



# Alumni engagement review

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JULY 2021-2022

# our Alumni

The Southern Utah University Alumni Association traces its roots back to 1911 when its first known executive committee consisted of Parley Dalley, Kate Palmer, Hattie Mackelprang, Annette Webster, Rass Macfarlane, E.B. Dalley, Mamie Jones and Myrtle Decker. In the years since, hundreds of others have followed in the footsteps of that original committee and have stood as a bridge linking the history and traditions of the past to the current challenges and ideas of their day. Today, the Alumni Association and Alumni Relations staff carries on that legacy as it supports and celebrates the University by fostering a lifelong spirit of loyalty, service, fellowship, and engagement among alumni, faculty, staff, students, and friends of SUU.



**TOTAL ALUMNI:**  
**69,372**

*(includes graduates and those that attended)*

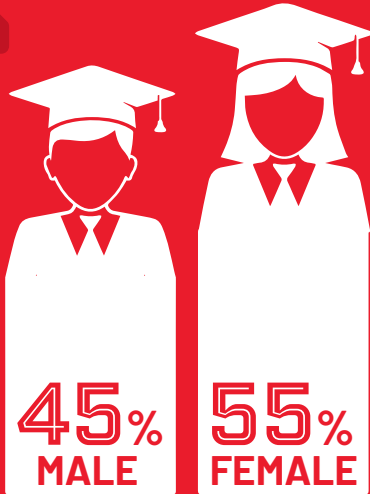
**TOP 5 STATES & COUNTIES**



alumni in **ALL 50 STATES**  
& Washington D.C.\*

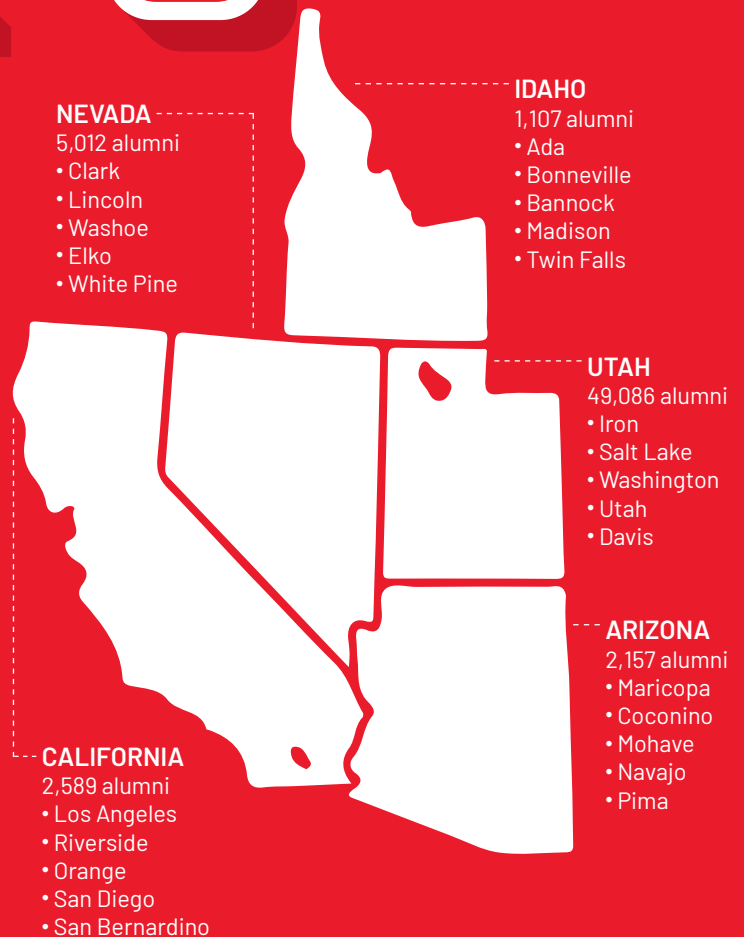
**15.7%**

have donated during their lifetime.



**AVERAGE AGE**

**42**



\*Full U.S. break down on P.11

# alumni Outreach



## 37,122

magazines were mailed connecting alumni, friends and donors to SUU.

**37,122** Fall 2021

Due to scheduling conflicts and the presidential announcement, it was decided to hold the spring magazine and print an expanded fall 2022 magazine.



## 752,812

total emails sent.

**110** total campaigns sent

**99.74%** delivery rate

**30.62%** open rate  
60% increase from 2021

**5.17%** click-to-open rate

**1,694** new emails

**3.47%** growth rate



## 12,316

combined followers across social media platforms.

**5,526** Facebook followers  
0.3% increase from 2021

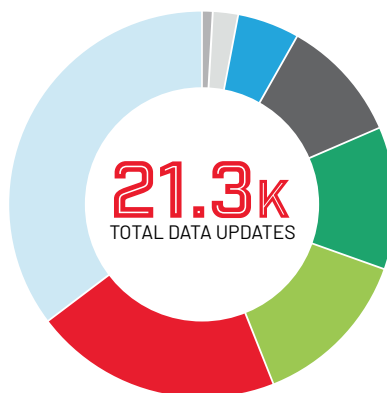
**3,631** LinkedIn followers  
1.05% increase from 2021

**2,700** Instagram followers  
14.3% increase from 2021

**459** Twitter followers  
24.7% increase from 2021

## data Updates

- Combined Mailing Name - 4,407
- Address Updates - 7,516
- Phone Number Updates - 2,885
- Email Address Updates - 2,537
- Alternate Records - 448
- Employment Records - 1,105
- Deceased - 194
- Other - 2,197



## TOP SOCIAL POSTS

### Facebook

**14,548** Mindy Benson Named Interim President

**10,699** Mindy Benson Named Woman of the Year

**10,092** Marie Osmond Concert

### LinkedIn

**8,513** Mindy Benson Named Woman of the Year

**4,235** SUU Founders Week

**3,046** Arnold Nyatanga NAC Thank You

### Instagram

**1,925** Midland VIP Giveaway

**1,847** Mindy Benson Named Interim President

**1,760** Mindy Benson Named Woman of the Year

# national Alumni Council



## MEMBERS

### President

Myndee Kay Larsen ('98)

### Council Members

Kim Bateman ('97)

Sue Esplin ('97)

Jessie Leach ('04)

Jacob Maile ('10)

Daniel Maldonado ('17)

Kristie McMullin ('92)

Ashlee Nelson ('05)

Arnold Nyatanga ('17)

Beverly Thomason ('02)

Caytee Wankier ('08)

Jennifer Wilkey ('99)

Nate Wilkey ('00)

Sami Wilson (SAA Representative)

Suzanne Young ('98)

## INITIATIVES

Connecting Alumni Back to SUU

Random Acts of T-Birds

Don't Wing It - Vote!

Red Fridays

Share SUU with Prospects

Virtual Alumni Events

T-Bird Tag

SUU Birthday Party Box

## AMBASSADORS

**68** Ambassadors

**37** Cities

**16** States

**1** Foreign Country

2,530

# legacy Students

**747** members of the 2021-2022 freshman class were legacy students - **29.5% of the class.**

**13** legacy specific **events** hosted by the Student Alumni Association.

**733** legacy parents of **registered** freshmen were contacted.

**217** legacy students were **coded** in the database.

# COLLEGIATE LICENSE PLATE PROGRAM

# \$54,500

raised July 2021 - June 2022



## community Sponsorships

- Iron County Fair - 10,000
- Chamber Presidential Membership - 260
- Chamber Golf Tournament - 110
- Pastry Pub & SBSU Golf Tournament - 110
- July Jamboree - 10,000
- SUMA Dia de los Muertos - 1,000
- Power in Pink Run - 200
- Southern Utah Bass Anglers Banquet - 300
- Utah Shakespeare Festival Gala - 100
- Sigma Nu Alumni Easter Egg Hunt - 1,000
- Paiute Indian Tribe of Utah Restoration Pow-Wow - 500
- Utah High School Sportscasts D1 Tournaments - 1,500



# alumni **Banners**

As part of our mission to foster a lifelong spirit of loyalty, service, fellowship and engagement among our base, the Alumni Relations Office supplies alumni and friends of the University with banners to hang in their classrooms, offices, workplaces and even homes. These banners allow alumni to show pride for their alma mater, raise SUU's profile in their respective communities, and, perhaps even more important, start conversations with prospective students and their families about the merits of attending Southern Utah University. Since July of 2015, more than 2,680 banners have been mailed to alumni across the country.



## 83,350

High School Students  
Exposed to SUU

Total number of Flags - **569**

Average number of classes  
per teacher - **6**

Average class size - **25**



## 46,650

Middle School Students  
Exposed to SUU

Total number of Flags - **311**

Average number of classes  
per teacher - **6**

Average class size - **25**



## 12,400

Elementary School  
Students Exposed to SUU

Total number of Flags - **496**

Average class size - **25**



## 178

 Banners on other college campuses

## 1,126

 Banners in  
businesses,  
offices & homes



# student **Alumni**

The SUU Student Alumni Association (SAA) is a dynamic organization whose goal is to serve our campus and local community, as well as keep students connected to their alma mater. During the last year, the Student Alumni Association was reorganized as a University Sponsored Organization with five new executive council positions. These positions now give a focused purpose to the organization and allow for the students to take on a more dynamic leadership role in assisting with retention and recruitment efforts. This includes making SAA the home of the Tradition Keeper program, where students work to inform their peers of SUU's rich history and engage T-Bird Nation in keeping our history and traditions alive!

**5,100+** Unique Student Engagements

Thunder U Tradition Time  
 Legacy Homework Hangout  
 Shakespeare Tradition  
 Homecoming Parade Float  
 Tradition Kick-off  
 True T-Bird  
 Letters to the Elderly  
 Downtown Harvest Decorating  
 Ghost of Virginia  
 Hocus Focus

Alumni Leaf Raking  
 Service for Ukraine  
 Final survival kits assembly  
 President Sherratt Tradition  
 Fives and Fries  
 Family Feud  
 Lunch on the main  
 Summer Kick-off  
 Sheep Parade  
 SUU's 125th Birthday Bash

## **Tradition Keeper**

**3K** Tradition Trackers distributed

**50** Rewards given

**31** Tradition Keeper events hosted

## **Executive Council**

### **President**

Sami Wilson

### **Assistant to the President**

Abril Vale-Luzardo

### **Tradition Chair**

Haydan Wayman

### **Legacy Chair**

DJ Wilson

### **Student & Community Engagement Chair**

Eugenia Kryshchuk



## **Awards**

Runner Up, Homecoming Float Contest  
 Nominee, Organization of the Year - Thunderbird Award

# alumni **Events**

After two years of limited events during the world-wide pandemic, SUU's campus culture returned to normal with the return of headline concerts, a maskless commencement and the launch of SUU's 125th Anniversary.



**6,698+**

**Tickets sold to  
Southern Utah Concerts**

**Marie Osmond Christmas Together  
with David Osmond & Daniel Emmett**

*Ticket sales from:*

Utah	Idaho
Arizona	Montana
California	Nevada
Florida	South Dakota
Florida	Texas
Georgia	Wyoming

**Midland the Last Resort Tour**

*Ticket sales from:*

Utah	Montana
Alabama	Nebraska
Arizona	Nevada
California	New Mexico
Colorado	New York
Connecticut	Ohio
Florida	Oklahoma
Idaho	Oregon
Illinois	South Carolina
Indiana	Tennessee
Iowa	Texas
Kansas	Washington
Massachusetts	Wyoming



**200**

**Tickets sold to  
SUU Day at the Bees**

In May, SUU Alumni hosted their first traveling birthday party with a night at the Salt Lake Bees. 200 Baseball fans gathered for a BBQ in center field before the game. The game ended with a walk-off home run making the first SUU Night at the Bees a success!



**\$48,300**

**Raised at Thor's Thunder  
Classic Golf Tournament**

Due to construction at Entrada, our tournament was held at the Sand Hollow Resort Golf Course. 120 golfers participated in the tournament. Teams were made up of business leaders and elected officials from northern and southern Utah, and southern Nevada. Proceeds from the tournament go to SUU student scholarships and alumni initiatives.

**37,143+**

**Participants Across  
All Alumni Events**





# 123<sup>rd</sup> ANNUAL COMMENCEMENT

Southern Utah University honored the class of 2022 with its annual commencement ceremony. After two years of modified ceremonies due to the COVID-19 Pandemic, the commencement exercises for the university returned to normal with one day packed with celebration. The 123rd graduating class was addressed by former U.S. Secretary of State, Condoleezza Rice who spoke of continuing global conflict and encouraged students to be active citizens drawing upon their SUU education to make the world better. For the first time in SUU history, all three of the commencement speakers were women as Interim-President, Mindy Benson conducted the ceremony.

**2,309** Graduates were celebrated from the class of 2022

## 5 YEAR COMPARISON

Year	Associates & Certificates	Bachelor Degrees	Master Degrees	Male Grads	Female Grads	Total
2022	204	1,504	601	940	1,309	2,309
2021	292	1,473	596	1,047	1,314	2,361
2020	299	1,280	480	903	1,156	2,059
2019	366	1,210	491	955	1,112	2,067
2018	376	1,050	442	825	1,043	1,868

“ I want to challenge you to be active in the world around you, drawing on your education to make that world better. There is no better antidote to entitlement than to engage with those who have less than you do, who, for whatever reason, are living troubled and difficult lives. When you reach out and try to help those who have less than you do, you will never again ask, ‘Why don’t I have?’ You will ask, ‘Why do I have so much?’

*Condoleezza Rice  
Former U.S. Secretary of State*





## 10 YEARS of FOREVER RED

When Forever RED was created in 2011 as a kick off to the Future is Rising Campaign by President Michael T. Benson, it was never meant to be a continuing tradition. 10 years later, the event has blossomed into the premier homecoming week celebration. The 10th anniversary was bigger and better than ever with a new stage, backdrop and the addition of The Fair at Forever RED. Originally slated

to headline the event, former lead vocalist for Journey - Steve Augeri contracted COVID one week before the event. To fill his slot, an ABBA tribute band entertained thousands of alumni, students and community. Joining ABBA was SUU Alumnus Chris Petersen and Metro Music Club.

**5,500+** Students and friends joined the celebration



## CELEBRATING 125 YEARS

In March, Southern Utah University kicked off its year-long celebration of SUU's 125th birthday. To celebrate, a birthday bash was held in the Sharwan Smith Student center hosted by the Alumni Relations and Student Involvement & Leadership teams. Live music, cultural student dance groups, and community talent performed throughout the night in

the Rotunda. Booths were placed throughout the student center with activities based around the founding, SUU traditions, and former university presidents. The night ended with everyone singing "happy birthday" to SUU as a large cake was unveiled with a confetti storm.

**2,500+** Students and friends joined the celebration



**1,045+**

### Participants in Birthday Parties Across the Globe

SUU Birthday Boxes were created as an initiative of the National Alumni Council to bring SUU's 125th Birthday Celebration to alumni across the globe. Alumni had the opportunity to request a box filled with birthday essentials and were encouraged to invite their former classmates, neighbors, family and SUU recruits to join the celebration. Birthday boxes included red velvet cake mix, storm of the century frosting, cupcake liners and toppers, 125th t-shirts, party hats, balloons, confetti cannons and a banner to hang at their celebrations.





# t-bird **Tales**

Publishing Concepts, Inc. (PCI) completed SUU's first Oral History Project which is composed of alumni sharing their SUU stories.

# 4,807 **Total Respondents**



# 5,536

**New phone numbers**

*2,394 New home phone numbers • 3,644 verified  
3,142 New cell phone numbers • 765 verified*

# 3,240

**Verified emails**

*1,233 New emails*

**Total funds donated to 125th Scholarship**

*318 Total donors to 125th scholarship*

# \$9,650



# 3,714

**Total stories shared**

SUU

## **Emeriti Council**

### **President**

Ricky Mendini

### **President Elect**

Lamar Jordan

### **Past President**

Georgia Beth Thompson

### **Co-Secretaries**

Bonnie Bishop  
Clarisse Lunt

### **Co-Treasurers**

Lea Decker  
Jacque Marchant

### **Scholarships**

Annette Murray

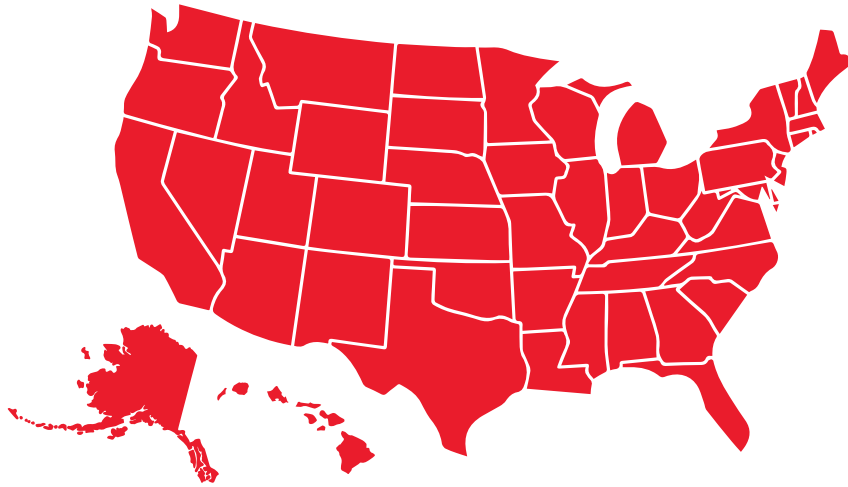
### **Bulletin**

Barbara Rodriguez

### **Board Members**

Glen Pryor  
Marva Middleton  
Lois Bulloch  
Mitch Alger  
John Walser  
Richard Dotson  
Jean Lopour  
Ken Munford  
Loraine Warren

# tbirds **NATION** wide



Utah - 49,083  
Nevada - 5,011  
California - 2,582  
Arizona - 2,149  
Idaho - 1,105  
Texas - 1,011  
Colorado - 796  
Washington - 716  
Oregon - 522  
New Mexico - 343  
Wyoming - 340  
Florida - 332  
Virginia - 276

North Carolina - 214  
Missouri - 202  
New York - 191  
Montana - 188  
Alaska - 187  
Illinois - 169  
Georgia - 168  
Hawaii - 165  
Tennessee - 151  
Ohio - 131  
Maryland - 123  
Kansas - 122  
Oklahoma - 119

Pennsylvania - 119  
Michigan - 112  
Minnesota - 111  
Alabama - 109  
Indiana - 104  
Nebraska - 95  
South Carolina - 90  
Wisconsin - 88  
Massachusetts - 76  
Iowa - 71  
Kentucky - 67  
Louisiana - 63  
Arkansas - 62

New Jersey - 59  
North Dakota - 51  
Connecticut - 44  
South Dakota - 43  
New Hampshire - 35  
Mississippi - 33  
Maine - 32  
Washington D.C. - 21  
West Virginia - 19  
Delaware - 15  
Vermont - 10

#TBIRD NATION