MEMBERSHIP UPDATE
JUNE 2019 GOVERNING BOARD MEETING

MEMBERSHIP TOTALS (as of April 30, 2019)

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining Members (Non-Recent Alumni)</td>
<td>1,923</td>
</tr>
<tr>
<td>Sustaining Members (Recent Alumni Only)</td>
<td>545</td>
</tr>
<tr>
<td>Sustaining Members (Recent Alumni – Fall 2018/Spring 2019 Only)</td>
<td>5,411</td>
</tr>
<tr>
<td>Forever Wildcats (Single &amp; Joint)</td>
<td>1,888</td>
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</tbody>
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- As of April 30, 2019, we have 2,487 Sustaining Members, which includes 20 Legacy & Wildcat for Life Scholarship Members; 6,788 Annual Members; 11,386 total members, which includes Lifetime Members. This is a 4% decline in overall membership since January 1st, with the largest decline coming from Recent Alumni who did not renew their first year complimentary membership. This is consistent with the dues-based membership program from FY18 and earlier.

- When we eliminated the Forever Wildcat membership, we instituted two scholarship programs to replace that level and provides those dollars to support scholarships for legacy and non-legacy students. We met our goal of 20 scholarships through the Legacy and Wildcat for Life Scholarships, which equal $19,000, in new scholarship funds.

- In the FY2019 budget, the Board adopted a revenue goal of $213,023, based on the membership totals through April 30, 2019, we have reached 98% of our membership revenue goal for the year. We have adjusted our revenue goals upwards by 10% to account for increases in Sustaining Membership acquisition and renewals.

- Through April 30th, our average change in membership revenue is approximately 2% of the projected monthly revenue. August, September, October and December/January continue to be the strongest months for membership revenues. These are exclusive of Grad Bundle memberships for new alumni.

- Focus on the Future –

  - Conducted survey of 700 members who did not renew in 2018-19, but who were members for 5+ years to evaluate reasons their views of the Sustaining Membership Program. We have a ~7% response rate and these are some of the more notable findings:
    - Individuals joined and renewed based on UA pride and a sense of “community belonging” were primary reasons for members to join, while membership benefits resonated more than the idea of giving.
    - Some individuals who did not renew based on their lack of clarity around sustaining versus general membership and pricing that was specific to seniors (alumni over age 65).
    - Former members expressed the desire to have discounts, pricing options for seniors and a membership card as the primary drivers to reconsider rejoining as members.
Focus around membership benefits by other UA partners and peer institutions, specifically around experiential activities to foster community building.

Evaluation related to membership cards – physical versus virtual card and the ideal level of investment related to the card program for members.

Create a community for Wildcat for Life and Legacy Scholarship members that focuses on (1) acquisition and renewal through targeted marketing and (2) create unique acknowledgement for donors related to these scholarship recipients.

On-going discussion related to membership levels and pricing structure. This includes ideas related to monthly giving plans and acknowledgements for long-term, loyal members.

The Membership breakout session during the Engage Conference in March provided and continue evaluating the viability of areas like:

- Fulfilling emotional needs: impact on the UA community; lifelong learning; demonstrated value for their personal contribution.
- Fulfilling tangible needs: special access to information/communications; opportunities to give back especially to students; create unique experiences/events that are inclusive and accessible; opportunities to interact with like-minded individuals.
- Engaging new alumni (last 12 months) and recent alumni (last 5 years).

Focus on the “ease” of renewal and viability of various methods that integrate with existing systems available in the UA Foundation and investment in other possibilities, if any.

An “all alumni” survey to be conducted Summer 2019, will help to focus some of the marketing, messaging and engagement work that is important to our current and future Sustaining Members.