



Princeton University Alumni Association

**Regional Association Activity Survey
July 1, 2019 - June 30, 2020
A (Fiscal) Year-in-Review**

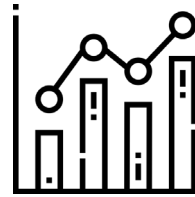
ANNUAL REGIONAL ASSOCIATION ACTIVITY SURVEY: BACKGROUND AND PARTICIPATION

This survey summary reflects regional alumni association activity during fiscal year 2020
(July 1, 2019 – June 30, 2020)



One annual survey

Every summer, regional affairs staff circulate a survey among regional presidents to gauge the activity level of Princeton's regional associations.



Invaluable quantitative & qualitative insights

Regional leader feedback enables the regions team to spot engagement trends, identify ways to better support volunteers and summarize best practices and recommendations which help facilitate, increase and strengthen alumni engagement at the regional level.



65 regional communities

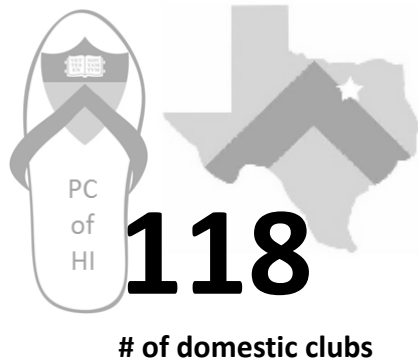
The findings highlighted in this summary represents Princeton's most active regional clubs around the world.



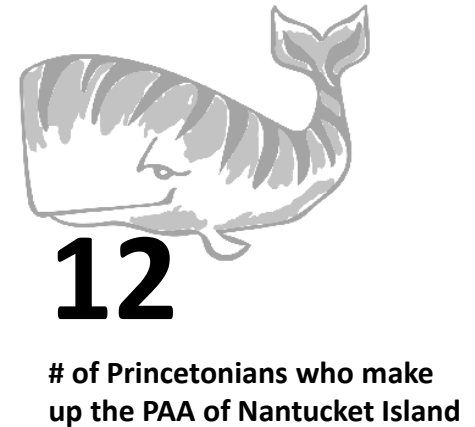
68,002 Tigers Strong

72% of the total alumni population is represented (across 65 clubs) in the enclosed survey results.

REGIONAL ASSOCIATIONS: BY THE NUMBERS

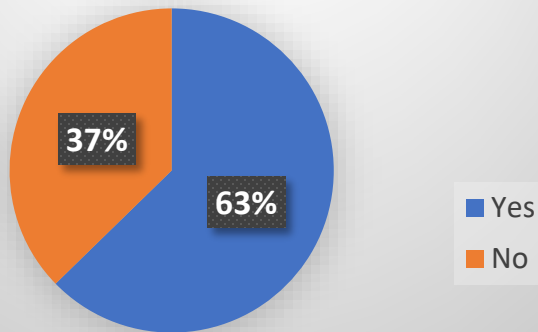


of Princetonians who make up the Princeton Association of NYC
(Princeton's largest regional club based on alumni population size)

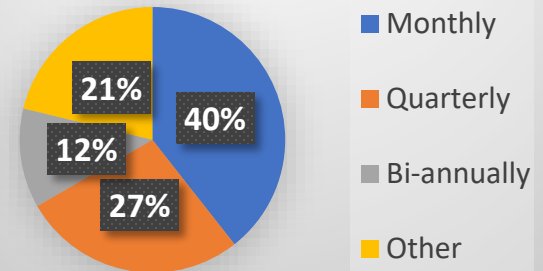


SURVEY RESULTS: ORGANIZATION & STRUCTURE

Does your region hold leadership team meetings or conference calls?



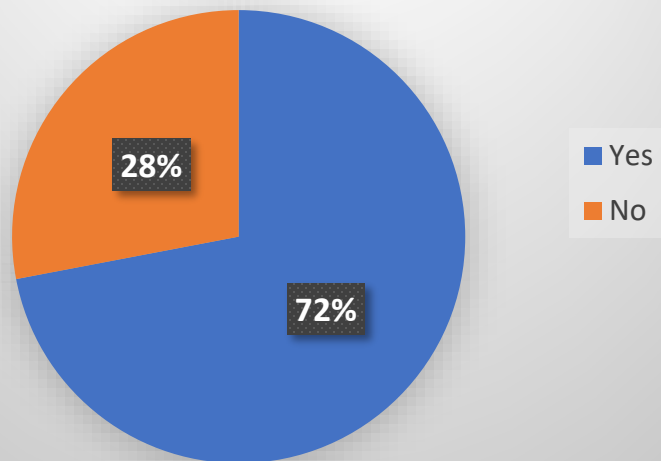
If you answered Yes, how often does your leadership team hold meetings or conference calls?



**Data reflects the responses of 49 regional presidents who participated in the annual activity survey*

SURVEY RESULTS: MEMBERSHIP & DUES

Does your association collect annual dues?



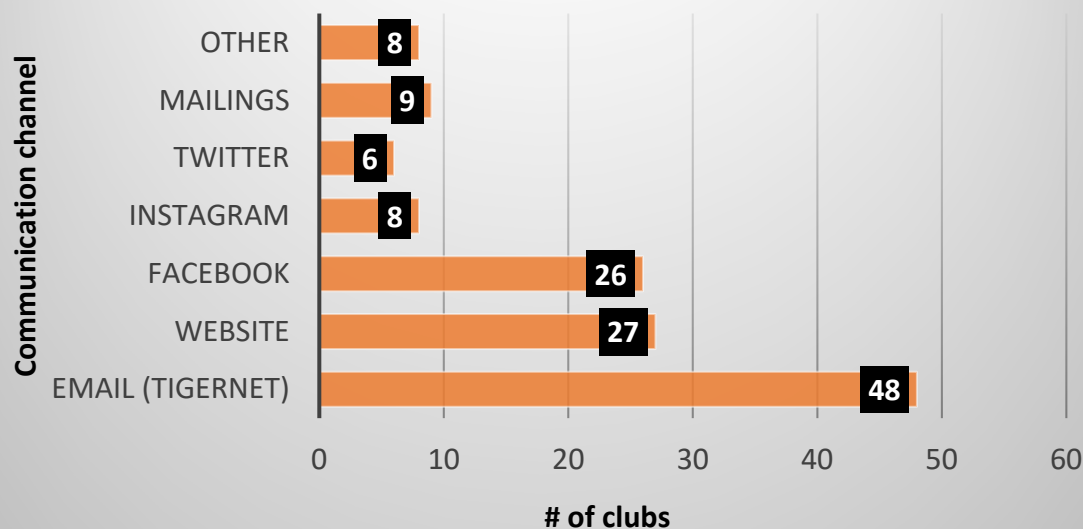
**Data reflects the responses of 49 regional presidents who participated in the annual activity survey*

DID YOU KNOW?

Regional dues help fund a club's operating expenses, and support programs such as a reception for new admits or community service efforts.

SURVEY RESULTS: COMMUNICATIONS

Through what channels does your association communicate?



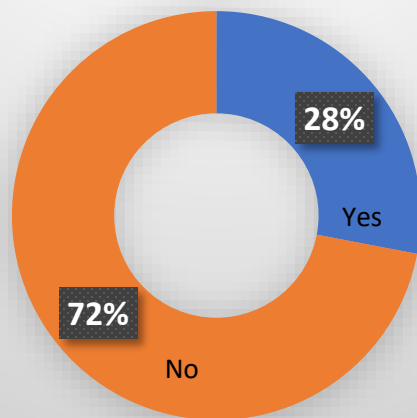
Indicate any other channels through which your club communicates.

- WhatsApp
- Personal Emails
- Slack
- LinkedIn
- TigerNet Discussion Group
- Phone calls
- Voice

**Data reflects the responses of 49 regional presidents who participated in the annual activity survey*

SURVEY RESULTS: COMMUNICATIONS

Does your association produce a newsletter?



**Data reflects the responses of 49 regional presidents who participated in the annual activity survey*

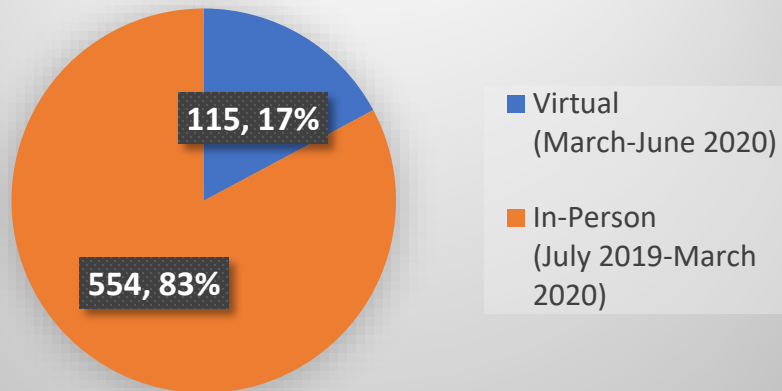
DID YOU KNOW?

In FY20, regional leaders sent a total of 1,649* TigerNet email communications for an annual average of 21 emails per club

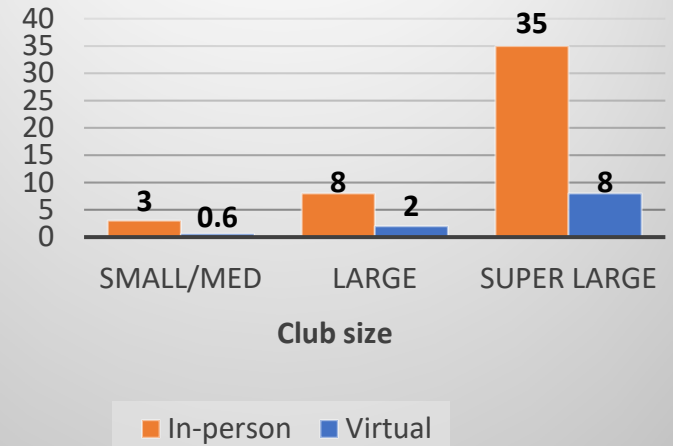
**This reflects all regional associations active on TigerNet*

SURVEY RESULTS: EVENTS & ACTIVITIES

669
regional events in FY20

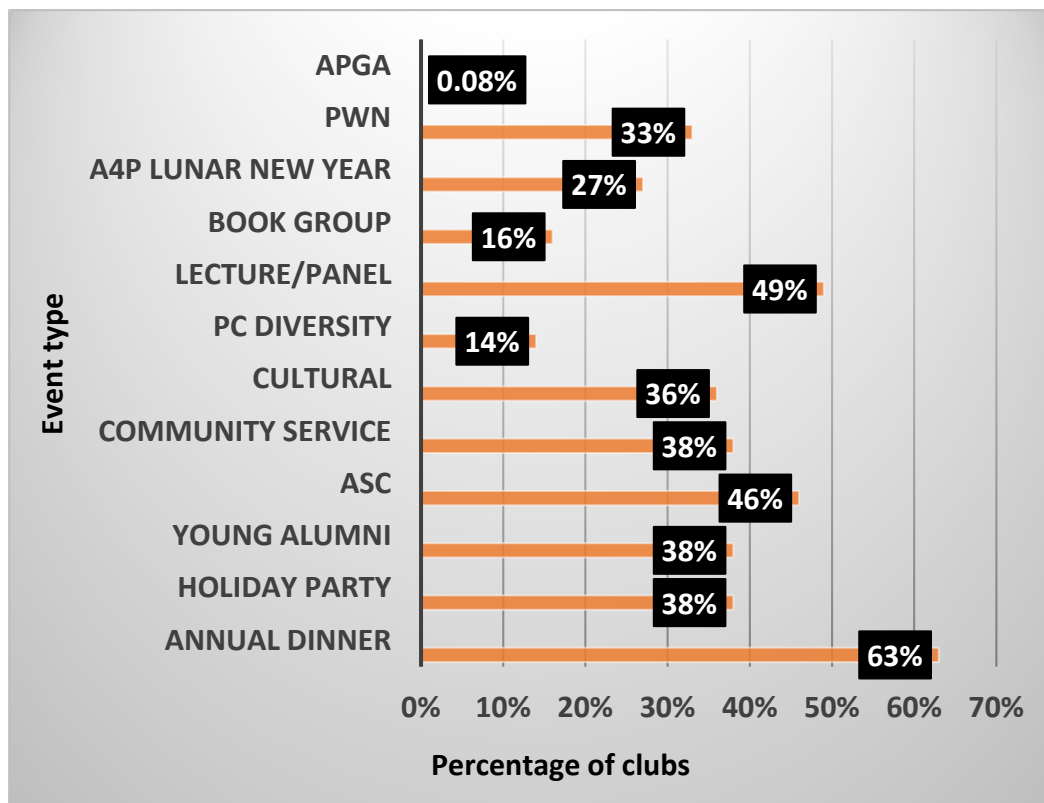


Average number of events FY20



**Data reflects the responses of 49 regional presidents who participated in the annual activity survey and the analysis of additional clubs representing a total of 65 clubs*

SURVEY RESULTS: EVENTS & ACTIVITIES



**Data reflects the responses of 49 regional presidents who participated in the annual activity survey and the analysis of additional clubs representing a total of 65 clubs*

LOOKING FOR AN EVENT IDEA?

Regions report hosting the following events in addition to their regular programming

- Writing workshop
- Mentorship
- Gala
- Wellness (Yoga, Meditation)
- OkTIGERfest
- Princeton Alumni Angels
- Happy Hour
- Summer BBQ

SURVEY RESULTS: EVENT SUCCESS STORIES

We asked you to tell us about the most interesting, successful, or innovative event hosted by your association in FY20.

“Fall reception was a big success, **due to co-hosting by the RA+ASC (for the first time)**, and venue in a historic setting with live music.”

-Princeton Association United Kingdom

“We brought back our social Gala for the first time in five years - it was well attended and **a different kind of fancy event** than what we typically offer!”

- Princeton Club of Washington

“**Supporting an organization which provides low-income housing and community services in a low-income district.** Our members have visited the area and maintain a dialogue with their leadership.”

- Princeton Club of Charleston



- PAA of Memphis logo

“In July 2019 we organized the 2nd annual Shrimp and Crab boil. We held the event at a family friendly "volleybar" owned by an alum. **Turnout was great and included many attendees who don't typically come to events**, and we received great feedback about how much fun it was.”

-Princeton Alumni Association of Houston

“We've started a **monthly 'Hobby Hour'** where we have an expert or enthusiast lead us in an activity.”

-Princeton Club of Oregon

“A virtual wine tasting was very successful. **We had a number of people attend who had never attended a PANE event before.** Everyone could easily hear and see the facilitator - more so than if we had done it live.”

- Princeton Association of New England (PANE)

“Footnotes concert in September (2019).”

-Princeton Club of Hilton Head

“Inter-Ivy Event at Kentucky Museum of Art & Craft for **private tour.**”

- Princeton Alumni Association of Louisville

“We hosted the **Glee Club** for a concert & dinner.”

- Princeton Club of Southwest Florida

UNIVERSITY SPEAKERS BUREAU

An alumni favorite, the Speakers Bureau program (administered by the alumni engagement office) sends Princeton's renowned faculty, administrators and coaches to domestic regional associations to keep Princetonians connected to the intellectual life of the University.

of
Events
18

of Regional
Associations
18

of Unique
Speakers
16

of
Depts.
14

Total
Attendees
1,118

Avg. Audience
per Event
62

of Virtual
Events
3

SPEAKERS BUREAU

Princeton faculty, administrators and coaches discuss topics that are wide-ranging providing alumni with a glimpse of the University's academic and campus life today. Here is a sampling of talks given by Princeton's faculty to domestic clubs in FY20.

HOW TO SUCCEED IN BUSINESS WITHOUT SELLING YOUR SOUL

David Miller

January 29, 2020
Dallas, TX

The State of American Democracy and the Future of the Republic

Julian Zelizer

June 29, 2020
Washington, DC (Virtual)

THE EVOLVING PRINCETON CAMPUS

Treby Williams

March 9, 2020
Naples, FL

THE PRINCETON & SLAVERY PROJECT THE CHALLENGES OF DOING PUBLIC HISTORY

Marni Sandweiss

October 29, 2019
Honolulu, HI

What did the Greeks Ever do for the Romans?

Denis Feeney

February 27, 2020
Miami, FL

From Superbugs to Cancer: Basic Science Approaches to Drug Discovery

Zemer Gitai

March 1, 2020
San Diego, CA

Softball and Resilience at Princeton

Lisa Van Ackeren

October 29, 2019
Wilmington, DE

SURVEY RESULTS: THE SHIFT TO VIRTUAL ENGAGEMENT

We asked you to tell us about your experience engaging with your regional alumni community virtually/online.

“Zoom has worked well, but **folks strongly prefer in-person events.**”

- Princeton Alumni Association of Western Pennsylvania

“It's been **better than expected.** Response has been good, and we look forward to doing more virtual events.”

- Princeton Club of Georgia

“Virtual events worked very well, **allowing more alumni to participate** as they didn't need to travel to the event.”

- Princeton Association of New England (PANE)

“**Joint events with RAs in other countries, previously impossible, have been very successful virtually.**”

-Princeton Association United Kingdom

“Our **annual dinner was held virtually** very early during the pandemic and was well-received.”

-Princeton Association of Northern Ohio



“**Wonderful opportunity to engage alumni who don't come to in-person events and to and connect collaborate with affiliated groups** and with regional associations in different areas!”

-Princeton Association of NYC

“We've always valued collaborations with other alumni groups but have been **taking advantage of the virtual nature of events to collaborate with other Princeton alumni groups** across the world.”

-Princeton Club of Northern California

“It's been **really wonderful!** Our region is geographically large and we've had **participation from areas where the travel would be prohibitive** to an in-person event.”

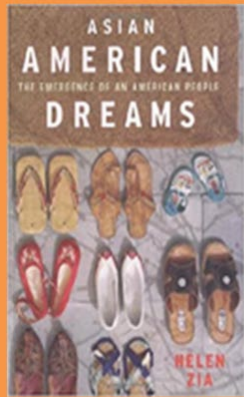
-Princeton Club of Oregon

“**Good reception to this format and willingness to participate depending on subject & speaker(s).**”

- Princeton Club of Dallas-Fort Worth

TRENDS IN VIRTUAL ENGAGEMENT: *COLLABORATION*

Many regional associations pivoted quickly to the online world of engagement leveraging all that the virtual format has to offer! No longer are regional events limited to only those alumni who reside within a club's geographical boundaries.



Virtual Discussion with Helen Zia '73 moderated by Joyce Zhang *15

Thursday, May 7th, 2020
4:00 PM – 5:30 PM PDT
Online event

Helen Zia '73, famed author and activist, will discuss and take questions on her book "Asian American Dreams" and Asian Americans' historical and current influence on American society.

A secure link with password to Zoom will be sent to registrants' emails prior to the event.

Sponsored by the Asian American Alumni Association of Princeton (A4P), the Princeton Club of Northern California (PCNC), the Princeton Association of NYC (PANYC), and Harvard Asian Alumni Alliance (H4A).



Helen Zia '73



Joyce Zhang *15
Moderator

Multi-region & A4P collaboration featuring Helen Zia '73



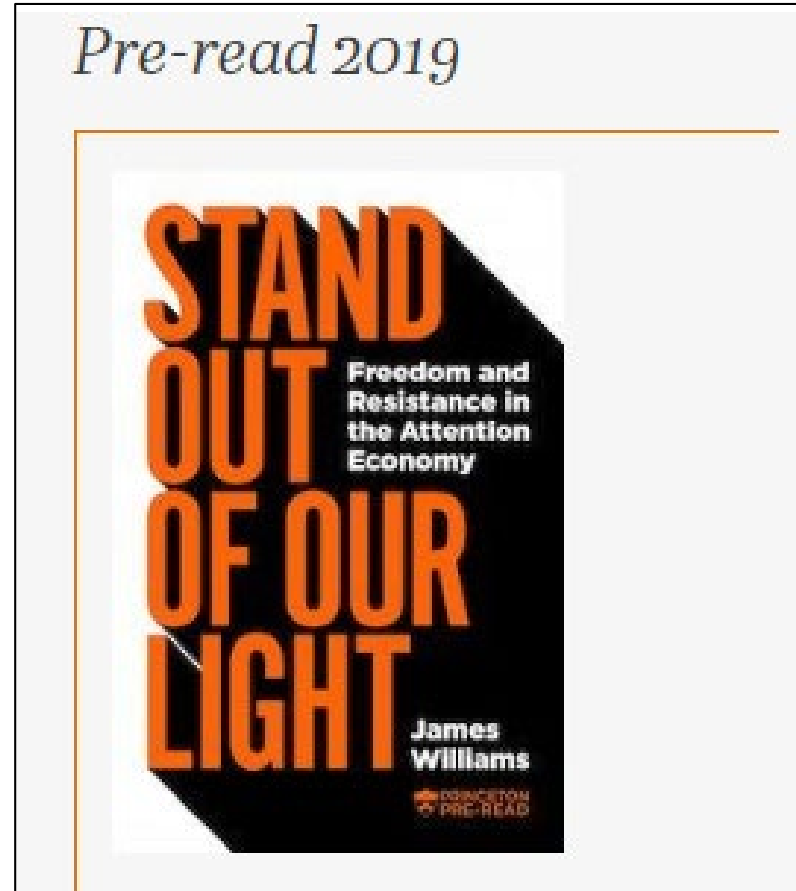
**Yoga & Mindfulness Meditation Workshop co-hosted by
PANE & PCNC**

TRENDS IN VIRTUAL ENGAGEMENT: *INNOVATION*

Regions found new and innovative ways to work together and repurposed existing programs to work (in some cases, even better!) in the virtual environment.



Instagram "Takeover": PC Japan <-> PCNC



Multi-region transatlantic alumni Pre-read program by the PAUK & PC Southwest Florida

TRENDS IN VIRTUAL ENGAGEMENT: *TASTINGS*

PANE & PC Oregon were the regional virtual tasting trailblazers both organizing wine tastings in Spring 2020. These inaugural online tastings were met with grape success in turn activating a fun & interesting trend in alumni-led virtual engagement.



PC of Oregon

Virtual Wine Tasting with the PCO!*

*Time changed to 4:30pm



Pour a glass and join the PCO for a virtual wine tasting, lead by Dave Parker '79, CEO & Owner of [Benchmark Wine Group](#), and [President of the National Association of Wine Retailers](#).



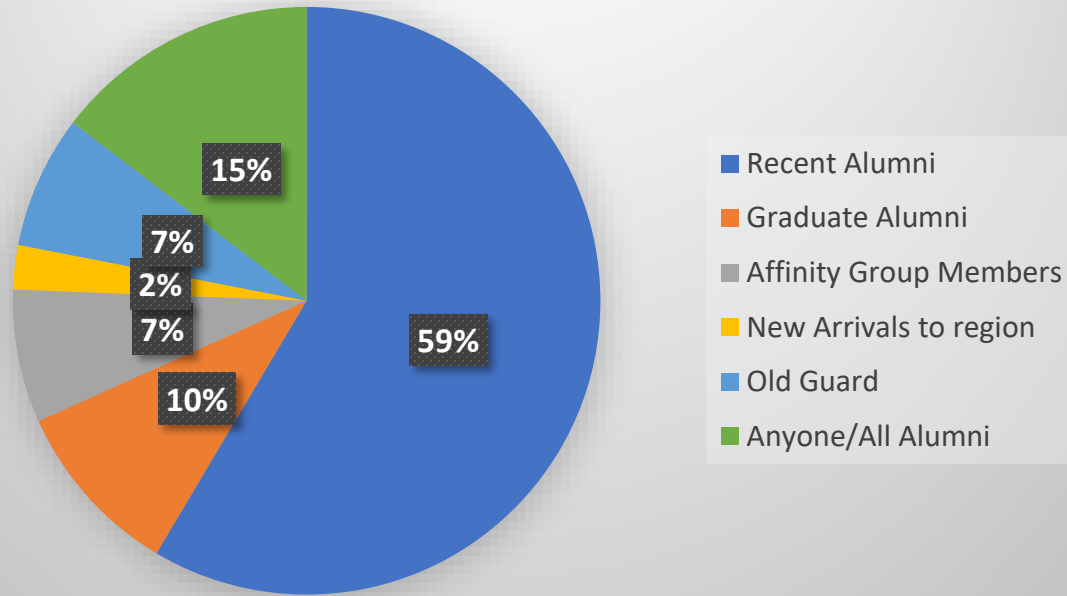
PRINCETON
ALUMNI
NEW ENGLAND



Please join us this Friday, May 8 at 6 PM for our first-ever Virtual Wine Tasting! Stuck at home? In need of inspiration for your palate? We'll bring the tasting right to you!

SURVEY RESULTS

What population of alumni would you like to involve more in your regional association's activities?



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KEY TAKE-A-WAYS & LESSONS LEARNED

Virtual Engagement *Silver Linings*

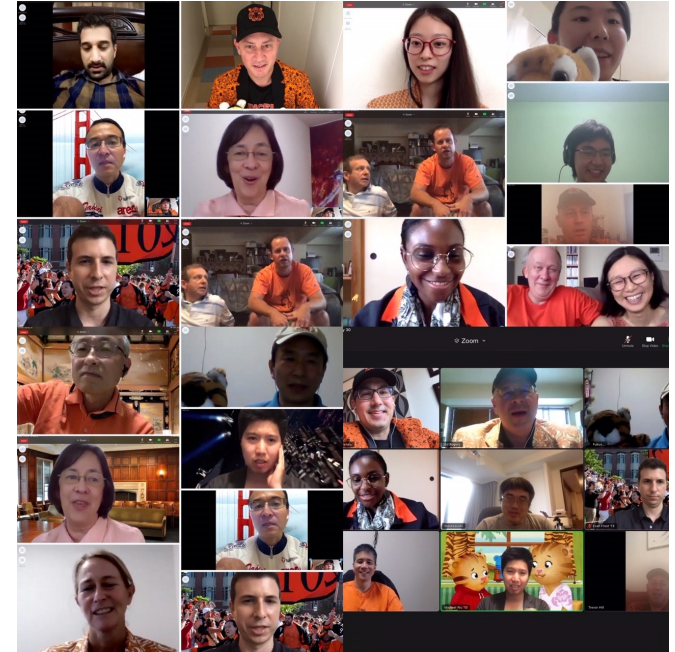
- Collaboration, Collaboration, Collaboration! Regional leaders enjoy partnering with other alumni groups near & far.
- Regional volunteers report seeing new faces at virtual activities engaging alumni in creative and interesting ways.
- Particular events (tastings, panels, trivia, book clubs) are well-suited to the online format when limited to small groups allowing for meaningful and rich conversation.

Communications – think outside the (Zoom) box!

- Regional leaders are employing a multi-pronged approach to effectively engage alumni where they are (email, newsletters, social media, web site and in some cases, phone calls!).
- Social media can be a tool for growing regional communities online and an interactive and fun avenue for partnering with other alumni groups.

Events and Programming – What keeps Tigers coming back for more?

- Pre-pandemic, the best-attended regional events were “annual” dinners (anchor event that everyone looks forward to), ASC events and academic programming (lectures/panels).
- During social distancing, the most popular types of events thus far are tastings, panel discussions featuring alumni experts and trivia/game nights (Princetonians love a competition!).



REGIONAL AFFAIRS TEAM

Thank you for your participation in the annual regional association activity survey.

Visit our website to access volunteer tools, resources and more!

[Regional Volunteer Resources](#)

Do you have recommendations for improving the annual regional association activity survey?

We want to hear from you
Contact us at acra@Princeton.edu



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