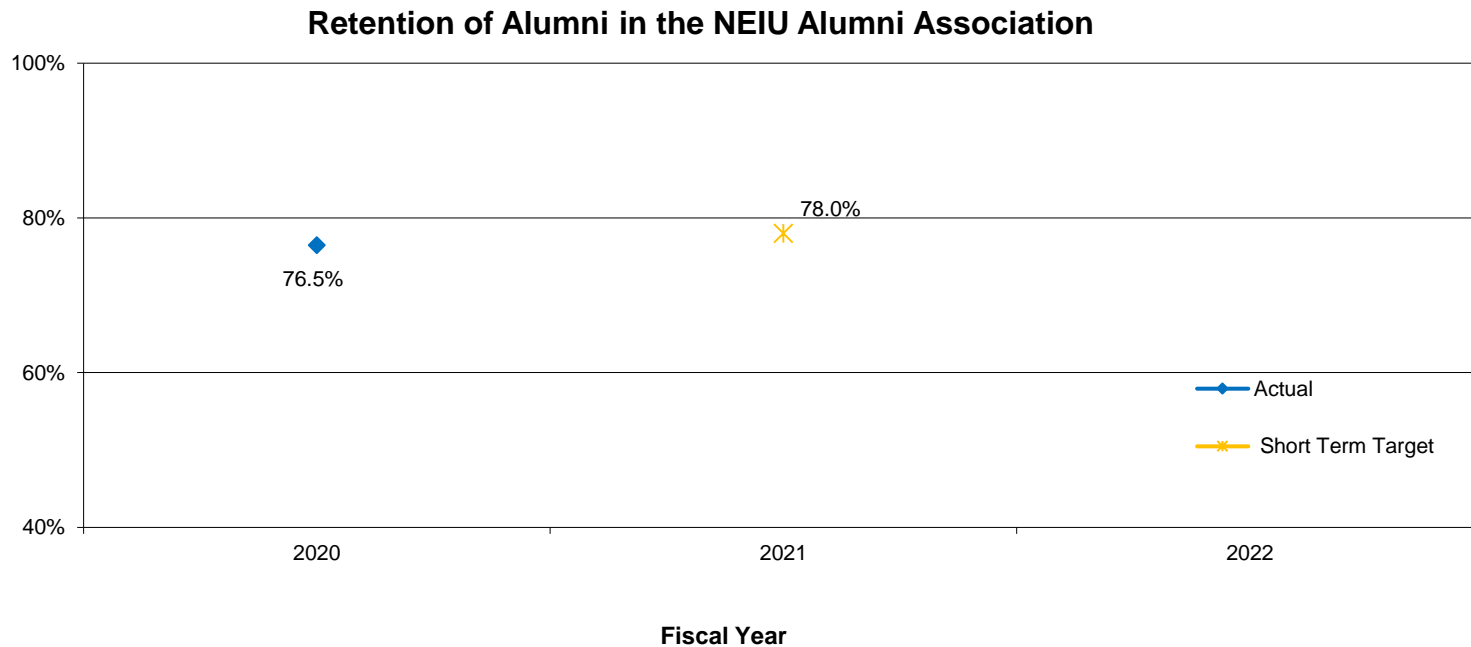


Measure: Year to Year Retention of Alumni in Alumni Association (Goal 5)

General Definition: Number of renewed memberships in FY divided by the total number of memberships that expired in FY.

Frame of Reference: The frame of reference is determined by Voluntary Alumni Engagement in Support of Education statistics (VAESE, 2020). The average renewal rate for all dues-paying alumni organizations is 57%. For Power 5 conference schools (NCAA Division 1 football schools), the overall member renewal rate is 72%. Given that Northeastern is already out performing this rigorous frame of reference, the short term target for NEIU is set at a slight increase of 2%, or 78%. This target is reviewed annually and revised as needed.

Frequency of Measurement: This KPI is measured annually.



Last updated: 10-2020