



# **PARTNERSHIPS TO PREMINENCE**

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# Partnerships to Preeminence

*Re-envisioning and taking risks*

1. **Finding Partnerships that Fit** | Identifying market capacity
2. **Creating Buy In** | Participation in preeminence
3. **Family Membership Forecasting** | Creating a projection as a guiding principle
4. **Operational Execution Part One** | Creating a pilot program
5. **Operational Execution Part Two** | Data identification
6. **Operational Execution Part Three** | Activation
7. **Operational Execution Part Four** | Assessment
8. **Lesson Learned**



# Partnerships to Preeminence

## *Finding Partnerships that Fit*



### *University of Florida Gator Parent and Family Association*

- 48,000 members
- Approx. 10,000 new family members join each year (majority Freshman Families)
- 35% of UF Families are Alumni
- Goal to grow participation and giving to Division of Student Affairs
- Goal to assist in University's preeminence and top 10

### *University of Florida Alumni Association*

- Goal to grow participation of membership
- Goal to improve data integrity
- Current membership program is open to non alumni
- Goal to assist in University's preeminence and top 10



# Partnerships to Preeminence

## Creating Buy In | Participation in preeminence



### *Identifying areas of need, growth, and benefit*

- *Family members noted wanting more involvement and contribution
  - "You should be asking us for money." UF family 2019*
- *GPFA support team wanted to continue to provide communication and connection to all families without payment*
- *GPFA did not have a current pay membership*
- *Alumni Association had a national perk program contract*
- *Business Services had created registration/membership systems that could be tailored*
- *Business Services shared that many alumni had asked to buy an Alumni Student ID Card*





# Partnerships to Preeminence

## Creating Buy In | Participation in preeminence



### *Bringing everyone to the table*

- *GPFA wanted to create a perk based membership outside of already existing free memberships*
- *Both Alumni Assoc. and GPFA were cognizant of potential cannibalization of membership if done separately*
- *Business services wanted ways to contribute to preeminence goals but didn't have a direct connection*

### *Making it work*

- *Areas of contribution and worth*
    - *Established membership experience of Alumni Association and perk program*
    - *GPFA was able to bring direct access to one of UF's largest and most engaged populations: families*
    - *GPFA had ability to create and run activation of membership during orientation*
    - *Business Services was able to create registration system that could be accessed by both groups*
    - *Business services was able to create custom*
- Dual Membership ID Card that mirrored Student ID cards and provide unique perks*



# Partnerships to Preeminence

Creating Buy In | Participation in preeminence



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# Partnerships to Preeminence

## Family Membership Forecasting | Creating a projection



### *Understanding your data – population expertise*

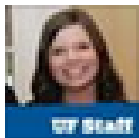
- *GPFA serves as UF point of contact to all families*
- *Able to articulate behavior and interests of families based on assessment and engagement*
  - *Program registration*
  - *Newsletter open rates*
  - *Affiliation and demographic density (ie Alumni, out of state, etc)*
  - *Financial capacity*

### *Creating risk free participation through projection*

- *Used past engagement model as predictor*
  - *90% of families register for Preview*
  - *30% of new families are alumni*
  - *85% of families actively participate in GPFA (use newsletter, chats etc)*
- *Assessed affiliation and demographic density v. potential use of perks*
  - *90% of families are from Florida*
- *Financial capacity*
  - *Wealth rating*
  - *Purchasing power during orientation*



# Partnerships to Preeminence



**Arie Gee**

August 8



A little birdie told me that the Family Weekend registration system should be ready to open for Dual Members tomorrow! We have also worked out a discount for our Dual Members that will be announced in the registration email 😊 If you haven't purchased your Dual Membership yet, there is still time to purchase it and get the early registration email as well as the discount on your Family Weekend reservation!





# Partnerships to Preeminence

## Family Membership Forecasting | Creating a projection



### Family Participation

- Goal approximately 30% of families | 2500
- 20% of all current families
- Alumni participation would be highest with goal of 50% participation
  - *(projection provided by Alumni Assoc.)*



# Partnerships to Preeminence

## Operational Execution Part One | Creating a pilot program



### The Basics

- Set clear roles and expectations
  - How long will your pilot be, consider an MOU between groups
- Optimal Timeline
  - Point of peak engagement – orientation
- Cost structure
  - \$40.00 same cost as Alumni membership – create incentive of 2 for 1
- Keeping it Simple
  - Single/Individual memberships only
- Communication
  - What is it? How does it help? What do I get?
- Training
  - Make sure all staff can easily speak to program and benefits
- Be Agile



# Partnerships to Preeminence

## Operational Execution Part Two | Data identification



What do you and your partners need to know

- Set clear roles and expectations
- Get your data teams in the same room
  - Identify not only what data you need but also
  - how the data needs to look, (merging into multiple systems)
- Optimal Timeline
  - How will data be uploaded and when?
  - Who will need access?
- Keeping it Simple
  - Copy over membership infrastructure already in place
  - Use your expertise to identify what information/data can be automatically pulled from other systems
- Training
  - Make sure all users are comfortable
  - Make you know who needs access, point of sale to, data entry, data recovery
- Set regular communication meetings



# Partnerships to Preeminence

## Operational Execution Part Three | Activation

### Online Registration Form

- Activation stations set up on Day 2 of Orientation
- Temporary ID Card to take to ID Card Office
  - Allowed in line with students – Only way to gain access to that line

## Registration

### Member One

Relationship to Student*	Parent or Guardian	▼
First Name*		
Last Name*		
Middle Initial		
Maiden Name		
Birthdate*	ex MM/DD/YYYY	
Country*	United States of America	▼
Permanent Address*		
City*		
State/Province*	FL	▼
Zip Code*		
Email Address*		
Home Phone	Numbers Only, Please (ex 5551110000)	
Cell Phone	Numbers Only, Please (ex 5551110000)	
How many students do you currently have enrolled at UF?*	1	▼
How many students have you graduated from UF?*	0	▼
Have you ever attended the University of Florida?*	No	▼
Did you graduate from the University of Florida?*	No	▼
Are you a faculty or staff member of the University of Florida or UF Shands Hospital?*		No ▼

\* = Required Field

Add Another Person



# Partnerships to Preeminence

## Operational Execution Part Three | Activation



### Creation, Activation, Member Cultivation

- Branding
  - Create simple to go marketing collateral that lays out benefits
  - Visual set up makes a difference, just because it's a pilot doesn't mean it has to look like it
- Creating your membership services team
  - Overestimate how much help members will need registering
  - Make sure team has back up plans in place (ie internet goes out)
- Test your registration system
  - Then keep testing it even after you go Live(ie international address, or military etc)
- Go Live!
  - Have point of contact for onsite sales
  - Have point of contact for web sales



# Partnerships to Preeminence

## Operational Execution Part Three | Activation



### Creation, Activation, Member Cultivation

- Cultivation | Engagement and Renewal
  - Post registered | what do they immediately get to stay engaged
    - Thank you communication email and letter (given onsite)
    - Ability to get ID card printed (passed out on site)
    - Point of contact for questions
  - Continued cultivation
    - Follow pre-created joint communication plan
      - Feature perks, special registration, events etc.
      - Eliminate too much communication (combine both groups plans)
    - Create new perks as you go
      - Special seating during Family Weekend
      - Special breakfast during Family Weekend that uses dining perk
- Renewal Process
  - Proper cultivation should lead to renewal
  - Engage data team to ensure indicator of years a member
  - Begin renewal plan in phases
    - (3 months out from membership end)



# Partnerships to Preeminence

## Operational Execution Part Three | Activation



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Action	Method	Sent to:	Date Completed	Person(s) Respons	Resources Needed (Date Ne	Call to Action
Thank you for attending Preview	Preview family survey - IHaveAGator@ufl.edu	All family members	After each session	NSFP	Email Template (5/3)	It's not too late to join.
Thank you for activating	IHaveAGator@ufl.edu	All new activations	Instant	NSFP/BSO	Email Template (4/13)	Activate benefits
Send Initial Invite	IHaveAGator@ufl.edu	All families registered for Preview	5/10/2016	NSFP	Email Template (5/5) Contact List (5/9)	Sign up for Annual Dual Membership Before Preview
Send Initial Invite	IHaveAGator@ufl.edu	All current GPFA families	6/1/2016	NSFP	Email Template 5/25 Contact List 5/25	New Opportunity to get engaged and Support the University - Wrapping up the
Send Reminder Invite (1)	IHaveAGator@ufl.edu	All families registered for Preview	6/1/2016	NSFP	Email Template (5/25) Contact List (5/31)	Sign up for Annual Dual Membership Before Preview
Welcome Newsletter	GPFA Newsletter - Constant Contact	Summer B Families who purchase membership	6/20/2016	NSFP	Email Template (6/13) Updated Contact List (6/13)	Activate your benefits (UFAA login)
Send Reminder Invite (2)	IHaveAGator@ufl.edu	All families registered for Preview	7/1/2016	NSFP	Email Template (6/15) Contact List (6/30)	Sign up for Annual Dual Membership Before Preview
Send Invite Reminder (Returning)	IHaveAGator@ufl.edu	All current GPFA families	7/15/2016	NSFP	Email Template (7/1) Contact List (7/14)	New Opportunity to get engaged and Support the University - New year, new
Welcome Newsletter	GPFA Newsletter - Constant Contact	Fall Families who purchase membership	8/14/2016	NSFP	Email Template (7/8) Updated Contact List (7/8)	Activate your benefits (UFAA login)
30 days into UFAA membership	email	All GPFA & UFAA members	8/15/2016	UFAA	Email Template Contact List	1st year communication 30 day
Add your spouse to your UFAA membership	email	All GPFA & UFAA members	8/18/2016	UFAA	Email Template Contact List	Language around adding your spouse to attend Gator Nation Tailgates for \$10.
Football Tailgate - Massachusetts	UFAA	All UFAA members	8/25/2016	UFAA	Email Template Contact List	Join the UFAA at the Tailgate
GPFA September Newsletter	GPFA Newsletter - Constant Contact	All GPFA Members	9/1/2016	NSFP	Email Template Pull Updated Contact List	
Football Tailgate - Kentucky	UFAA	All UFAA members	9/8/2016	UFAA	Email Template Contact List	Join the UFAA at the Tailgate
Football Tailgate - North Texas	UFAA	All UFAA members	9/15/2016	UFAA	Email Template Contact List	Join the UFAA at the Tailgate
UFAA September Newsletter	UFAA Newsletter	All UFAA Members	9/15/2016	UFAA	Email Template Pull Updated Contact List	



# Partnerships to Preeminence

## Operational Execution Part Three | Activation



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# Partnerships to Preeminence

## Operational Execution Part Four | Assessment



### Assessment | Understanding Impact

- Data assessment
  - Identify your audience
  - Identify areas of opportunity
    - Non alumni dual membership activation was at almost 90% of population
    - Out of State participation was at 12% (high given only 7% of UF students are from out of state)
  - Communication and event engagement
- Member perspective
  - Anecdotal (onsite statements during registration)
  - Survey based (mid check in, what do you like, what would you like more of)
- Partner perspective
  - Host regular update meetings to share success and challenges
  - Engage data team to ensure indicator of years a member
  - Begin renewal plan in phases
    - (3 months out from membership end)



# Partnerships to Preeminence

## Lessons Learned | Adapting

1. *It all takes longer than expected*
2. *Share expertise*
3. *Create agile systems*
4. *Communicate regularly*
5. *Adapt to users*
6. *More hands on the better (families love talking with you! And feeling special)*
7. *Don't underestimate the small things/perks and be creative*
  1. *Pepsi Perk*
  2. *Dining hall perk*
  3. *Vending perk*
8. *Establish a lead and point of contact for families*
9. *Know your price point for friendly negotiation of partners*
  1. *What will you need for operational costs*



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# Questions?

Dual Member Benefits: <https://www.dso.ufl.edu/nsfp/families-nsfp/gator-parent-family-association/dual-membership/accessing-benefits>

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