

Lafayette College Tech Clinic 2018

Looking ahead at Lafayette Communications

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What do we bring to the table?



Economics



International
Affairs



International
Affairs



Computer
Science



Mechanical
Engineering

Charge

- Evaluate and analyze current Lafayette communications
 - What is working?
 - How can the Communications department adapt current operations to fit needs and desires of different generations?
 - In what ways can the department better position itself as a pioneer in the world of higher education communications?

We aim to
Identify:

- Different constituents
- Meaningful and relevant content
- Effective methods for distributing content

Clients:

- Communications Division
- Office of Development and Alumni Relations
- Office of Admissions

Why this matters for...

- **Students**

- Maximize participation, create active and invested student body, foster lifelong engagement

- **Alumni**

- Encourage engagement with their alma mater

- **Prospective Students**

- Recruit exceptional students

3 Essential Questions:

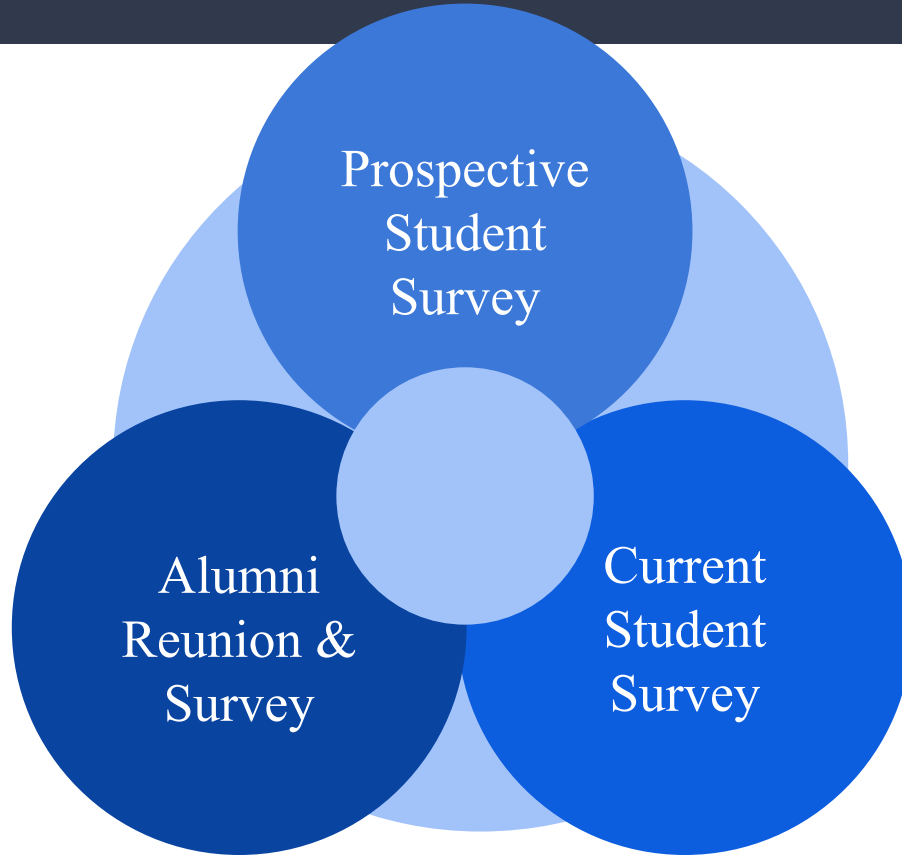
1. What do readers want?
2. Delivery:
 - a. How are we delivering?
 - b. How well are we delivering?
3. Are there any opportunities to build on our current strengths?



Progress

	Current Students	Alumni	Prospective Students
What do readers want?			
How well is it delivered?			
Recommendations	Completed	Completed	Analyzing Data

Methodology:



What do Readers (students) Want?

What do students want to learn more about?

- Major Related Material: **59%** OG
- Lectures and Presentations: **46%** CD
- Events in Easton: **43%** CD
- Job opportunities: **40%** OG
- Student Clubs: **39%** OG
- The Arts: **34 %** CD

**CD = Communications Division, OG = Organizations/Groups*

How do we deliver to students?

How are students currently learning about events on campus*?

Lafayette Email (85%)

Word of Mouth (66%)

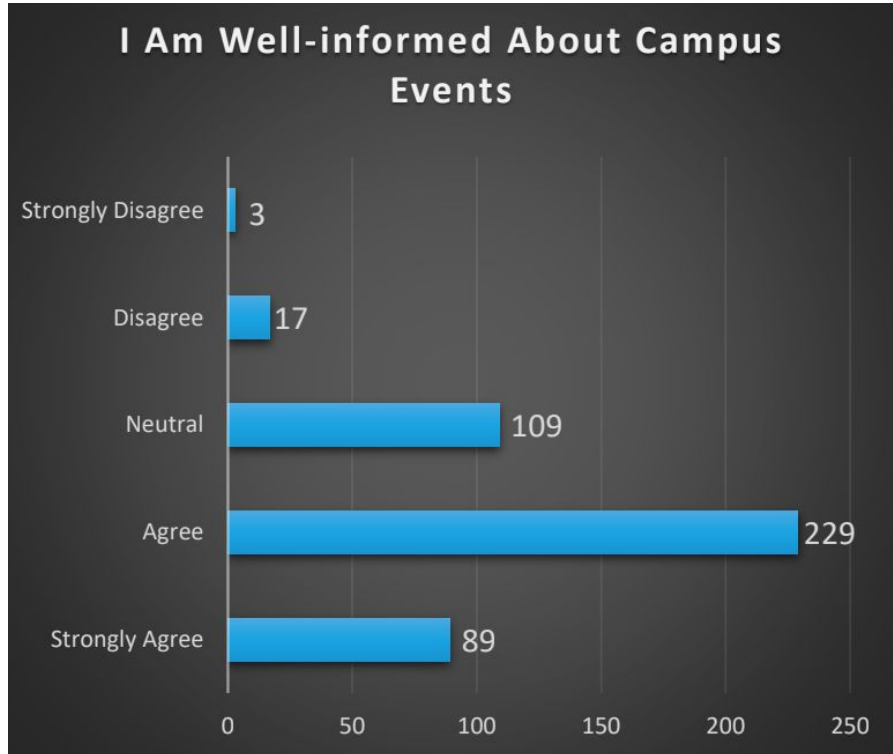
Flyers/Posters (62%)

**students were able to choose more than one answer*

Current platforms for communicating with students:

- Lafayette Email (95%)
- Moodle (75%)
- myLafayette.edu (54%)
- LafSync (1.5%)
- Social Media

How Well Do We Deliver to Students: Platform



- 71% of current students feel well-informed about campus events (318/447)
- Email
 - Students use platform
 - Predominantly learn about events through email

Suggestions for Students

- 1. Color-Coded Google Calendar**
- 2. Calendar of Events Emails**
- 3. Podcasts**
- 4. Flyers/Posters**

Email Delivery Preference

One email per event

10.3%

Bulk Email daily

10.1%

Bulk three per wk

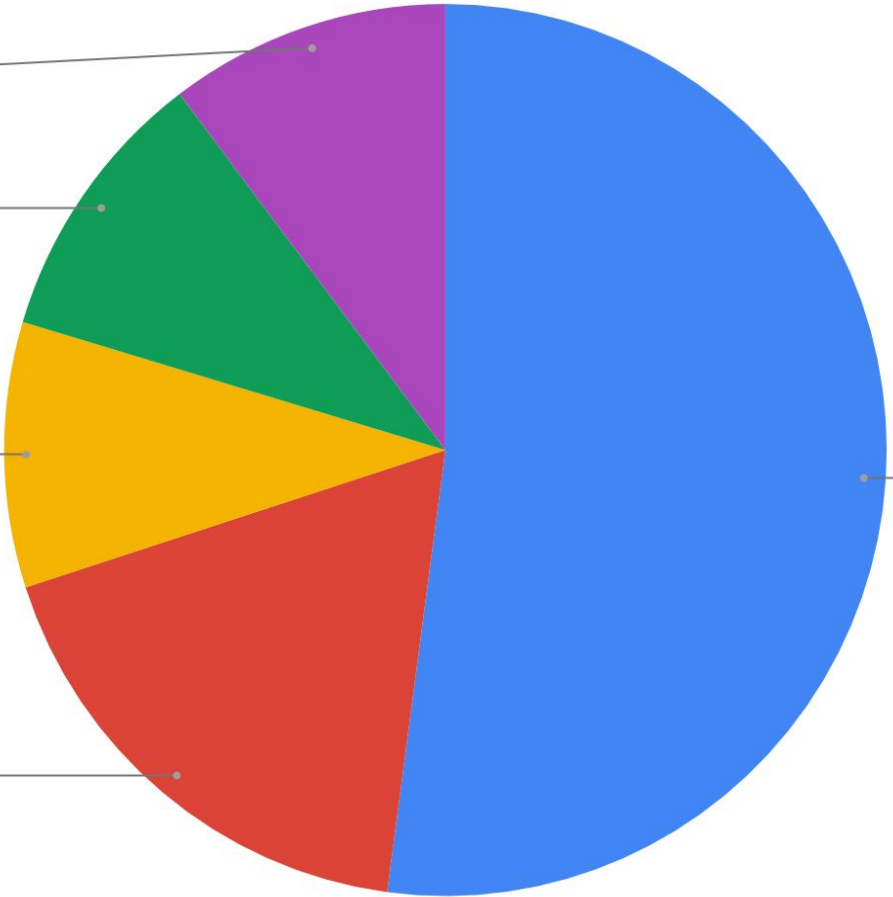
9.6%

Bulk two per wk

17.9%

Bulk one per wk

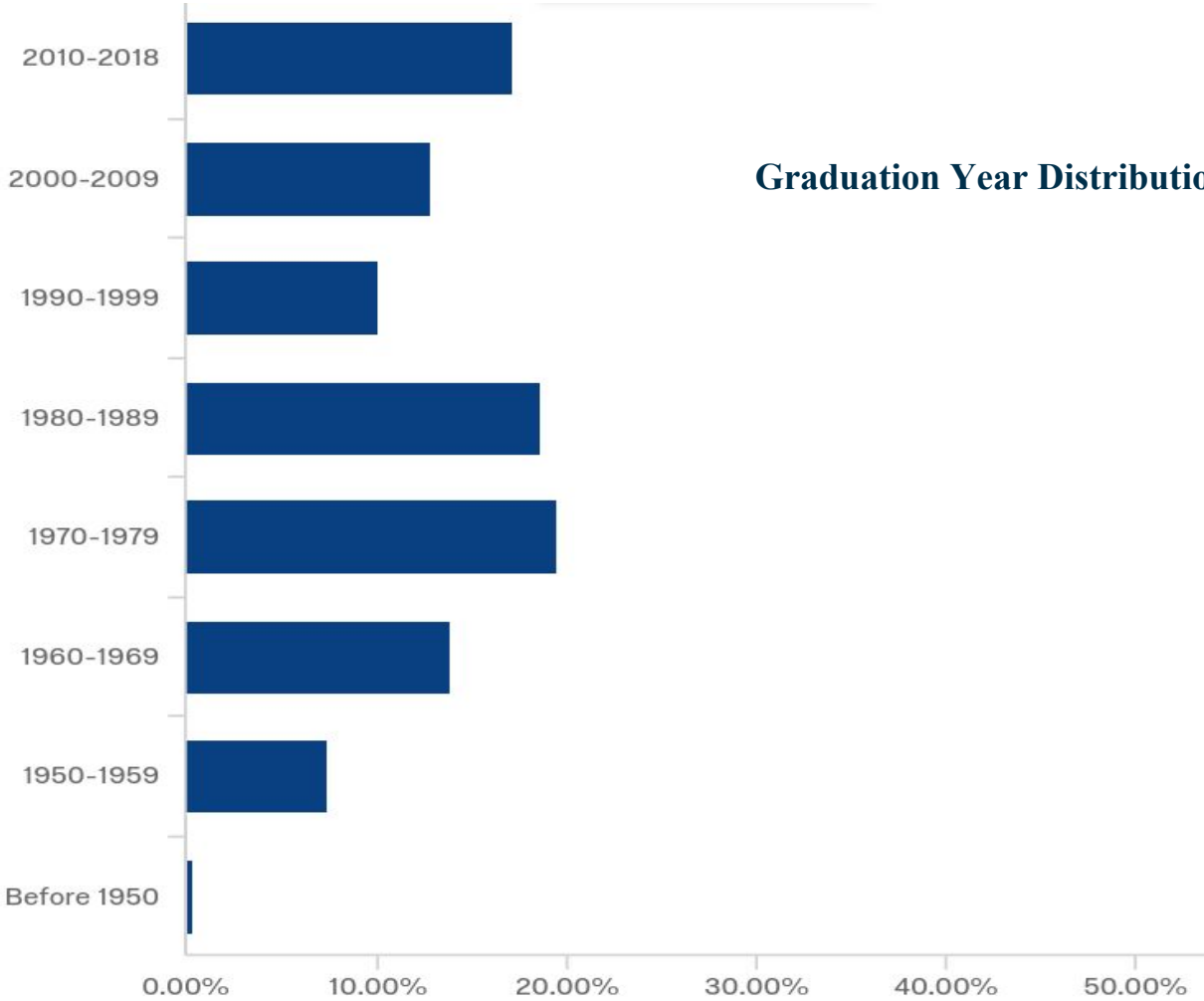
52.1%



DEMOGRAPHICS: Alumni Survey

- 878 responses
- **Ethnicity:** 94% white
- **Socioeconomics:**
 - 53% make > \$175,000/year
 - 25% preferred not to answer
 - 59% possess graduate degree
 - 15% retired (or unemployed).
- **Engagement:**
 - Greek life (21%)
 - IM sport (16%)
 - Academic Clubs (12%)
- 33% have/had a family member attend Lafayette (44% of these are Legacies)

Graduation Year Distribution



DEMOGRAPHICS: 2018 Reunion Survey

- 35 respondents
- 14 different graduation years and 15 different majors
 - 2008: 8 alumni
 - 1968: 6 alumni
- Involvement while at Lafayette: sports (**48%**) and Greek Life (**40%**)
- Alumni seem to feel moderately connected with both peers and college
 - averages of 3.34 and 3.42 (or 67% and 68% connectedness)
 - 1 being not connected at all to 5 very connected

What do readers want: Alumni Survey

- Alumni are *most* interested in materials pertaining to:
 - a. What fellow alumni are doing
 - Class notes (74%), alumni programming events (56%), alumni stories (65%)
 - b. What is happening on campus
 - Campus news (40%)
- Indicated engagement with Lafayette Magazine parallels these findings
 - a. 91% of alumni engage with the Lafayette Magazine to some degree
 - b. Class notes (27%), cover story/features (21%), profiles on alumni (17%), campus news (13%)

**878 respondents*

What readers want (cont.): Reunion survey

- Respondents are most interested in:
 - a. Faculty research/projects (53%)
 - b. Campus development (42%)
 - c. Alumni achievements: (39%)
- In the Magazine, alumni spend the most time reading:
 - a. Class Notes: (67%)
 - b. Articles about Alumni: (56%)
 - c. Profiles on Faculty: (42%)

Total Respondents: 36

What readers want (cont.): Reunion survey

- From which groups do you want to receive information from?
 - a. alumni relations, communications and the president's office (43%)
- How often?
 - a. on a monthly basis (61%)

How do we deliver to alumni?

Current Methods of Delivery:

- Lafayette Magazine
- Smaller publications
- Lafayette Email, Website, Social Media

How well do we deliver?

Most effective methods of delivering information:

- Lafayette Magazine
- From the Hill
- Marquis Mailer/Pard Pride
- Lafayette Website-News Page
- GoLeopards

What are the Preferred Delivery Methods for Alumni?

How do alumni prefer to be communicated with?

Online 69% (24/35)

Online and Print 31% (11/35)

Lafayette Magazine

Print 43%

Online 25%

Print and Online 30%

**878 responses*

Class Notes

Within the Lafayette Magazine 61% (20/33)

Separate Online Publication 46% (15/33)

Separate Print Publication 3% (1/33)

**alumni were able to choose more than one answer*

Suggestions for Alumni

- 1. Class Notes**
- 2. Online Version of Lafayette Magazine**
- 3. First Issue in Print with an Option Card**
- 4. Podcasts**



Future Work:

Fall 2018

→ Prospective Students

- Finalize Alumni Proposal
- 1st Year Student Survey
- Meetings with Admissions
- Analyzing Data
- What are some possible areas to build on strengths?

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