

2015 CASE DISTRICT II

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ALUMNI CAREER SUCCESS: HOW ALUMNI AT RIT EQUATE CAREER SUCCESS WITH LOYALTY AND ENGAGEMENT AND WHAT THAT MEANS FOR THE ENTIRE UNIVERSITY

Over the last several years, Rochester Institute of Technology (RIT) has used alumni feedback and involvement statistics to increase alumni engagement and campus partnerships. Working in partnership with Alumni Attitude Study (AAS), a division of PEG, Ltd., the RIT advancement team identified a strong relationship between RIT alumni loyalty and alumni career satisfaction. Additionally, alumni credit career satisfaction to their experiences while a student at RIT. The presentation showcases how RIT used this insight to create engaging communications that are increasing alumni loyalty. Further, campus leadership is seeing those insights as a foundation for new ways to think about what is happening on campus. RIT is breaking new ground by bringing alumni feedback into on-campus programming and engaging alumni by showing them their insights are having a big impact on their alma mater. In this session, you will learn how to use data to create opportunities with alumni and with campus partners.

Kelly Redder

**Rochester Institute of Technology
Assistant Vice President of Alumni Relations**



Katherine “Kelly” Redder, currently the Rochester Institute of Technology Assistant Vice President, RIT for Life and Director, Alumni House, has been in the higher education field for 24 years. Graduating with degrees in anthropology, archaeology, mathematics and forestry, she made the leap to a communications career by working at the New York State Commission for Independent Colleges and Universities. Kelly has worked in the alumni relations field since 1990, holding positions at College of Misericordia, Ithaca College, University of Rochester and RIT. She notes, not with little irony, that at the time of her tenure, each institution was gearing up for a milestone. Kelly has participated in 75th, 100th and 150th anniversary celebrations and most recently, on RIT’s 175th. A former member of CASE (Council for Advancement and Support of Education) Commission on Alumni Relations and one of the founding members of APCUAD (Association of Private College and University Alumni Directors), Kelly enjoys interacting and benchmarking with other alumni relations officers across the country.

Rob Shoss

Alumni Attitude Study, A Division of PEG, Ltd.
Managing Consultant



Robert (Rob) Shoss is a founding member of Performance Enhancement Group, Ltd. (PEG), an organizational development consulting firm that specializes in helping companies measure things that are often considered un-measurable, such as customer/alumni satisfaction, market perceptions, and alumni/employees' perceptions of organizational support. In 2001, PEG worked with leading alumni and development executives from universities across the country to develop the first "Alumni Attitude Study." The study defines key drivers of alumni loyalty and provides the right information to successfully manage communication, programs, and participation issues. More than 230 colleges and universities have participated in the study during the past nine years, giving the Alumni Attitude Study the unique ability to compare each participant's results against a group of peer universities. He has published numerous articles on national alumni trends for CASE Currents and presented survey results at CASE conferences. Shoss has a bachelor's degree from Tulane University, and a Master of Business Administration from Washington University.



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