

360Alumni Success Story Higher Education

How Berea College Moved to 360Alumni from iModules



Established in 1855 as the first interracial and coeducational college in the South, Berea focuses on learning, labor and service. It is tuition-free and ranked as a top liberal college in the U.S.

THE CHALLENGE

What do you do when you come into a new position and are faced with using a legacy system to manage alumni relations? In the case of Crystal Wylie, Associate Director at Alumni Engagement and Communications at Berea College, you take the iModules platform you inherited and try to make it work. And she tried - for almost two years.

But iModules fell short in supporting Crystal and her team's goal to better engage Berea alumni within a dynamic and sustainable community that provides value and fosters giving. The system was cumbersome to use and cluttered with features they didn't need. There also wasn't much in terms of a customer experience. And more importantly, she felt iModules was not fully vested in Berea's alumni community success.

THE SOLUTION

Crystal knew there were alternative solutions so she formed a team in 2017 to begin a year-long search for the right platform. After meeting with all the top alumni engagement providers and evaluating functionality, value and support, the unanimous decision was made to partner with 360Alumni to build *Berea Connect*.

360Alumni Checked All The Boxes

- ▶ Great User Experience in a Branded Alumni Community. Alumni are greeted into the community with the latest news, events and job postings on a turnkey platform that complements the branding of the college's website.
- ▶ Fully Integrated Solution. An interactive map, directory, messaging, lists, groups and more are all in one place, eliminating the need to import and export data to other systems.

"I can't say enough about the care and attention 360Alumni provides us. From the vetting process and our numerous questions to the flawless transition and onboarding process, 360Alumni is with us every step of the way."

Crystal Wylie '05
Berea College Associate Director
Alumni Engagement

Key Metrics

2018 Homecoming attendance
Increased newest alumni class attendance by 4x

Significant increase in site visits
Over 4,000 unique visits in the first 3 months vs. 200 in the last 12 months with the iModules platform

360ALUMNI SUCCESS STORY

How Berea College Moved to 360Alumni from iModules



- ▶ **Administrator-friendly.** Intuitive reports, metrics, exports & approval workflows are at their fingertips in the admin dashboard.
- ▶ **Emma® Integrated Email Marketing & Full Engagement View.** Crystal is sending professional-looking emails, and seeing open and click data on each alum's profile - right next to their event, group, mentorship and job board engagement history. The College Relations office now uses Emma for their communications too, delivering a big cost-savings for Berea.
- ▶ **Client Support.** Crystal is 'blown away' by 360Alumni's service - from simple questions to complex feature development projects to meet Berea's unique needs.
- ▶ **Commitment to Innovation & Enhancements.** Platform updates and expanded features are continuously released, a deciding factor in selecting 360Alumni.

LOOKING AHEAD

Now that *Berea Connect* has launched, the Alumni Engagement Team can leverage the power of the platform to achieve their three major goals for 2019: more regional student/alumni events, the introduction of a mentoring program and increasing alumni giving.

360Alumni will play a key role in helping them meet those goals with regular client check-ins to see how the platform is working for them, listening carefully to find opportunities to enhance their workflows, and delivering solutions to better support their objectives.

This is how we work with every client to achieve our mission: to be recognized by our customers, and the people they serve, as the most effective alumni engagement platform in the world.

FUN FACT: The Alumni Engagement team offered free senior portraits, with sign-ups exclusively through *Berea Connect*. What a clever way to introduce future alumni to the community that can support them for life!

Discover how 360Alumni helps similar organizations deliver ongoing value and build long term engagement. [Visit 360Alumni.com](http://360Alumni.com) today to schedule a call with one of our alumni engagement experts!

Berea Connect Connect Groups Events Jobs Resources Q

Find friends or make new connections
Use the Alumni Map to create lists in order to keep track of friends or potential employers.

Homecoming
Nov 16-18, 2018
Join your classmates for Block Party on the Square. Fri. Nov. 16 to kick off a weekend full of receptions, performances, food, dancing and basketball.
FREE pizza
FREE kettle corn
FREE Ale's
= A Berea block party

Homecoming 2018
At Homecoming 2018, we're celebrating the special reunion classes of 1993, 1998, 2003, 2008, 2013 and 2018 - but all classes are welcome...
Friday, November 16, 2018
101 Chestnut Street - Berea, KY
Free - \$20.00 632 Attendees

Class of 2018
Online Community
Organizers: Adam D. Funck '18 and 2 others
224 Members

Dear TAD Alumni
It is our pleasure to invite you to the annual Homecoming Breakfast on Sat., Nov. 17. Breakfast will be served by technology students, staff and faculty in the lobby of the Danforth Technology Building beginning at 8:00 a.m. This will be a great time for reminiscing and renewing friendships.
Please RSVP to Farrah Stamper at farrah_stamper@bera.edu by November 15. Indicate whether you will be attending the breakfast and how many will be in your group.
Also we are happy to announce a new faculty member, Dr. Wei Wu. Please help us welcome her to the Technology family.