



# Suffolk Advancement Diversity Dashboard FY22

*Prepared May 2023*

# Purpose of a JEDI dashboard for Advancement

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IMPROVE  
UNDERSTANDING  
OF THE REACH OF  
ADV WORK



IDENTIFY GAPS IN  
DONOR AND  
ALUMNI  
ENGAGEMENT



CONVENE  
CHALLENGING  
CONVERSATIONS  
AMONG STAFF  
AIMED AT  
PROFESSIONAL  
DEVELOPMENT



SET BENCHMARKS  
FOR ONGOING  
PERFORMANCE  
MEASUREMENT  
OF ADV  
PROGRAMS



PROVIDE  
OCCASIONS TO  
CELEBRATE  
INDIVIDUAL STAFF  
OR  
INSTITUTIONAL  
ACHIEVEMENTS  
IN JEDI WORK

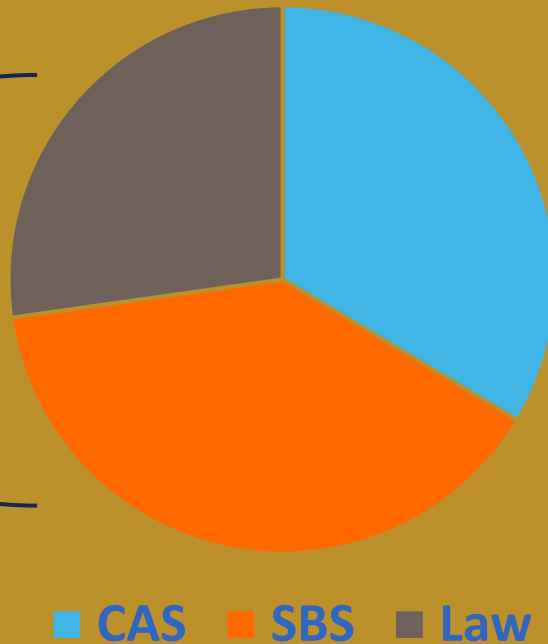
# NB: How complete is our demographic data?

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<b>Demographic</b>	<b>% of living alums</b>
Gender	99.97
Preferred country	99.94
Age	84
Race information	66
Marital status	21

# The Suffolk Alumni Body in 2023

- 88,108 living
- 6,173 dual-degreed
- 51% grad-degreed



## Demographics of all alums:

Avg. age: 47.06

Women: 48%

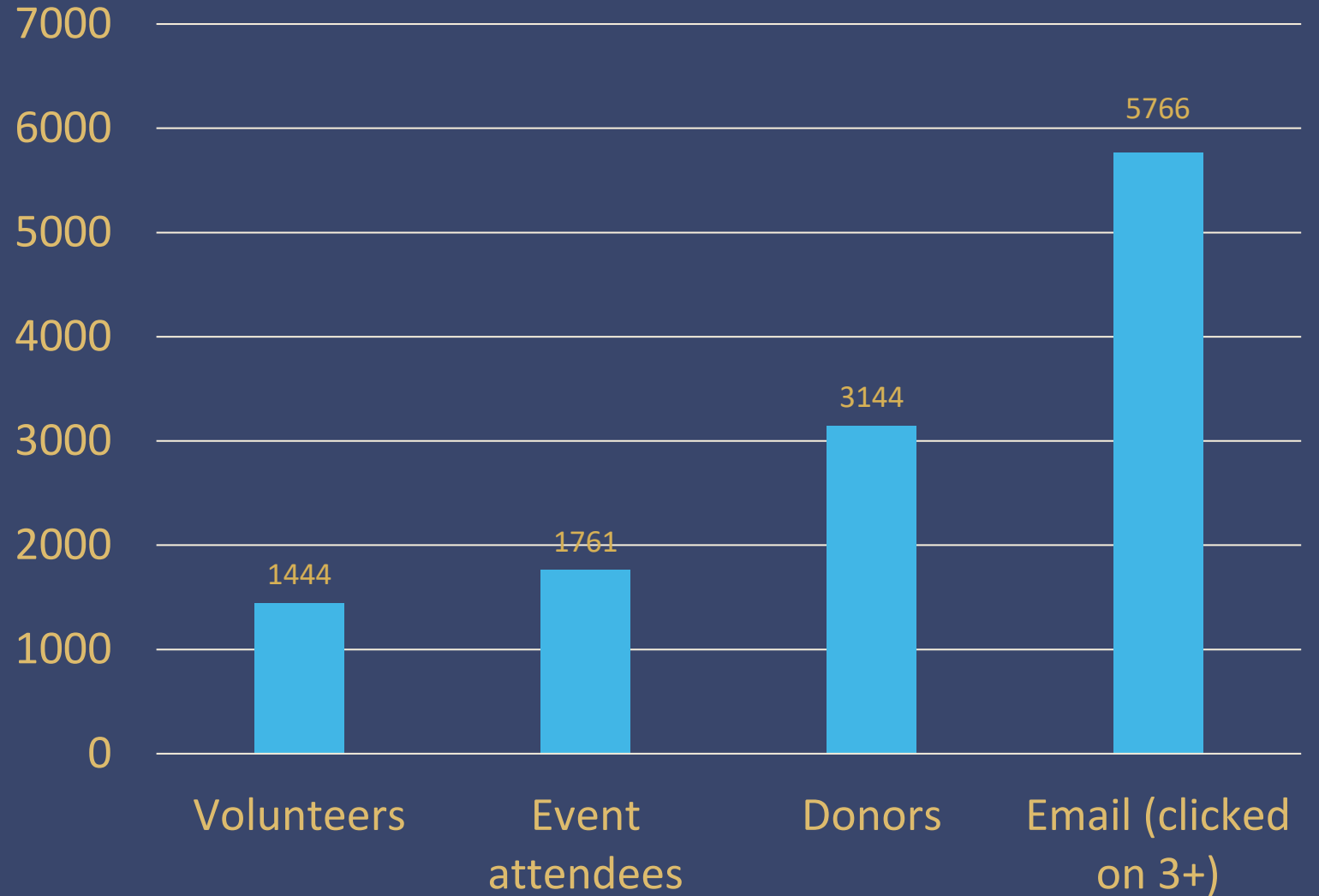
URM: 7.4%

GOLD: 23%

Massachusetts: 65%

International: 4.6%

# FY22 Engaged Alumni



# FY22 Event attendees

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- Avg. age: 45.2 (-1.9)
- Women: 51% (+3%)
- URM: 15.4% (+8%)
- GOLD: 41% (+18%)
- Massachusetts: 75% (+10%)
- International: 1.8% (-2.8%)



# FY22 Volunteers

- Avg. age: 47.5 (+.4)
- Women: 48%
- URM: 9.5% (+2.1%)
- GOLD: 18% (-5%)
- Massachusetts: 73% (+8%)
- International: 1.1% (-3.5%)



# FY22-23 Communications

	<b>Email clickers</b>	<b>Class Notes</b> <small>(spring 2023)</small>
<b>Avg. age</b>	44.8 (-3.3)	46.8 (-.3)
<b>Women</b>	51 (+3%)	46 (-2%)
<b>URM</b>	13.4 (+6%)	10.4 (+3%)
<b>GOLD</b>	40 (+17%)	27 (+4%)
<b>Massachusetts</b>	71 (+6%)	68 (+3%)
<b>International</b>	2.9 (-1.7%)	2.2 (-2.4%)



# FY22 Donors

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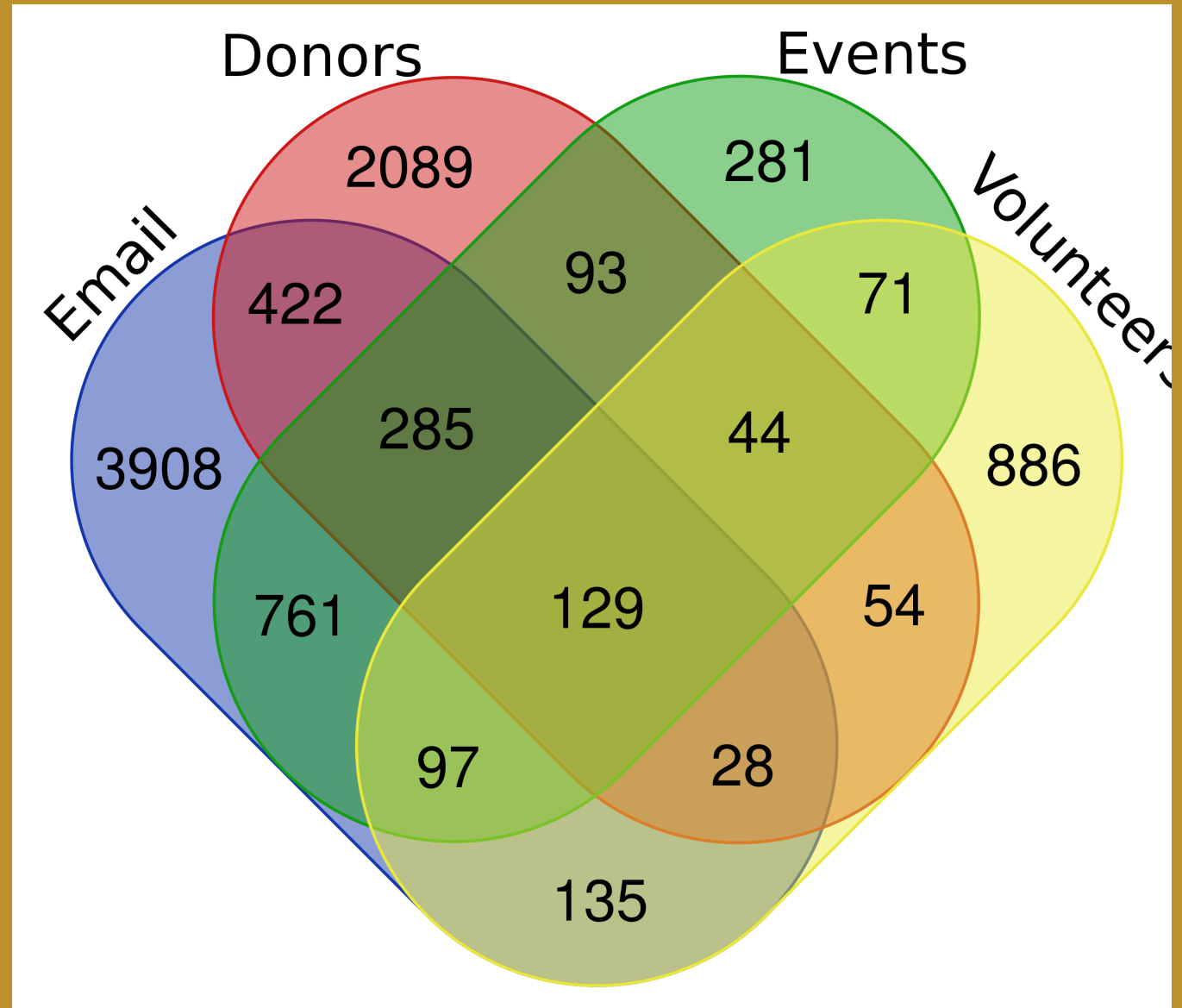
- Avg. age: 48.2 (+1.1)
- Women: 44% (+4%)
- URM: 7.6% (+.2%)
- GOLD: 34% (+11%)
- Massachusetts: 67% (+2%)
- International: 1.5% (-3.1%)

A photograph of a city skyline, likely Boston, viewed from across a body of water. A vibrant rainbow is visible in the sky, arching over the city. The skyline includes several prominent buildings, including a tall, modern glass skyscraper on the right. The foreground shows the water's surface with a small white boat in the distance. The overall scene is bright and colorful, with a clear sky and lush green trees along the waterfront.

# FY22 Summa Donors

- Avg. age: 62.3 (+15.2)
- Women: 28% (-20%)
- URM: 3% (-4.4%)
- GOLD: 6% (-17%)
- Massachusetts: 60% (-5%)
- International: .6% (-4%)

Degrees of engagement:  
how might these  
change as ADV  
changes?



*583 alums (6.2%) are engaged with Suffolk in at least three ways;  
129 (1.3%) are engaged in all four ways*



# What's still missing?

- Impact of donations on Suffolk JEDI efforts: across schools, departments, and programs, reporting on the impact of scholarships and program support on URM or populations;
- Magazine readership, survey coverage, editorial coverage or donors via blog, news office, social media
- Social media followers and engagement benchmarks
- Net Promoter Scores, website form submissions, negative feedback
- Non-URM metrics: engagement by school, geo, age, ability, industry, sexual orientation

# Rollout timeline and objectives



FY23: initial data collection, convene opening conversation with ADV staff involved and follow-up conversation on editorial coverage with OPA



FY24: set benchmarks for initial rollout, debut a quarterly or semi-annual report, discussion of including KPIs in quarterly report to Board




FY25: operational deployment and refinement of pilot dashboard; sync with ADV workplans

# Data sources for ADV JEDI Dashboard

- RENXT: the advancement db of record – for donor data, event attendance and volunteer data
- ADV teams: board rosters, vendor records, feedback on drafts
- OIRA: factbook to provide long-term trend data on URM populations; alumni survey distribution and analysis
- Editorial coverage: building on OPA team's work in AFI 2.0 (2022); ADV prospect research team working on coding all magazine/web featured alums and donors
- OMC: analytics access for web, social, email accounts

```
mirror_mod = modifier_ob.  
#set mirror object to mirror.  
mirror_mod.mirror_object  
_operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
_operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
_operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True  
  
#selection at the end -add  
mirror_ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier_ob.  
mirror_ob.select = 0  
= bpy.context.selected_obj  
data.objects[one.name].select  
  
print("please select exactly  
  
-- OPERATOR CLASSES ----  
  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
  
context):  
context.active_object is not
```

# Explore the data



[FY22 data](#)  
compiled in  
May 2023



[RENXT](#) access