



1. Increase revenue & enrollment
2. Increase graduation and retention rates
3. Provide actionable data to improve recruiting, outcomes & career preparedness

Reconnect and build mutually valuable relationships with your life-long customers, benefactors, and best salespeople (a.k.a. your alumni). IOTA's Alumni Feedback Methodology uses personalized, engaging communications to collect accurate and actionable information to produce the following benefits for your school:

- Alumni as **Life-long Customers**: Inform your graduates about new programs and encourage them to take additional courses
- Alumni as **Benefactors**: Encourage and remove all obstacles to allow your graduates to financially contribute to the college
- Alumni as your **Best Salespeople**: Discover which graduates would refer their friends and take advantage of this opportunity
- Alumni as the key to **Growth**: Re-establish contact information and allow easy updates and exchange of information in the future
- Recapture **Dropped Students**: Recruit dropouts to re-enroll for completion of their studies

Return on Investment

(results based on an actual 5-year project – call for details)

Used effectively, IOTA's AlumNext™ system can return 500% or more on investment. For a typical community college with a 10,000 FTE student enrollment, here are three results that would earn 500% ROI on the estimated costs:

1 out of every 100 students contacted provides a gift of \$50

1 out of every 2000 students contacted refers a friend who enrolls full time at your college

1 out of every 2000 “dropped” students contacted then re-enrolls part-time at your college

Address:

3957 Westerre Parkway
Suite 160
Richmond, VA 23233

Phone: 1.888.828.4833
Email: info@iotasolutions.com
Web: <http://iotasolutions.com>





Steps to Alumni Engagement

Alumni feedback is a long-term conversation, with each party giving and receiving through a series of proven communications. It should be viewed as a process, not an event. Our proprietary system is proven to deliver the highest quality, most up to date information in the industry. Steps 1 and 2 are one-time events, shortly before and shortly after graduation, respectively. Step 3 takes place once per year. Steps 4 and 5 alternate on an annual cycle, beginning 6 months after graduation.

Step #1: Pre-Graduate – gather/update contact information, intro to “relationship process”, *IOTA 1*

Step #2: New Graduate – Career or new academic progress, career preparedness, *IOTA 1*

Step #3 Dropped Students – Maintain contact & recruit to return for their degree and collect drop out information to identify and correct problems, *IOTA 1*

Step #4: Career Development – Evaluate preparedness & resources, *IOTA 1*, solicitation 2

Step #5: Alumni Relationship – Update info, *IOTA 1*, solicitation & suggestions, referrals

Results: Email results of communications to each alum of their specific step citing “select” findings

Implementation

Setup: (one-time)

Review and modify content, create personalized and accurate alumni communication, convert to web-based format, create instructions, confirmation pages, and content, build the “Results Dashboard” to view real-time and customized reports, create levels of access for all stakeholders, communication with all parties

Upload/testing:

Collection and formatting of all student data from your school, upload of names/contact information/demographics file of alumni, testing.

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Data Collection:

Deployment of IOTA's proprietary AlumNext™ system of 5 steps – Pre-Graduate, New Graduate, Dropped Students, Career Development, Alumni Relationship. Pre-Grad and New Grad are one-time events for each graduating student. Dropped Student item is delivered once per year to any student previously enrolled but not currently enrolled. Career Development and Alumni Relationship are each delivered once per year on a 6 month cadence. Each instrument contains "calls to action" for enrollment, referrals, gifts, etc.

Calendar:

Step #1: Oct 1 and March 1

Step #2: February 15 and July 15

Step #3: July 15

Step #4: February 15 and July 15 (for those alumni who have already completed #1 & 2)

Step #5: February 15 and July 15 (alternates with #4 indefinitely)

Invitations:

Email invitations are standard; Postcards and telephone calling are optional

- Emails invitations (distribute, 3 attempts each, 3 reminders each, track bounces)
- Telephone calls to non-respondents (3 attempts, 30-second message if no answer) to drive students to data portal URL – collects and updates database with most current contact information
- Postcards (4" x 6", single-side, standard stock, personalized text with college logo)

Reporting:

Summary reports; list of "clean" student contacts; list of bad emails; aggregate scores by campus, year, location, and program; list of alumni likely to refer friends/family; all student comments. **NOTE: ALL RAW DATA TO BE EXPORTED INTO SCHOOL'S RAISER'S EDGE OR OTHER CRM SYSTEM**

Hosting, Results, and Customer Service:

Provide all stakeholders with 24x7 web-access to reports; full customer support by phone and email; maintain, secure, update, and manage all customer data, reports, surveys, and results

Customizations:

Additional reporting, programming, support, and customizations to assist schools' Advancement programs, increase enrollment and raise graduation rates

For more information or a custom proposal for your school, call 888-828-4833

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