

Describe the purpose of the Grant Project:

Alpha Gamma Rho unveiled a new Brand in 2008, complete with a Promise Statement, a list of Values, and a new mark and tagline. In order to stay consistent with this, we are redesigning all of our communications to be more relevant to alumni. Currently, we primarily communicate with our members in three ways: AGR Action, a e-mail newsletter; chapter Crescents, chapter-specific newsletters; and Sickle & Sheaf, an alumni-focused quarterly magazine. Our intent was to facilitate an extensive survey far-reaching to every member possible.

Describe the scope of this Grant Project, the alumni relations-related research topic area explored and the constituency group that was involved:

With more than 46,000 living members worldwide, we wanted to reach as many as possible through a communications survey. Two methods were selected to reach our members: paper surveys sent through the mail and an electronic version of the survey sent via email. We sent 500 paper surveys members for whom we did not have email address on file. We also emailed 13,910 surveys to members for whom we did have email addresses. The questions we asked our alumni were designed to do the following:

- Provide insights regarding the Alpha Gamma Rho SICKLE & SHEAF magazine and local chapter Crescent news letters that will aid decision making regarding format, content and frequency of publication.
- Provide insights on the AGR national website, local chapter websites and other social media that can aid planning for the use of these media.
- Provide other useful insights on AGR brothers' connections to the national organization and their local chapter.

Describe the process and timeline used to implement this Grant Project:

After establishing a "Living the Promise Communications Committee" to keep the project moving forward, we had numerous conference calls to decide on specific questions and dates. Our main objective was to gather as much information as possible about what our alumni want and expect from our communications. Both the paper and electronic surveys were sent out on June 25, 2010. Surveys were collected over the next few weeks, at which point the data was cleaned and prepared for presentation. In late November we scheduled another conference call to review the survey responses. Due to the amount of responses (nearly 2,100 in total), a full review of this information will take more time, but we hope to implement changes in spring of 2011.

Provide a listing of the final Grant Project budget and how grant money was allocated:

Professional Services Rendered:

Survey coordination/liaison

Review and edit initial survey draft; assist in programming online version

Design and format mail survey

Assemble 500 mail survey packets (including postage and printing costs)

Back-end data entry (transfer results from individual mail surveys to online survey data file)

Categorize and code volunteered responses to three open-end questions (This required reviewing individual responses, developing a list of categories/codes for each question, assigning individual responses to one or more categories, and inputting category codes into the combined online/mail survey data file.)

TOTAL PAYMENT DUE (Upon receipt): \$3,665.00

Findings:

SICKLE & SHEAF – Findings

- ▶ 39% of those who responded indicated satisfaction while only 3% indicated dissatisfaction.
- ▶ Average time spent reading the publication is 21 minutes.
- ▶ 25% of those who responded read the SICKLE & SHEAF cover-to-cover.
- ▶ 46% of those who responded read only the articles of interest.
- ▶ 63% of those who responded think it should be published 4 times per year.
- ▶ 38% of those who responded would like to receive the SICKLE & SHEAF only by mail.
- ▶ 28% of those who responded would like to receive the SICKLE & SHEAF only electronically.
- ▶ 31% of those who responded would like to receive the SICKLE & SHEAF both electronically and by mail.

Chapter Crescents – Findings

- ▶ 80% of brothers surveyed think it is most important for chapter Crescents to contain news about the alumni of their chapter
- ▶ 65% of those who responded think it is important to have news about the undergraduate chapter, while 38% think it is important to have news about specific undergraduate members.
- ▶ 60% of those who responded read their chapter Crescent cover-to-cover.
- ▶ The largest percentage (45%) of those who responded think their chapter Crescent should be published 4 times per year.
- ▶ 37% of those who responded would like to receive chapter Crescents by mail only
- ▶ 33% of those who responded would like to receive chapter Crescents electronically only
- ▶ 30% of those who responded would like to receive the chapter Crescents by both electronically and by mail

Web Site and New Media – Findings

- ▶ 67% of those who responded have never visited the national AGR website or only visited it once the in the last year.
- ▶ 65% of those who responded have never visited their chapter website or only visited it once in the last year.
- ▶ 36% of respondents indicate using Facebook for any purpose.
- ▶ Nearly 25% of respondents would like to use Facebook for AGR communication.
- ▶ Only 4% and 17% of respondents reported using Twitter or Linked In, respectively, for any purpose.

Conclusions:

SICKLE & SHEAF - Conclusions

- ▶ Most brothers who receive the SICKLE & SHEAF like it.
- ▶ Readership habits vary, but on average most respondents spend a fair amount of time reading the SICKLE & SHEAF.
- ▶ The SICKLE & SHEAF is currently published with the correct frequency.
- ▶ The SICKLE & SHEAF needs to be available electronically and provide an option to opt out of receiving a paper copy.

Chapter Crescents – Conclusions

- ▶ Most brothers think it is most important for chapter Crescents to contain news about the alumni of their own chapter.

- ▶ The majority of respondents think it is important to have news about the undergraduate chapter as a whole, but not about specific members.
- ▶ Readership of chapter Crescents remains good, and alumni brothers generally want to receive this chapter communications quarterly
- ▶ Chapter Crescents need to be available electronically, with the option of opting out of receiving paper copies.

Web Site and New Media – Conclusions

- ▶ National and Chapter websites are not regularly visited. This warrants additional consideration and review by the communications committee.
- ▶ New media is not widely used, but more members would like to use Facebook for AGR communication.

Other Findings:

Demographics, industry involvement

- ▶ Only 10% of those who responded indicated that they were of traditional college age, but 22% reported being full-time students.
- ▶ 36% of those who responded reported being older than 60, but only 2% are retired and 5% are working part time.
- ▶ 43% of those who responded indicate having written or been interviewed for an article in a industry or trade magazine.

Fraternity involvement

- ▶ 85% of those who responded agree being a member of AGR was one of the best parts of their college experience.
- ▶ 90% of those who responded agree being proud to be AGR.
- ▶ 45% of those who responded agree being an AGR has helped them professionally.
- ▶ 42% of those who responded display membership shingles in home or office.
- ▶ 57% of those who responded have mentored a younger professional or undergrad student.
- ▶ 65% of those who responded would consider mentoring or being mentored if a program were available through AGR.
- ▶ 44% of those who responded have supported local chapters financially in the last 3 years.
- ▶ 60% of those who responded have helped with recruitment at least once in the last 10 years, with 45% helping more than once.
- ▶ 58% of those who responded agree that they remain close to brothers in graduating class.
- ▶ 65% of those who responded don't regularly attend founders day or homecoming.

Other Conclusions:

Demographics, industry involvement

- ▶ AGR members don't retire at a young age.
- ▶ AGR members are prominent in industry.

Fraternity involvement

- ▶ AGR members are proud of their affiliation.
- ▶ AGR members are interested in giving back and developing others
- ▶ AGR alumni remain close to each other, but don't necessarily stay involved with undergraduate chapter actives.

Provide a brief summary of the impacts this project will have on the future of your alumni association/office programming:

Armed with this information, we recognize that our alumni are happy with the frequency of our publications, but perhaps would prefer to see it in a different format. We are prepared to look more seriously into offering an optional online version of our communications which will satisfy our readers and also reduce our costs significantly.