

ANTICIPATED DELIVERY DATE:

July 9, 2018

Objective

To initiate an ongoing e-publication meant to engage members of Humber's growing alumni family; the publication will be aimed at drawing user traffic and participation to Advancement & Alumni's online channels, as well as:



Increasing awareness and uptake for alumni benefits & services



Providing another visible avenue to profile notable alumni and promote upcoming initiatives



Exposing alumni to moderate donor and fundraising content



Consolidating content from existing alumni e-communications to limit excessive outreach

Rationale

With alumni engagement activities ramping up, it is imperative that the team explores viable communications channels to help drive awareness of these activities. Alumni e-newsletters are commonplace in the industry as an engagement tactic and, as our alumni community grows past the 240,000 mark, this type of communication would provide a valuable and easily distributed touchpoint.

Though a large following of alumni receive ample information through stand-alone emails and social media channels, a consistent, ongoing and direct communication aimed at promoting timely content and opportunities will help build familiarity in the program with our existing alumni base.

This project would serve as a pull communication for the Advancement & Alumni website and would also replace many existing, content-specific e-communications, helping us avoid oversaturating our audience with additional emails and risking potential unsubscribes.

As well, a highly engaged alumni base will be critical as the department moves closer to the launch of a significant fundraising campaign. By providing our grads with a moderate level of giving-related content through a direct-to-inbox communication, we can prime this audience to participate in future appeals.

Audience

This communication is intended to reach all alumni with an active email address. Given the current CASL restraints governing how our department promotes and communicates about Alumni Benefits & Services, two separate e-newsletters will need to be sent to alumni. While the first version will feature a monthly perk, the second version will replace this content with an invitation to opt-in for these exclusive deals.

Therefore, this communication will be deployed to two primary groups:

- 1) **Alumni** who have opted into received CASL-controlled content
- 2) **Alumni** who have not opted in to receive CASL-controlled content

2018 Goals



Achieve 20% open rate and 7% overall click rate per issue



Increase traffic to Alumni Benefits & Services portal by 25%



Cultivate 5% new opt-ins for CASL-controlled content

Editorial Schedule

This e-newsletter is envisioned as a **monthly e-newsletter**. The project's initial performance will be evaluated at the end of 2018 and, as metrics are collected each month, regular reviews will take place on a recurring 6-month schedule thereafter. While best practices will be consulted regarding the best date and time to deploy e-newsletter, the team will aim to release each issue in the **first week of the month**.

| | 2018 | | | | | | | 2019 | | | | | |
|---------------|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| E-Newsletter | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Project Eval. | | | | | | | X | | | | | | X |

Reporting

For each issue, the team will measure the following information in order to evaluate success (other measures will be tracked as required):

- Overall email open rate (including total opens and total unique opens)
- Overall email click-through rate (including click rates for individual links)
- Total traffic to the Alumni Benefits & Services portal for at least one week post-deploy (and compared to average traffic before the e-newsletter launch and at other times of the month)
- Total completed opt-ins for CASL-controlled content
- Total unsubscribe rate
- Affiliated event registration (estimated based on click rate and survey field at registration)

PFS Communications