



Oceans of Opportunity *Océan de possibilités*

Charlottetown PEI

Charlottetown IPE

CCAIE Conference June 2-5, 2007 Congrès national du CCAIE Le 2 au 5 juin 2007

The Power of Many

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The Idea: National Affinity Programs

- The bargaining power of Canadian alumni programs *working together* to secure new affinity partner relationships.



Origins

- 2006 CCAIE Conference
- York U's 2006 mass media "Reconnect Campaign" for alumni



How Many?

- Total # of Canadians aged 25+ with a university degree: 4 million.
 - 1991 - 2001: # of University grads 25+ grew 51% (population growth 25+ grew only 14%)
 - In 2001, exactly one-half of all university graduates aged 25 and over were women, up from 47% in 1991.
- Total # of Canadians aged 25+ with a college certificate: 3.2 million
(“Education in Canada: Raising the Standard.” Statistics Canada Census 2001.)



Benefits

- Generate new partners and revenue
- Engage alumni
- Mitigate list fatigue
- Combine strengths, diversities



Challenges

- Inertia
- Clear mandate and goals
- Leadership and fair representation
- Diversity among the groups
 - Strategies
 - Standards and requirements
- Tensions between stakeholders



Potential Partners

Examples:

- Airlines
- Car manufacturers
- Travel programs
- Others?



Reaching common goals

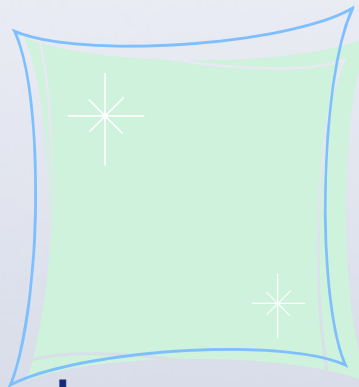
- Supplement current programs with new and exciting offers
- Increase revenue earning potential
- Decrease list usage
- Meet alumni needs and desires and build alumni affinity for our institutions



Creating a 4-way Win

Alumni – access to new partners and programs

New partners – access to a valuable market



Existing partners – re-energized affinity programs

Universities – increased alumni satisfaction and revenue



Feedback?

Thoughts, questions, suggestions,
concerns?