

# Higher Education Showcases

A selection of snapshots of **thriving online communities**, from higher education institutions around the world





## Universidad Adolfo Ibáñez

### About UAI

Founded in 1998, Universidad Adolfo Ibáñez is Chile's leading private university with more than 11,000 undergraduates and postgraduates studying across two campuses in Santiago and Viña del Mar. The university has an extensive alumni community of over 29,000 graduates, and needed an all-in-one community management software to bring together this sizable database, as well as improve the alumni experience through new initiatives such as mentoring and networking.

We got in touch with Carolina Edwards Fontecilla, Deputy Director of Alumni at Universidad Adolfo Ibáñez (UAI), Chile, to learn more about her plans for their ToucanTech platform, as well as how she managed to get almost 5000 graduates to sign up to the new online community in the first six months.

### How did you encourage your 29,000+ alumni community to sign up to your online platform?

Prior to working with ToucanTech, we focused on updating our database, starting with our newest graduates. Then, when we were able to start our journey with ToucanTech, we took time to learn how to use the platform and design our site as we wanted, enabling us to become design experts.

### Universidad Adolfo Ibáñez Community Stats



Launched their ToucanTech alumni portal: **May 2022**



**5,850+** members joined their online community



**85** news stories published with **12,800+** reads



**1,400+** photos shared on their site



**160+** members signed up as mentors with **900+** mentor searches



**65+** jobs posted



With this already working well, we designed a launch communication plan. Mass emails were sent out informing our graduates of the benefits of joining this new platform, and a powerful social media plan was created to introduce the new platform to our graduates. In addition, at all of our face-to-face alumni events, we told our alumni about the new platform. Our graduates also encouraged their peers to sign up too.

### **What's been the biggest benefit for UAI of having a dedicated online alumni community?**

One of the biggest benefits of our ToucanTech platform is that you can measure absolutely everything you do! For example, you can measure the impact of each post you share on the site, including our alumni news, helping us determine what content to generate according to how our audience has interacted. The same goes for emails where you can measure the number of opens and who opened it, helping you understand which tools to use to communicate with your alumni. Because our network contains graduates of all different ages, not everyone uses the same means of communication to stay in contact with the university. ToucanTech therefore helps you to diversify your communications strategies accordingly.

### **Have you launched any new initiatives recently?**

In November 2022, we organised and carried out our first ever Alumni Day, a reunion event for our alumni to meet up and reconnect. We took advantage of our alumni being together in one place by promoting our UAI community portal. Our strategy has been to create a new page in the main menu of our site every time we hold alumni events, with information about the event and a direct link to register - this simplifies the user experience.

### **What's the best thing about your new alumni platform?**

Using Google Analytics, we've been able to track all the interactions on our site. For example, we've noticed that our graduates regularly visit the jobs board and our events pages. Our last Google record showed that our 'Alumni Day' page is our site's third most visited page! And our graduates also regularly visit our news and event registration pages as they enjoy reading Alumni and University news. to stay connected with the University.





## Arcadia University, USA

Arcadia University, located in Pennsylvania, United States, is a top-ranked private university that has been shaping minds and fostering innovation since its founding in 1853. With an annual enrollment of approximately 4,000 students, Arcadia has built a strong alumni community that spans across the globe. As active contributors to the university's legacy, Arcadia alumni stay connected and give back, helping to ensure that future generations of students have access to the same transformative educational experience.

### ToucanTech powers Arcadia's 8th Annual UKnightedTuesday

Each year Arcadia's alumni community comes together to give back to their alma mater through various philanthropic initiatives. One highlight is the university's annual UKnightedTuesday, a day of giving that has been growing in popularity and impact each year. Coinciding with the global Giving Tuesday initiative, the day brought together alumni, faculty, staff, parents and friends in a powerful display of collective support for the university's current and future students. The 8th edition of UKnighted Tuesday, powered by ToucanTech's innovative Giving Day software, was a remarkable success for Arcadia University. The dedication and generosity of more than 585 donors from the Arcadia community resulted in an impressive \$510,066 raised.

### Arcadia University Community Stats



Launched their ToucanTech alumni portal: **October 2022**



2022 annual Giving Day raised **\$510,000+** with 589 donors giving



**165** sign-ups for 2023 Alumni Reunion Weekend





Through their unwavering commitment to philanthropy, donors played a critical role in funding key university-wide initiatives, including the Undergraduate Research, Athletics, and Student Success programmes.



Arcadia University Website

## A Day of Giving with a twist: 1853 minutes

Arcadia University, founded in 1853 as Beaver Female Seminary, decided to pay homage to its rich heritage by extending the traditional 24-hour day of giving by an additional six hours and 53 minutes – a nod to its founding year. Arcadia alumni were able to participate in various UKnightedTuesday challenges, such as the First Time Donors, Young Alumni, and Reunion challenges.

ToucanTech's impact on Arcadia's community goes beyond just powering Arcadia's giving days. In fact, ToucanTech's innovative software has also supported Arcadia's fundraising database and events programme. Having made the switch from Raiser's Edge, the university has been able to streamline its event planning process, improve engagement with donors, and make data-driven decisions to enhance fundraising efforts.





## St John's College, Sydney

### St John's College is sharing new initiatives to engage & grow their online community

St John's College, a residential college part of the University of Sydney, is the second oldest college and is home to over 250 undergraduate and postgraduate students each year. Over 10% of St John's College students come from overseas, so an online community is essential for keeping in touch with their global alumni network.

Launched in November 2020, the online community is a celebration of their alumni achievements, as well as a place for alumni to connect with one another, access the mentoring programme, join clubs and read the latest updates from the college.

### 'Where are they now' alumni profile series

To celebrate 20 years of women attending St John's College, they launched a female alumnae profile series, focusing initially on former students from 2002 to 2018 sharing their experiences and career paths. From starting an independent swimwear business, to being awarded an MBE for services to the environment, St John's College alumnae have had illustrious and fascinating careers and it's great to see them celebrated. This series, containing 11 spotlights, has achieved an impressive 1,850 content

### St John's College Community Stats



Launched their portal with ToucanTech in **November 2020** to manage a database of **6000+ records**



**300+** mass emails sent out



**80+** news articles published with over **37,100 reads**, including Alumni Stories and College Life articles



**2,500+** images shared across **125+** albums

*"We've been very impressed with ToucanTech and the functionality of the portal. The integrated forms, news, email engine, events system, groups, mentoring, payments and branded app is a complete CRM solution for engaging with our alumni and supporting our philanthropic goals. The support team is very responsive and helpful and having a friendly, knowledgeable, local ToucanTech support person in Sydney is a definite bonus."*



#### Sanchia Osborn

Associate Director of Philanthropy and Alumni Relations, St John's College

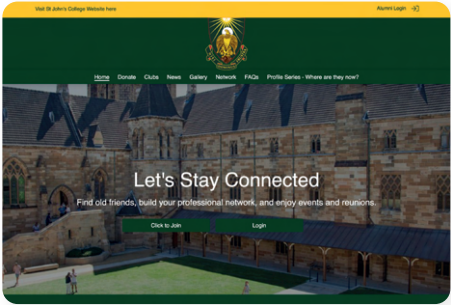




reads, reflecting the significant interest and appreciation for the celebrated alumnae of St John's College. Building on the success of the alumnae series, St John's College has recently launched a new series, "Alumni Family Profiles," showcasing the stories of families with multiple generations of graduates from the college. This series offers a fascinating glimpse into the college's rich history and legacy, and has also been successful in captivating and inspiring readers.

The news page of the alumni portal is a wonderful way for alumni to hear the latest news about their alma mater, sharing updates on both the current school and alumni network. In one update, they shared an inspirational story on the two St John's alumni who won gold at the Tokyo Olympics, plus a great video from their virtual open day, which had over 100 attendees from all over Australia. The team at St John's College are also

making great use of galleries to house almost 2,500 images of alumni past and present across 125 albums, categorised by year group spanning from 1998 (and earlier!) to 2023 - enabling alumni to reminisce on occasions such as their Matriculation Day and Senior's Dinner. Their online alumni community is already a hive of activity, packed with content and new members joining every month - we can't wait to see what this community can achieve over the next year!



St John's College Website





## Christ Church College, University of Oxford

Christ Church is one of the largest and most prestigious colleges of the University of Oxford, located in the heart of the city. Founded in 1546, Christ Church has produced many notable alumni, including 13 British prime ministers, as well as famous writers, scientists, and philosophers. The college is also famous for its connection to the world of literature, having been featured in numerous works of fiction, including Lewis Carroll's "Alice's Adventures in Wonderland." Today, Christ Church remains a thriving academic community, welcoming around 650 students each year.

Christ Church is dedicated to supporting its students and young alumni in achieving their career potential through the Christ Church Association Careers Programme. The programme includes a range of initiatives, including a dedicated mentoring programme, with 68 mentors signed up across 25 different industries such as law, consultancy, and academia. The mentoring programme is designed to connect alumni with experienced professionals in their field, providing them with invaluable knowledge and expertise. To make this process easier, the 'search for a mentor' function allows students and young alumni to quickly find and connect with a mentor in their field of interest, ensuring they receive the support they need to succeed in their chosen career paths.

### Christ Church Community Stats



**1,630** online members



**285+** sign-ups for College Reunion 'Gaudy' events



**75** news articles published with **10,650+** reads



**65+** mentors across 25 different industries





Beyond the jobs board and mentoring programme, Christ Church provides additional support through its dedicated careers groups. These groups, such as the Entrepreneurs Circle and Personal Leadership, offer students and young alumni the opportunity to develop essential skills and connect with like-minded individuals. By providing access to these careers groups, Christ Church not only helps its students and young alumni to succeed in their chosen careers but also fosters personal growth and development.

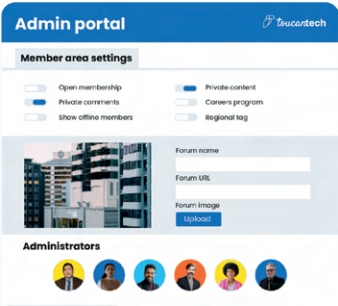
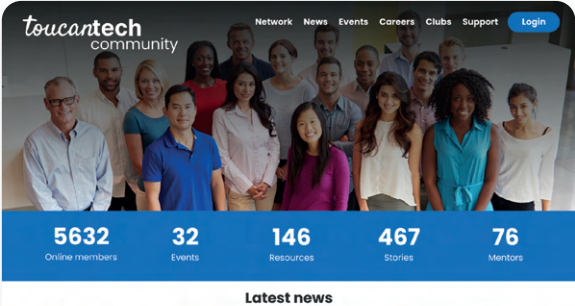
Christ Church’s commitment to careers support is a testament to its dedication to helping its students and young alumni achieve their goals and reach their full potential.



Christ Church College Website



# Flexible features for higher education communities



## Database

Import, filter, update and merge records, create custom fields, forms and admin permissions



## Website

Connect your members on a branded network with privacy controls and a mobile app



## CRM

Track activity, measure engagement, capture consent, create postal labels, sync emails



## Groups

Set up club pages where admins can manage their own members, discussions, events



## Email

Design and schedule newsletters, view stats, remove bounced emails, manage unsubscribes



## Fundraising

Process donations and tax relief, set up funds, reconcile payments, run reports, steward donors



## Resources

Upload photos, documents, magazines – tag, categorise, share and track downloads



## Careers

Run a mentoring system, post jobs, publish careers guides, promote business networking



## News

Publish articles, videos, and other content – track views, tag people, share on social media



## Events

Manage your events (online or in-person), invites, reminders, seating plans and ticketing



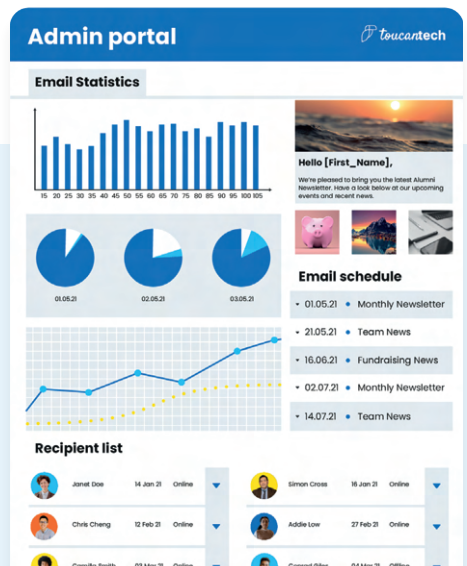
# Find out more about ToucanTech

## Get in touch to hear how the advancement & marketing system can work for your institution

*"One of the biggest benefits of our ToucanTech platform is that you can measure absolutely everything you do! Another great benefit is being able to organise our communications with our graduates – It's important that our graduates feel welcome within their network, and that they see value in being part of this community. Therefore, it's important to manage the amount of information that we send them. The platform allows you to control this, and at the same time, you are able to include other departments of the university who need to communicate with graduates."*



**Carolina Edwards Fontecilla**  
Deputy Director of Alumni,  
Universidad Adolfo Ibáñez



ToucanTech is an **all-in-one database, website & comms system** designed for advancement teams, fundraisers & community managers. Choose a public website or private portal, combined with a powerful database, email engine & events management system. Manage all donor & alumni relations in one place, helping to **save time, increase efficiency & boost engagement**.

To get in touch, visit us at [www.toucantech.com](http://www.toucantech.com).



