The 2015 CASE Asia-Pacific
Alumni Relations Survey Report

Prepared by

Judith A. Kroll

Senior Director of Research

Philip Bakerman

Research Analyst

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For information, visit *www.case.org* or call +1-202-328-2273.

INTRODUCTION

CASE launched the volunteer-led Asia-Pacific Alumni Relations Survey in 2014 to provide a resource for alumni relations professionals to benchmark performance internally and against fellow institutions of higher education. That was the first survey CASE has done on alumni relations programmes in Asia-Pacific. The survey was done in the CASE Benchmarking Toolkit—a web-based custom-developed survey system. The 2015 survey builds on that inaugural work.

Benchmarking can give survey respondents:

- a comprehensive view of their organization's current health by compiling performance data and other metrics, and

- reliable statistics and key information to assist them in their planning, decision making and forecasting.

The ability to benchmark by institution name, by mission group and by survey question answer is only available to those institutions that completed the survey.

Thirty-six institutions from five countries completed the online survey.

The survey was open from 2 August through 28 September, 2015. Respondents were asked to provide data concurrent to the date they completed the survey. Some data collected were for the previous calendar year.

The data are presented in two large tables: one which presents the data for the multiple choice questions (table A) and one that presents the data for the number, year, full-time equivalent and currency questions (table B). There are also four smaller tables.

Statistics are provided for:

- the group as a whole

- by office type:
  o front-facing office—with a place to meet/engage alumni visitors
  o backend/part of another office—where a few desks are occupied by alumni relations staff

- by sub-regions:
  o Australia and New Zealand
  o Other Asia-Pacific countries (Hong Kong, Pakistan and Singapore)

Tables

EXECUTIVE SUMMARY

The 2015 CASE Asia-Pacific Alumni Relations Survey (APARS) is the second version of the survey measuring the operations of alumni relations programmes at institutions of higher education in the Asia-Pacific region. The 36 responding institutions represented five countries in the region: Australia (29), Hong Kong (two), New Zealand (two), Singapore (two) and Pakistan. The median enrollment of all responding institutions was 32,500 (9,000 outside of Australia and New Zealand), and the median operating budget allocated to alumni relations was A$209,813 (A$53,965 outside of Australia and New Zealand). These numbers were slightly higher than those reported in the 2014 inaugural APARS.

The survey includes four sections on common alumni relations activities: database, programmes, staff/budget and member benefits. A key figure from the database section is the percentage of living and contactable alumni. Among all respondents a median of 84 percent of all living alumni were contactable, either by post, phone or email. And among all contactable alumni, a median of 90 percent were contactable by post and a median of 77 percent were contactable by phone; 59 percent were contactable by e-mail.

All respondents reported offering a dedicated website for alumni relations and a mix of member benefits and services. Almost all respondents (35 out of 36) offered volunteer opportunities, hosted events and issued an e-newsletter. In addition to the budget figures found above, the median staff size among all respondents was 4.7 full-time equivalents (FTEs) who worked inside the alumni relations office. Most staff time was spent on relationship management (a median of 1.2 FTEs).

Finally, library access and online social networks were the most prevalently reported member benefits (each offered by 97 percent of all respondents) and 94 percent of respondents reported offering institution sports centre discounts. These were also the top three member benefits in 2014.

The Asia-Pacific Alumni Relations Survey has 78 questions in eight sections:

- About your membership body (10)
- About your database (12)
- About your programmes (13)
- About your staff/budget (9)
- About your member benefit offers (16)
- About your events (5)
- About your volunteer programme (9)
- About your fundraising programme (4)

Following are key findings from each of the eight sections.

About your membership body

- All of the 36 respondents' alumni membership bodies serve constituencies that are general/mixed as to subject areas.
- In the previous calendar year, the respondents collectively had 1,102,261 students at their institutions, with a median of 32,500 and an average of 31,493.
- All but one of the 36 respondents automatically include their alumni in their membership body, i.e., membership is non-paid and alumni need to opt-out.
- For 61 percent of the survey participants, their alumni membership group is the *only* group that has ever existed at their institution. Among 17 percent of the respondents, there are other active alumni groups, and for about one-fifth, there were other alumni membership groups in the past.
- Location
    - Nearly 81 percent (29) of the 36 respondents are located in Australia.
    - Two respondents are from New Zealand.
    - Among the remaining five respondents: two are from Hong Kong, two are in Singapore and one is in Pakistan.
- One-third of the responding alumni relations officers report to the head of advancement, where the alumni relations and fundraising functions each have a director. One in six respondents report to the head of development/fundraising. Nearly one-seventh of AR offices report directly to the institution's second in command (the deputy vice-chancellor or vice president).
- Respondents were asked to indicate the stage of maturity reached by their alumni initiative: 58 percent specified intermediate, 22 percent choose mature and the remaining 19 percent selected start-up. All of the mature operations are located in Australia. "Start-up" programmes are usually considered to be in the first year or two of operations, and still at the ground-level stage of building staff and services. "Intermediate" programmes are those (usually between two- and ten-years-old) that are now gaining recognition, but

still growing staff and services and experimenting with directions. "Mature" operations are those that have been up and running for several years with a portfolio of repeated events and services albeit still striving for further improvement and efficiencies in line with good business practices. Respondents were asked to make their choice with a holistic view of their alumni programme, and not just on the basis of the longest-offered individual service.

- More than half (56 percent) of the AR respondents stipulated that their office is part of another office/backend office. The remaining 44 percent are situated in a front-facing office with a place to meet/engage alumni visitors.

About your database

- The 36 respondents use a number of database software programs for tracking alumni and the ways they interact with their alma mater (event attendance, volunteering, giving, etc.). Raiser's Edge with Net Community is used by 36 percent of the 36 and Raiser's Edge without Net Community is used by 19 percent. Collectively, six other programs were named by 14 of the respondents.
- For half of the survey participants, the advancement services team is primarily responsible for servicing and providing technical support for the database. For 28 percent of the respondents, this responsibility rests with the institutional information technology team. The AR team takes on this charge at 11 percent of the institutions.
- One-quarter of the respondents make their database available to their faculties and the philanthropy office and 14 percent make it available institution wide. Five of the 36 do not make their database available to any area outside of alumni relations.
- Three out of four respondents (27 of 36) do not have the annual fees (development and licensing) associated with their database/and or website included in their AR budget. Among the 23 respondents that named the department that paid these fees, 52 percent specified information technology.
- Table B presents selected statistics (median, mean, minimum, maximum and sum) for six database elements, as a number
    - number of living alumni
    - number of living alumni contactable by at least one of post or email or phone
    - number of alumni with any type of valid phone number
    - number of alumni with a valid postal address
    - number of alumni with a valid email address
    - number of alumni with any employment information recorded
- Table B also presents selected statistics for five of the six database elements, as a percentage:
    - number of living alumni contactable by at least one of post or email or phone, as a percentage of living alumni recorded
    - number as a percentage of contactable alumni

- number of alumni with any type of valid phone number
- number of alumni with a valid postal address
- number of alumni with a valid email address
- number of alumni with any employment information recorded

- Here are selected median percentages by sub-region:

Percentage	Australia and New Zealand	Other Asia-Pacific	All Respondents
Living and Contactable by at Least One Method	83.6%	72.1%	83.6%
Contactable by Phone	77.1%	76.8%	76.9%
Contactable by Postal Address	91.3%	89.7%	89.8%
Contactable by Email Address	57.1%	84.5%	59.2%
With Any Employment Info	14.5%	24.4%	14.8%

About your programmes

- Survey participants were presented with a list of 10 programmes and asked to indicate (1) whether they (the alumni relations officer) offered and mostly managed the programme, (2) the programme was offered but mostly managed elsewhere or (3) the programme was not offered.
- All of the 36 offered and/or managed, through the AR office or elsewhere, a website and social media content for their alumni, and a range of benefits and services (see below). All but one of the participants in Australia and New Zealand offered events, volunteer opportunities and e-newsletters.
- The least-offered programme was the one for students and/or prospective students, but even then 19 percent offered and managed such a programme in the alumni relations office and 39 percent offered such a program that was mostly managed elsewhere.
- The other four programmes were offered by at least two-thirds of the 36 respondents.
- Alumni operations at institutions in Australia and New Zealand were more likely to offer a printed magazine than were their colleagues in the other three Asia-Pacific countries (table 1).
- And, in general, front-facing offices were somewhat more likely to offer alumni programmes than were their colleagues in the backend offices (table 2).

About your staff/budget

- Respondents were asked to stipulate how many paid staff (full-time equivalents) there were inside their alumni relations office and budget, overall and for six staff functions, to manage the 10 programmes listed in the prior section. A total of 203.4 FTEs were reported by the 32 respondents providing the data requested in this section.
- Here are the median FTEs for the total AR staff, overall and by sub-region and office type:

    - All respondents (32)   4.7
    - Australia and New Zealand (28)   4.2
    - Other Asia-Pacific (4)   8.0
    - Front-Facing Offices (15)   5.0
    - Backend Offices (17)   3.6

- The median staff size at the 28 alumni relations offices in Australia and New Zealand is about one-half that of the median at the four AR offices in the three other Asia-Pacific countries (table 3).
- Front-facing offices had a median staff size that was about 40 percent larger than the median for backend offices (table 4).
- Here is a look at the data by the six staff functions.

Staff Function	FTEs	As a Percentage of All FTEs
Relationship management	83.0	40.8%
Event management	38.9	19.1%
Communications	34.6	17.0%
Database support	24.7	12.1%
Other*	11.1	5.5%
Research	11.0	5.4%

Other staff include a person who manages scholarships and individuals who "devise and execute strategies that deliver objectives on staff giving, the annual appeal and all related activities."

- Indicated below is the percentage of the 32 respondents that reported having any staff in the staff function specified

    Staff Function
Relationship management	100.0%
Event management	87.5%
Communications	81.3%
Database support	75.0%
Research	53.1%
Other	43.8%

- Survey respondents were asked to roughly estimate the total FTE associated with staff who are inside their institution by outside the AR office and budget and hence not included in their AR figures, but who are tasked with alumni relations with all or part of the institution's alumni constituency. Ten respondents answered 0 FTE. Among the 22 respondents who provided an estimate of greater than 0, the median was 2, the mean 6 FTE and the range was 0.25 to 30 FTE.
- Thirty-two of the 36 survey participants supplied their total non-staff annual operating budget allocated in the previous calendar year to alumni relations. Here are the medians, in Australian dollars, overall and by sub-region and office type.

o All respondents (32)	$209,813
o Australia and New Zealand (28)	$229,100
o Other Asia-Pacific (4)	$53,965
o Front-Facing Offices (15)	$275,000
o Backend Offices (17)	$175,000

    As noted earlier, the participants with the front-facing offices have more staff. Not surprisingly, they also appear to have non-staff budgets that are about 60 percent larger than the budgets of their colleagues in backend offices.

About your member benefit offers

- In general, alumni operations at institutions in Australia and New Zealand were somewhat less likely to offer the 13 named member benefits than were their colleagues in the other three Asia-Pacific countries (table 1).
- In Australia and New Zealand, between 92 percent and 100 percent of the 31 respondents from this sub-region offered alumni discounts to the institution's sports centre, online social networks and library access.
- Five of the six respondents from Hong Kong, Pakistan and Singapore offered these four benefits—library access, institution sports centre discounts, online social networks and third-party discounts. The find-a-friend service was the least offered benefit by this sub-

region group. Membership cards were nearly three times more popular among this group then they were among the respondents in Australia and New Zealand.

- Except for third-party discounts, institution sports centre discounts, free career support, free lifetime institutional email address, promotion of alumni businesses and membership cards, front-facing offices were more likely to offer the other seven named member benefits than were their colleagues in the backend offices (table 2).

- All but eight of the 36 respondents offer alumni access to published electronic resources (e-journals and databases), usually as part of a library membership (72 percent). This access is usually limited (93 percent), available to alumni for free (50 percent) and accessible over the Internet from any location (71 percent).

About your events

- Survey participants were requested to enumerate the number of events that they had asked their alumni to attend in the previous calendar year. These events fell into three categories: (1) local (on your campus or within your campus's central business district, (2) domestic (off campus and outside your campus's CBD) and (3) international (outside your home country). Here are the medians for each of the three types of events:

    o Local   15
    o Domestic   4
    o International   10

- In the previous calendar year, a median number of 1,579 alumni had accepted or registered for an event as a consequence of a personalized invitation sent to them by the respondent, and a median of 1,358 alumni attended at least one event/reunion of any type in the previous calendar year.

About your volunteer programme

- Survey respondents were asked to indicate whether they manage or recruit alumni volunteers to help or perform a series of seven tasks. Following are the percentages that said yes:

  - Help with student recruitment — 66.7%
  - Help with administrative/routine AR work (stuffing envelopes, data processing, etc.) — 38.9%
  - Help fundraise for the institution — 50.0%
  - Speak/present to others (career talks, dinner speeches) — 91.7%
  - Mentor current students/alumni — 83.3%
  - Help institution acquire new workplace/ community learning placements — 55.6%
  - Perform any other activities — 80.6%

- Other activities where alumni assist the institution include serving on the foundation board, and University Council and other committees, such as residential college; providing testimonials to the communications and marketing team and assistance at graduation ceremonies; starting and managing alumni networks; and, serving as organizers for class reunions.
- Twenty-three respondents answered the question about how many alumni actually supported their alumni relations programme in the ways specified above: the median number was 123 and the mean was 371.

About your fundraising programme

- All but three of the 36 responding institutions actively solicit donations from their alumni, with almost all that do (32 of 33) having done so in the past 12 months.
- The median number of alumni who have ever donated to the participating institutions was 1,858 and the median number of alumni donating in the last 12 months was 500.

Participant List

Australia (29)
>
> University of Adelaide
> The Australian National University
> Bond University
> The University of Canberra
> Central Queensland (CQ) University
> Curtin University
> Deakin University
> Edith Cowan University
> Griffith University
> La Trobe University
> Macquarie University
> The University of Melbourne
> Murdoch University
> University of New England
> The University of Newcastle
> The University of Queensland
> Queensland University of Technology
> RMIT University
> Southern Cross University
> University of Southern Queensland
> University of the Sunshine Coast
> Swinburne University of Technology
> The University of Sydney
> University of Tasmania
> University of Technology, Sydney
> Victoria University
> University of Western Australia
> University of Western Sydney
> University of Wollongong

Hong Kong (2)
>
> Hang Seng Management College
> Vocational Training Council

New Zealand (2)
>
> The University of Auckland
> Otago Polytechnic

Pakistan (1)
>
> Forman Christian College (A Chartered University)

Singapore (2)
        Nanyang Technological University
        Singapore Management University

ABOUT CASE

The Council for Advancement and Support of Education is the membership association for advancement professionals at all levels who work in advancement services, alumni relations, communications, fundraising, marketing and allied areas.

CASE's membership includes more than 3,700 colleges and universities, primary and secondary independent and international schools, and nonprofit organizations in more than 80 countries. This makes CASE one of the world's largest nonprofit educational associations in terms of institutional membership. CASE also serves nearly 81,000 advancement professionals on staffs of member institutions and has nearly 15,000 individual premier-level members and more than 160 Educational Partner corporate members.

CASE has offices in Washington, D.C., London (CASE Europe, 1994), Singapore (CASE Asia-Pacific, 2007) and Mexico City (CASE America Latina, 2011). The association produces high-quality and timely content, publications, conferences, institutes and workshops that help advancement professionals to perform more effectively and serve their institutions.
For information, visit *www.case.org* or call +1-202-328-2273.

Table A. 2015 Asia-Pacific Alumni Relations Survey (APARS): Multiple Choice Questions

Question	Answer	Number Australia and New Zealand	Number Other Asia-Pacific	Number All Respondents	All Respondents Percent
First, tell us about your membership body...					
Please indicate which sort of alumni membership it is.	Opt-in, non paid	0	1	1	2.8%
	Opt-out, non paid (automatic inclusion)	31	4	35	97.2%
	Paid membership	0	0	0	0.0%
Which of the following constituencies are served by the alumni membership body you run?	General/mixed us subject areas	31	5	36	100.0%
Is yours the ONLY alumni membership group that has ever existed at your institution?	No, other groups have begun since we started	0	1	1	2.8%
	No, other groups are still active	5	1	6	16.7%
	No, there were other groups in the past	6	1	7	19.4%
	Yes	20	2	22	61.1%
What stage of maturity would you say your alumni initiative has reached?	Start-up	6	1	7	19.4%
	Intermediate	17	4	21	58.3%
	Mature	8	0	8	22.2%
Where is the alumni relations office in the overall institution's organisational structure?	Rpt directly to/or office of Deputy Vice-Chancellor/VP (2nd in command)	4	1	5	13.9%
	Rpt directly to/or office of Vice-Chancellor/President	3	0	3	8.3%
	Rpt to Director, VP or equivalent title within an Advancement Office which includes Mrktg/Comms, Dvlp and/or Admissions	4	2	6	16.7%
	Rpt to Head of Advancement, where AR and Fundraising each have a director	11	1	12	33.3%
	Rpt to Head of Development/Fundraising	5	1	6	16.7%
	Other	4	0	4	11.1%
Is your alumni office a front-facing office with a place to meet/engage alumni visitors or is it part of another office backend office, where a few desks are occupied by the alumni relations staff?	AR is a backend office/part of another	18	2	20	55.6%
	AR is a front-facing office	13	3	16	44.4%
In which country is your main campus located?	Australia	29	--	29	80.6%
	New Zealand	2	--	2	5.6%
	Hong Kong	--	2	2	5.6%
	Pakistan	--	1	1	2.8%
	Singapore	--	2	2	5.6%
Your database					
What database do you use?	Advance	3	0	3	8.3%
	Database developed in-house	0	1	1	2.8%
	iMis	1	0	1	2.8%
	MS Excel	0	1	1	2.8%
	MS Dynamics	1	0	1	2.8%
	Raiser's Edge WITH Net Community	11	2	13	36.1%
	Raiser's Edge WITHOUT Net Community	7	0	7	19.4%
	ThankQ	1	0	1	2.8%
	Other	7	1	8	22.2%
To what extent is your database available to areas outside the AR office?	Available institution wide	5	0	5	13.9%
	Faculties and philanthropic office	8	1	9	25.0%
	Faculties only	2	0	2	5.6%
	Philanthropic office only	3	2	5	13.9%
	Other	9	1	10	27.8%
	Not available to areas outside AR	4	1	5	13.9%
Which area/s is primarily responsible for servicing and providing technical support for your database?	Advancement services team	18	0	18	50.0%
	Alumni relations team	4	0	4	11.1%
	Institutional IT team	5	5	10	27.8%
	Other	4	0	4	11.1%

Table A. 2015 Asia-Pacific Alumni Relations Survey (APARS): Multiple Choice Questions

Question	Answer	Number Australia and New Zealand	Other Asia-Pacific	All Respondents	All Respondents Percent
Are the annual fees associated with your database and/or website (development or licencing) included in the AR budget?	Yes	8	1	9	25.0%
	No	23	4	27	75.0%
If another department paid toward those annual fees, please indicate the name of that department.	Advancement division/services	10	0	10	43.5%
(among the 23 respondents that named another department)	Central marketing	0	0	0	0.0%
	Information technology	10	2	12	52.2%
	Other	1	0	1	4.3%
Your programmes					
Does your office offer and/or manage a PRINTED MAGAZINE(s) for your alumni?	Yes, offered and mostly managed by AR office	13	2	15	41.7%
	Yes, offered but mostly managed elsewhere	11	0	11	30.6%
	Not offered	7	3	10	27.8%
Does your office offer and/or manage OTHER PRINTED COMMUNICATIONS to your alumni?	Yes, offered and mostly managed by AR office	13	2	15	41.7%
	Yes, offered but mostly managed elsewhere	8	1	9	25.0%
	Not offered	10	2	12	33.3%
Does your office offer and/or manage E-NEWSLETTERS to your alumni?	Yes, offered and mostly managed by AR office	29	5	34	94.4%
	Yes, offered but mostly managed elsewhere	1	0	1	2.8%
	Not offered	1	0	1	2.8%
Does your office offer and/or manage WEBSITE and/or SOCIAL MEDIA CONTENT for your alumni?	Yes, offered and mostly managed by AR office	30	5	35	97.2%
	Yes, offered but mostly managed elsewhere	1	0	1	2.8%
	Not offered	0	0	0	0.0%
Does your office offer and/or manage EVENTS for your alumni?	Yes, offered and mostly managed by AR office	27	5	32	88.9%
	Yes, offered but mostly managed elsewhere	3	0	3	8.3%
	Not offered	1	0	1	2.8%
Does your office offer and/or manage BENEFITS AND SERVICES to your alumni?	Yes, offered and mostly managed by AR office	28	5	33	91.7%
	Yes, offered but mostly managed elsewhere	3	0	3	8.3%
	Not offered	0	0	0	0.0%
Does your office offer and/or manage a PROFESSIONAL CAREER SUPPORT SERVICE for your alumni?	Yes, offered and mostly managed by AR office	2	4	6	16.7%
	Yes, offered but mostly managed elsewhere	24	0	24	66.7%
	Not offered	5	1	6	16.7%
Does your office offer and/or manage VOLUNTEER OPPORTUNITIES for your alumni?	Yes, offered and mostly managed by AR office	24	5	29	80.6%
	Yes, offered but mostly managed elsewhere	6	0	6	16.7%
	Not offered	1	0	1	2.8%
Does your office offer and/or manage any OTHER ACTIVITIES for your alumni?	Yes, offered and mostly managed by AR office	22	4	26	72.2%
	Yes, offered but mostly managed elsewhere	3	1	4	11.1%
	Not offered	6	0	6	16.7%
Does your office offer and/or manage programmes for students and/or prospective students?	Yes, offered and mostly managed by AR office	5	2	7	19.4%
	Yes, offered but mostly managed elsewhere	13	1	14	38.9%
	Not offered	13	2	15	41.7%
Your member benefit offers					
Do you offer library access to your alumni (either free or price discounted permission to use facilities)?	Yes	30	5	35	97.2%
	No	1	0	1	2.8%
Do you offer access to published electronic resources to your alumni, for example e-journals and databases?	Yes, as part of library membership	24	2	26	72.2%
	Yes, independent of library membership	2	0	2	5.6%
	No	5	3	8	22.2%
If yes to G2, is the access full or limited?	Full access	2	0	2	7.1%
(among the 28 respondents that offer alumni access to published electronic resources)	Limited access	24	2	26	92.9%

Table A. 2015 Asia-Pacific Alumni Relations Survey (APARS): Multiple Choice Questions

| Question | Answer | Number | | | All Respondents |
		Australia and New Zealand	Other Asia-Pacific	All Respondents	Percent
If yes to G2, is the access free to alumni or available for a fee?	Available to alumni for a fee	14	0	14	50.0%
(among the 28 respondents that offer alumni access to published electronic resources)	Free to alumni	12	2	14	50.0%
If yes to G2, can they access them only on campus or from any location over the internet?	Only on campus	7	1	8	28.6%
(among the 28 respondents that offer alumni access to published electronic resources)	Over the Internet from any location	19	1	20	71.4%
	Through a third party	0	0	0	0.0%
Do you offer institution sports centre discounts to your alumni (either free or price discounted permission to use facilities)?	Yes	29	5	34	94.4%
	No	2	0	2	5.6%
Do you offer further study discounts to your alumni?	Yes, discounts for executive education only	4	1	5	13.9%
	Yes, discounts for post-graduate work only	5	1	6	16.7%
	Yes, for both post-graduate & exec. education studies	3	1	4	11.1%
	No to both	19	2	21	58.3%
Do you offer institutional discount offers to your alumni? (e.g. accommodation, restaurants and other services offered by your institution)	Yes	16	4	20	55.6%
	No	15	1	16	44.4%
Do you offer a free lifetime institutional email address to your alumni?	Yes	16	3	19	52.8%
	No	15	2	17	47.2%
Do you offer free career support to your alumni (i.e. advice/assistance from careers service for at least two years after graduation)?	Yes	22	3	25	69.4%
	No	9	2	11	30.6%
Do you offer membership cards to your alumni?	Yes	10	4	14	38.9%
	No	21	1	22	61.1%
Do you offer third-party discounts to your alumni (i.e. discount deals from external companies/organisations)?	Yes	22	5	27	75.0%
	No	9	0	9	25.0%
Do you offer institutionally branded merchandise to your alumni?	Yes	22	3	25	69.4%
	No	9	2	11	30.6%
Do you promote the opportunity for alumni to interact with other alumni and the institution in online social networks?	Yes	30	5	35	97.2%
	No	1	0	1	2.8%
Do you promote alumni businesses in any way? If yes, please give details in the comments box below.	Yes	10	3	13	36.1%
	No	21	2	23	63.9%
Do you offer a find-a-friend service to your alumni?	Yes	15	1	16	44.4%
	No	16	4	20	55.6%
Your volunteer programme					
Does the alumni office manage or recruit alumni to help with student recruitment?	Yes	20	4	24	66.7%
	No	11	1	12	33.3%
Does the alumni office manage or recruit alumni to help with administrative/routine Alumni Relations work (e.g. at events, stuffing envelopes, data processing, etc.)?	Yes	12	2	14	38.9%
	No	19	3	22	61.1%
Does the alumni office manage or recruit alumni to help fundraise for the institution?	Yes	14	4	18	50.0%
	No	17	1	18	50.0%
Does the alumni office manage or recruit alumni to speak/present to others (e.g. career talks/after dinner speech etc.)?	Yes	29	4	33	91.7%
	No	2	1	3	8.3%
Does the alumni office manage or recruit alumni to mentor current students/alumni?	Yes	26	4	30	83.3%
	No	5	1	6	16.7%

Table A. 2015 Asia-Pacific Alumni Relations Survey (APARS): Multiple Choice Questions

Question	Answer	Australia and New Zealand	Number Other Asia-Pacific	All Respondents	All Respondents Percent
Does the alumni office manage or recruit alumni to help your institution acquire new workplace/ community learning placements?	Yes	17	3	20	55.6%
	No	14	2	16	44.4%
Does the alumni office manage or recruit alumni to perform any other activities?	Yes	24	5	29	80.6%
	No	7	0	7	19.4%
Your institution's fundraising programme					
Does your institution actively solicit donations from your alumni?	Yes, in the past 12 months	27	5	32	88.9%
	Yes, in the past but not in the last 12 months	1	0	1	2.8%
	No	3	0	3	8.3%

Table B. 2015 Asia-Pacific Alumni Relations Survey (APARS): Number, Percent, Year, FTE and Currency Questions

		Medians, by sub-region		Selected Statistics, All Respondents					
Question	Data Type	Australia and New Zealand	Other Asia-Pacific	Median	Mean	Min	Max	Sum	# of Resps
First, tell us about your membership body...									
What were the TOTAL number of students at your institution at the end of the previous calendar year?	Number	34,500	9,000	32,500	31,493	4,000	76,195	1,102,261	35
Your database									
To the best of your knowledge, how many living alumni do you have recorded on your database?	Number	148,192	23,309	121,271	141,471	15,000	348,139	4,951,484	35
How many of your living alumni can you contact by at least one of post or email or phone?	Number	113,166	18,364	94,692	113,543	3,000	285,513	3,860,473	34
For how many alumni do you have ANY type of valid PHONE NUMBER on their record?	Number	83,133	15,372	77,285	90,190	9,244	235,186	2,886,082	32
For how many alumni do you have a valid POSTAL ADDRESS?	Number	103,098	17,957	85,121	104,129	11,708	267,048	3,436,255	33
For how many alumni do you have a valid EMAIL ADDRESS on their record?	Number	59,366	13,034	57,176	61,780	2,500	156,962	2,100,503	34
For how many alumni do you have any EMPLOYMENT INFORMATION recorded?	Number	16,774	4,883	12,046	17,456	2,000	46,858	558,603	32
How many of your living alumni can you contact by at least one of post or email or phone? *(as a % of living alumni on database)*	Percent	83.6%	72.1%	83.6%	80.8%	20.0%	100.0%	■	34
For how many alumni do you have ANY type of valid PHONE NUMBER on their record? *(as a % of C2, total contactable)*	Percent	77.1%	76.8%	76.9%	74.6%	11.8%	100.0%	■	32
For how many alumni do you have a valid POSTAL ADDRESS? *(as a % of C2, total contactable)*	Percent	91.3%	89.7%	89.8%	88.8%	62.9%	100.0%	■	33
For how many alumni do you have a valid EMAIL ADDRESS on their record? *(as a % of C2, total contactable)*	Percent	57.1%	84.5%	59.2%	59.3%	30.6%	100.0%	■	34
For how many alumni do you have any EMPLOYMENT INFORMATION recorded? *(as a % of C2, total contactable)*	Percent	14.5%	24.4%	14.8%	18.7%	2.6%	59.9%	■	32
Your programmes									
For how many years have your alumni been offered dedicated E-NEWSLETTERS?	Years	7	8	7	8	3	21	■	32
For how many years have your alumni been offered a dedicated WEBSITE?	Years	9	10	10	10	3	26	■	30
For how many years have your alumni been offered dedicated EVENTS?	Years	12	10	11	17	5	101	■	32
Your staff/budget									
How many paid staff (full time equivalents) are there inside your Alumni Relations office and budget to manage the programmes mentioned in the last section?	FTE	4.2	8.0	4.7	6.4	1.0	19.5	203.4	32
Inside AR Communications, Number in FTE	FTE	0.8	1.0	1.0	1.1	0.0	5.0	34.6	32
Inside AR Database support, Number in FTE	FTE	0.5	1.0	0.5	0.8	0.0	4.0	24.7	32
Inside AR Event management, Number in FTE	FTE	0.9	1.0	1.0	1.2	0.0	4.0	38.9	32
Inside AR Relationship management, Number in FTE	FTE	1.2	2.5	1.2	2.6	0.1	19.5	83.0	32
Inside AR Research, Number in FTE	FTE	0.0	0.6	0.1	0.3	0.0	3.0	11.0	32
Inside AR Other, Number in FTE	FTE	0.0	1.3	0.0	0.3	0.0	2.0	11.1	32
What was the total NON-STAFF annual OPERATING budget allocated to alumni relations by your institution in the previous CY?	AUD	$229,100	$53,965	$209,813	$281,137	$5,460	$1,157,950	$8,996,381	32
If there are staff inside the institution but OUTSIDE your office and budget and hence not included in your figures, but who are tasked with alumni relations with all or part of your alumni constituency, please estimate roughly what FTE they add up to.	FTE	1.5	0.8	2.0	6.0	0.0	30.0	132.7	32
Your events									
How many local (on your campus or within your campus's CBD) events did you offer alumni the chance to attend in the previous CY?	Number	15	7	15	42	3	537	1,414	34
How many domestic events (off campus and outside your campus's CBD) did you offer alumni the chance to attend in the previous CY?	Number	5	1	4	8	0	44	265	34
How many international events (outside your home country) did you offer alumni the chance to attend in the previous CY?	Number	10	0	10	13	0	67	443	34
In the previous calendar year, how many alumni ACCEPTED OR REGISTERED as a consequence of a personalised invitation that you sent them to any type of event?	Number	1,700	150	1,579	2,102	80	10,268	60,945	29
How many alumni ATTENDED at least one event/reunion of any type in the previous CY?	Number	1,295	1,500	1,358	1,854	71	10,524	59,336	32

Table B. 2015 Asia-Pacific Alumni Relations Survey (APARS): Number, Percent, Year, FTE and Currency Questions

Question	Data Type	Medians, by sub-region		Selected Statistics, All Respondents					# of Resps
		Australia and New Zealand	Other Asia-Pacific	Median	Mean	Min	Max	Sum	
Your volunteer programme									
For how many years have your alumni been offered dedicated VOLUNTEERING OPPORTUNITIES?	Years	6	8	7	13	1	101	███	29
As far as you know, how many alumni have ACTUALLY supported you in the volunteer ways referred to above, in the previous CY?	Number	121	500	123	371	4	3,080	8,524	23
Your institution's fundraising programme									
For how many years have your alumni been asked to support dedicated FUNDRAISING programmes?	Years	7	7	7	11	1	51	███	31
How many of your alumni have EVER donated to your institution?	Number	2,023	544	1,858	4,581	70	30,749	132,839	29
How many of your alumni have DONATED IN THE LAST 12 MONTHS?	Number	1,190	296	500	1,008	30	8,454	28,235	28

Table 1. 2015 Asia-Pacific Alumni Relations Survey (APARS): Programmes and Member Benefit Offers for Alumni, by Sub-Region and for All Respondents	Australia and New Zealand (n = 31)		Other Asia-Pacific (n = 5)		All Respondents (n = 36)	
	Number	Percent	Number	Percent	Number	Percent
Programmes						
Website/Social Media Content	31	100.0%	5	100.0%	36	100.0%
Benefits and Services	31	100.0%	5	100.0%	36	100.0%
Volunteer Opportunities	30	96.8%	5	100.0%	35	97.2%
Events	30	96.8%	5	100.0%	35	97.2%
E-Newsletter	30	96.8%	5	100.0%	35	97.2%
Other Activities	25	80.6%	5	100.0%	30	83.3%
Professional Career Support Services	26	83.9%	4	80.0%	30	83.3%
Printed Magazine	24	77.4%	2	40.0%	26	72.2%
Other Printed Communications	21	67.7%	3	60.0%	24	66.7%
For Students and/or Prospective Students	18	58.1%	3	60.0%	21	58.3%
Member Benefit Offers						
Library Access	30	96.8%	5	100.0%	35	97.2%
Online Social Networks	30	96.8%	5	100.0%	35	97.2%
Institution Sports Centre Discounts	29	93.5%	5	100.0%	34	94.4%
Access to Published Electronic Resources	26	83.9%	2	40.0%	28	77.8%
Third-Party Discounts	22	71.0%	5	100.0%	27	75.0%
Institutionally Branded Merchandise	22	71.0%	3	60.0%	25	69.4%
Free Career Support	22	71.0%	3	60.0%	25	69.4%
Institutional Discounts (accommodations, restaurants, other services)	16	51.6%	4	80.0%	20	55.6%
Free Lifetime Institutional Email Address	16	51.6%	3	60.0%	19	52.8%
Find-a-Friend Service	15	48.4%	1	20.0%	16	44.4%
Further Study Discounts	12	38.7%	3	60.0%	15	41.7%
Membership Cards	10	32.3%	4	80.0%	14	38.9%
Promotion of Alumni Businesses	10	32.3%	3	60.0%	13	36.1%

Table 2. 2015 Asia-Pacific Alumni Relations Survey (APARS): Programmes and Member Benefit Offers for Alumni, by Office Type and for All Respondents	Front-Facing Office (n = 16)		Backend Office/ Part of Another (n = 20)		All Respondents (n = 36)	
	Number	Percent	Number	Percent	Number	Percent
Programmes						
Website/Social Media Content	16	100.0%	20	100.0%	36	100.0%
Benefits and Services	16	100.0%	20	100.0%	36	100.0%
Volunteer Opportunities	16	100.0%	19	95.0%	35	97.2%
Events	16	100.0%	19	95.0%	35	97.2%
E-Newsletter	15	93.8%	20	100.0%	35	97.2%
Other Activities	14	87.5%	16	80.0%	30	83.3%
Professional Career Support Services	12	75.0%	18	90.0%	30	83.3%
Printed Magazine	12	75.0%	14	70.0%	26	72.2%
Other Printed Communications	13	81.3%	11	55.0%	24	66.7%
For Students and/or Prospective Students	11	68.8%	10	50.0%	21	58.3%
Member Benefit Offers						
Library Access	16	100.0%	19	95.0%	35	97.2%
Online Social Networks	16	100.0%	19	95.0%	35	97.2%
Institution Sports Centre Discounts	15	93.8%	19	95.0%	34	94.4%
Access to Published Electronic Resources	13	81.3%	15	75.0%	28	77.8%
Third-Party Discounts	12	75.0%	15	75.0%	27	75.0%
Institutionally Branded Merchandise	12	75.0%	13	65.0%	25	69.4%
Free Career Support	10	62.5%	15	75.0%	25	69.4%
Institutional Discounts (accommodations, restaurants, other services)	11	68.8%	9	45.0%	20	55.6%
Free Lifetime Institutional Email Address	7	43.8%	12	60.0%	19	52.8%
Find-a-Friend Service	8	50.0%	8	40.0%	16	44.4%
Further Study Discounts	8	50.0%	7	35.0%	15	41.7%
Membership Cards	6	37.5%	8	40.0%	14	38.9%
Promotion of Alumni Businesses	5	31.3%	8	40.0%	13	36.1%

Table 3. 2015 Asia-Pacific Alumni Relations Survey (APARS): Inside* Alumni Relations Staffing, by Sub-Region and for All Respondents

Sub-region and AR Staff Category	Median	Mean	Min	Max	Sum	Percent Reporting Any Staff in This Category
Australia and New Zealand (n = 28)						
Communications	0.8	1.1	0.0	5.0	30.9	78.6%
Database Support	0.5	0.8	0.0	4.0	21.5	71.4%
Event Management	0.9	1.2	0.0	4.0	34.7	85.7%
Relationship Management	1.2	2.6	0.1	19.5	71.8	100.0%
Research	0.0	0.3	0.0	3.0	8.8	50.0%
Other	0.0	0.2	0.0	2.0	6.6	39.3%
Total Inside* Alumni Relations Staff	4.2	6.2	1.1	19.5	174.4	100.0%
Other Asia-Pacific (n = 4)						
Communications	1.0	0.9	**	**	3.7	100.0%
Database Support	1.0	0.8	**	**	3.2	100.0%
Event Management	1.0	1.1	**	**	4.2	100.0%
Relationship Management	2.5	2.8	**	**	11.2	100.0%
Research	0.6	0.6	**	**	2.2	75.0%
Other	1.3	1.1	**	**	4.5	75.0%
Total Inside * Alumni Relations Staff	8.0	7.3	**	**	29.0	100.0%
All Respondents (n = 32)						
Communications	1.0	1.1	0.0	5.0	34.6	81.3%
Database Support	0.5	0.8	0.0	4.0	24.7	75.0%
Event Management	1.0	1.2	0.0	4.0	38.9	87.5%
Relationship Management	1.2	2.6	0.1	19.5	83.0	100.0%
Research	0.1	0.3	0.0	3.0	11.0	53.1%
Other	0.0	0.3	0.0	2.0	11.1	43.8%
Total Inside* Alumni Relations Staff	4.7	6.3	1.0	19.5	203.4	100.0%

* Staff inside the alumni relations office and budget who manage alumni relations programs.

** Insufficient data

Table 4. 2015 Asia-Pacific Alumni Relations Survey (APARS): Inside* Alumni Relations Staffing, by Office Type and for All Respondents

Office Type and Inside * AR Staff Category	Median	Mean	Min	Max	Sum	Percent Reporting Any Staff in This Category
Front-Facing Office (n = 15)						
Communications	0.4	0.9	0.0	4.0	13.7	60.0%
Database Support	0.0	0.3	0.0	1.5	5.2	46.7%
Event Management	1.0	1.4	0.0	4.0	21.0	73.3%
Relationship Management	3.0	4.0	0.2	19.5	59.6	100.0%
Research	0.0	0.2	0.0	1.0	2.7	40.0%
Other	0.0	0.3	0.0	1.5	3.9	26.7%
Total Inside* Alumni Relations Staff	5.0	7.1	1.0	19.5	106.2	100.0%
Backend Office/Part of Another (n = 17)						
Communications	1.0	1.2	0.4	5.0	20.9	100.0%
Database Support	1.0	1.1	0.2	4.0	19.5	100.0%
Event Management	1.0	1.1	0.1	4.0	17.9	100.0%
Relationship Management	1.0	1.4	0.1	6.0	23.4	100.0%
Research	0.2	0.5	0.0	3.0	8.3	64.7%
Other	0.2	0.4	0.0	2.0	7.2	58.8%
Total Inside* Alumni Relations Staff	3.6	5.7	1.1	15.0	97.2	100.0%
All Respondents (n = 32)						
Communications	1.0	1.1	0.0	5.0	34.6	81.3%
Database Support	0.5	0.8	0.0	4.0	24.7	75.0%
Event Management	1.0	1.2	0.0	4.0	38.9	87.5%
Relationship Management	1.2	2.6	0.1	19.5	83.0	100.0%
Research	0.1	0.3	0.0	3.0	11.0	53.1%
Other	0.0	0.3	0.0	2.0	11.1	43.8%
Total Inside* Alumni Relations Staff	4.7	6.3	1.0	19.5	203.4	100.0%

* Staff inside the alumni relations office and budget who manage alumni relations programs.