alumni view and update information in the Alumni Network
- Alumni Network updates their alumni record in the Duke Alumni and Development Database (DADD)
- Staff directly update alumni records
- DADD is based on SAP Customer Relationship Management (CRM)
- DADD pushes to Cvent:
  - regional group
  - membership changes
  - email address changes

- DADD populates the Network with their alumni record data
- Cvent pushes to DADD:
  - event registration and participation
  - flags hard bounce email addresses

- Longer-term: Cvent will push registration links for events directly to the Network (currently manually updated)
Event Technology & Alumni Engagement
Alumni Association Overview

Core Initiatives/Priorities

• Bring faculty to regions
• Volunteer-driven events around Duke Alums Engagement
• Arts and Culture events
• Regional Alumni Engagement

Event Program Challenges

80% of traffic going into the Duke Alumni Network were people looking for events – and a central list for events

Wanted an alumni network housed inside of Duke to allow students to connect to alumni, to each other and organically
Event Technology for Alumni Engagement

<table>
<thead>
<tr>
<th>Branded Event Websites</th>
<th>Onsite Solutions</th>
<th>Attendee Engagement Tools</th>
<th>Integration with Core Systems</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Branded Event Websites" /></td>
<td><img src="image2.png" alt="Onsite Solutions" /></td>
<td><img src="image3.png" alt="Attendee Engagement Tools" /></td>
<td><img src="image4.png" alt="Integration with Core Systems" /></td>
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Event Technology for Regional Events

Duke DC

Duke Philadelphia

Duke Northern California

Evening with the Philadelphia Orchestra and Concertmaster David Kim

Join us for an intimate evening with the Philadelphia Orchestra. This evening kicks off with a private reception hosted by Concertmaster David Kim. A longtime friend of Duke, David Kim has been an avid supporter of the arts and shares his story with our guests prior to the orchestra’s performance.

The evening will feature the acclaimed violinist and Grammy Award-winning Los Angeles Guitar Ensemble.

The Program: 
1. Suite Espafiola
2. Concierto Andaluz
3. Concertino for Four Guitar and Orchestra
How It Works: Regionally Hosted Events

**BENEFITS:**

- **Integration with Duke Alumni Association and Development Database (DADD)**
- **Efficiency:** time savings with the automation of manual processes
- **Scale:** ability to support 600+ events with lean staff
- **Data & Reporting:** visibility into registrations, declines and reach and impact of events

**STEP 1**
Regional Alumni Board Member requests event in region and works with Regional Director

**STEP 2**
Regional Director sends Meeting Request Form to Alumni Association

**STEP 3**
Alumni Association creates event and list and email Alumni Association and Requestor reviews, edits and approves launch

**STEP 4**
# Then & Now: Regional Events Evolution

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<thead>
<tr>
<th><strong>BEFORE</strong></th>
<th><strong>AFTER</strong></th>
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<tbody>
<tr>
<td>Receive request (6 weeks out) – via Qualtrics</td>
<td>Event Begins API list feed</td>
</tr>
<tr>
<td>Event Creation</td>
<td>Automated</td>
</tr>
<tr>
<td>Email Creation</td>
<td>Automated</td>
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<tr>
<td>Email Deployment</td>
<td>Automated</td>
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<tr>
<td>Invite Reminder Emails</td>
<td>Automated</td>
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<tr>
<td>Event Reminder Emails</td>
<td>Automated</td>
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<tr>
<td>Reporting</td>
<td>Automated, Advanced</td>
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<tr>
<td>Onsite</td>
<td>Automated, Simplified</td>
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</tbody>
</table>

Manual: Requires human intervention
- Manually pull list
- Manual
- Manual, Basic
- Manual finding and distribution of badges

Automated: Performs task automatically
- Automated
- Automated, Advanced
- Automated, Simplified
Duke Alumni Network Spotlight
Event Technology & University Development
Core Initiatives/Priorities:
• 140 events a year
• 25 large fundraising events
• Management of logistics for 6 development boards
• Manages a staff of 6

Event Program Challenges:
• Overreliance on manual processes for outreach, registration and onsite management for all types of events.
• Unpredictability in staffing needs for onsite events

Pre-Cvent
• Registration emailed and faxed back
• Data entry in Excel
• Leaving room for human error

Now 95% of people can get the invite from Cvent and do the data entry themselves.
Event Technology for Development

- **Branded Event Websites**
- **Onsite Solutions**
- **Integration with Core Systems**

**Duke**
Event Technology for Development Events
How It Works: Large Fundraising Event

**EXAMPLE:**
Roadshow Event for Duke Forward Campaign in NY

1100 registrants

Team worried about ability to staff event of this magnitude, with high stakes attached to their fundraising goal.

Manual processes required the running of 1100 nametags, printing them out, putting them in badges, etc.

Technology removed the burden of onsite logistics so team was able to focus on strategic attendee engagement.

**Integration with Duke Alumni Association and Development Database (DADD)**

**BENEFITS:**

- **Efficiency:** time savings with the automation of manual processes
- **Data & Reporting:** visibility into data and results instantly
- **Engagement Score:** provide engagement score based on participation in events
Vision for the Future
Vision for the Future: Data Driven Approach

Data Driven Alumni & Development Operations

- **Targeted Marketing:** Data gathered in Duke Alumni Network will inform Alumni and Fundraising initiatives for targeted marketing around events and their interests.

- **Solicitations:** Cross-reference interest areas and engagement levels of Alumni based on their activity with Alumni and Development programs and use to inform ratings.
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