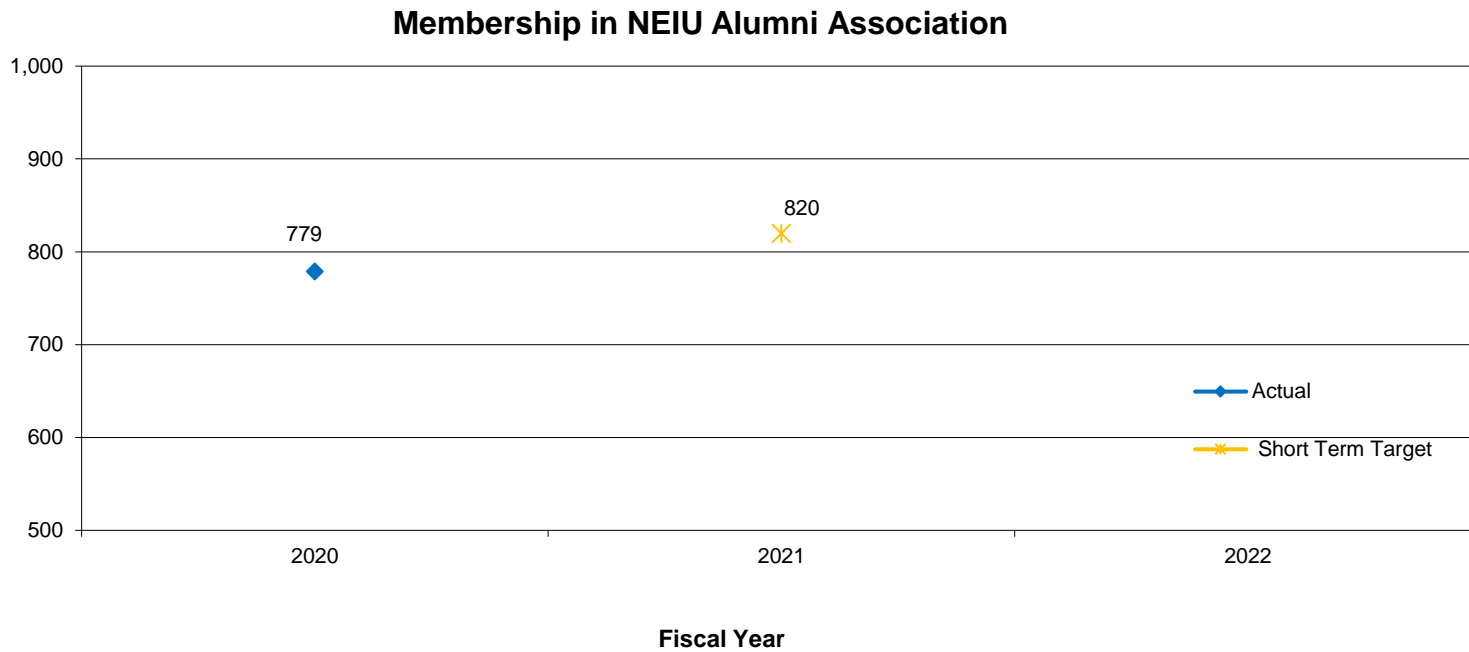


Measure: Membership in the NEIU Alumni Association (Goal 5)

General Definition: Membership in the Alumni Association is one way institutions can engage their alumni. This can lead to increased affinity and giving. This KPI is defined as the number of members (new and renewed) in a fiscal year.

Frame of Reference: Participation in the Northeastern Alumni Association has shown a slow and steady increase from its inception to the present, doubling in size. Given current efforts by Alumni Relations to run membership drives and stay engaged with alumni, the short term target for FY21 is set at a 5% increase, or 820 members. This target is reviewed annually and revised as needed.

Frequency of Measurement: This KPI is measured annually.



Last updated: 10-2020