

Cornell ILR Alumni Association, Membership Committee
Update September 22, 2012

Mission: To work collaboratively with the ILR School Alumni Affairs and Development Office to build and maintain ILRAA membership.

Summary of Completed Activities Q3 2012

- Implemented Renewal Campaign
 - 699 members had memberships that expired on 7/1/2012
 - 299 of these were recent grads (coming off the one year free membership)
 - Initial email notification sent in June
 - Included the effective dates of membership as well as the actual date paid for membership
 - Second email reminder sent in August
 - We have added 498 new ILRAA members since 7/1/2012
 - 331 free memberships to recent grads
 - 167 paying memberships

- Completed Analysis of Renewals (see page 3)

Planned Activities

- Review and Discuss Renewal Analysis with Membership Committee
 - Identify which sub-sets of the individuals with expiring memberships should receive continued focus
 - Determine appropriate strategy to continue outreach

- Solicit New York Area ILR Alumni (not just those that have been recent ILRAA members)
 - Share information on upcoming Chapter events

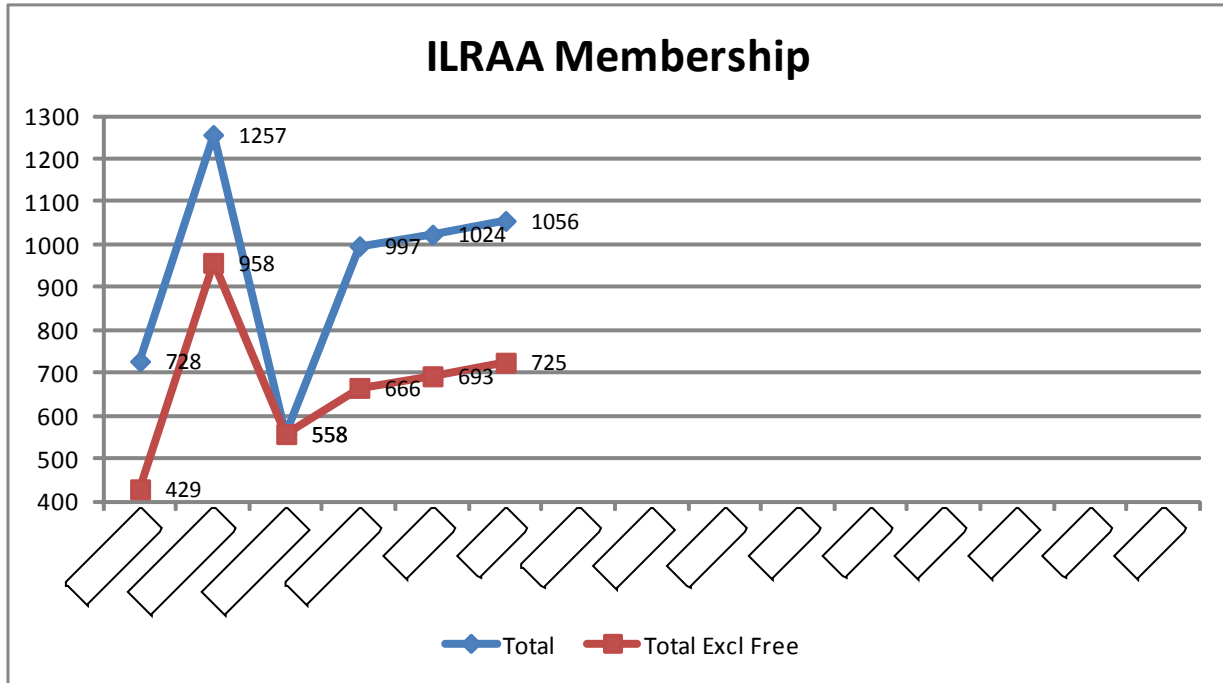
Results to Date (see chart on following page)

- We ended last fiscal year at 1257 members

- We currently have 1056 members (compared to just 728 at the start of last fiscal year)

- Dues collected this fiscal year to date are approximately \$15,000

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Estimated Annual Revenue Summary

	Total Membership Growth	1 Year	3 Year	Y/R/S 1 Year	Y/R/S 3 Year	Lifetime
Growth Since 6/31	167	101	40	17	7	2
Percent of Total Growth	N/A	60.5%	24.0%	10.2%	4.2%	1.2%
Estimated Fee by Type	N/A	\$60	\$150	\$35	\$95	\$900
Estimated Revenue	\$120	\$6,060	\$6,000	\$595	\$665	\$1,800

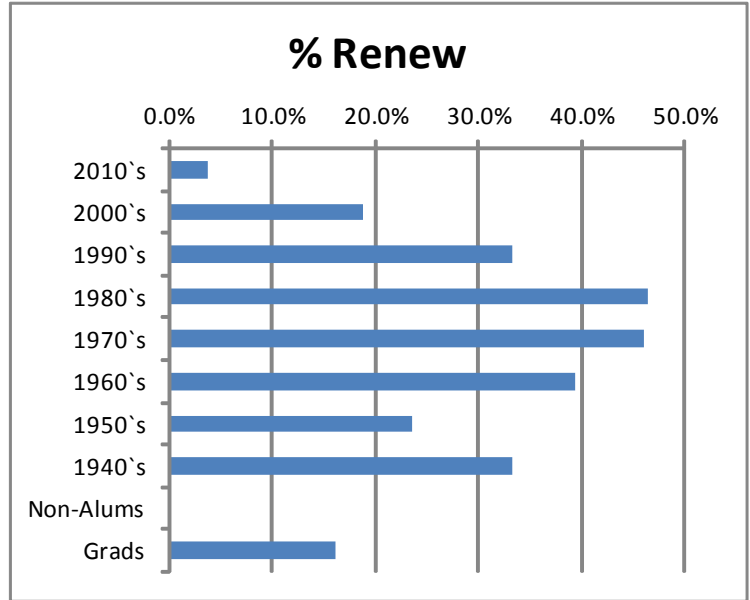
(Excludes free memberships)

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Renewal Analysis by Year of Degree

- We continue to have very low participation among recent graduates.
- Alumni that are 25 to 40 years out from graduation are most likely to participate in ILRAA.

Decade	# Expiring	Renewal Status		
		# Lapse	# Renew	% Renew
2010`s	239	230	9	3.8%
2000`s	69	56	13	18.8%
1990`s	51	34	17	33.3%
1980`s	86	46	40	46.5%
1970`s	63	34	29	46.0%
1960`s	33	20	13	39.4%
1950`s	17	13	4	23.5%
1940`s	3	2	1	33.3%
Non-Alums	1	1	0	0.0%
Grads	137	115	22	16.1%
Total	699	551	148	21.2%



Renewal Analysis by Region / State

- NY Metro region has the highest, by far, number of alumni. It also has a relatively high renewal rate. This suggests that additional marketing to the NY Metro audience (focusing on local Chapter activities) could provide meaningful benefits.
- It may be appropriate to also target the Mid Atlantic regions (larger alumni population, active chapter).

Region	# Expiring	Renewal Status		
		# Lapse	# Renew	% Renew
Midwest	27	19	8	29.6%
Mid Atlantic	94	71	23	24.5%
NY Metro	295	225	70	23.7%
Southeast	44	34	10	22.7%
NY Ontario	81	66	15	18.5%
Northeast	36	30	6	16.7%
North Central	24	20	4	16.7%
SW Mountain	18	15	3	16.7%
(blank)	14	12	2	14.3%
West Coast	56	49	7	12.5%
International	10	10	0	0.0%
Grand Total	699	551	148	21.2%

