

Dear Department Coordinators:

It was nice to get a chance to see those of you who were able to attend the lunch hosted by the alumni office. You gave us some really great feedback and I wanted to share some new things we are developing as a result of your comments, along with some more detail about the services that have always been available to you from College Advancement Services.

**Alumni Look-up!** We will soon be releasing a web-based, password secure program that will allow you to look up individual alumnae and find address/phone/email, preferred class year, Mac degree, highest earned degree, occupation. We will contact you in November with directions to access and use this program.

**The College Advancement Services** department manages the database of alumni, parents and friends of Macalester and is primarily utilized by the Alumni office, the Development office and College Relations, but we support a growing number of departments outside our office, as well.

**Alumni likely believe that correcting their address in one area of the College corrects it from all outgoing Macalester communication – but unfortunately this is not always the case.**

Centralizing the information, by sending these address changes to Advancement, is crucial for our success in reaching alumni with our communications from all the different areas of the College, and will help make us an even better resource for you to use for your mailings and communications!

As department coordinators, you are uniquely positioned to recognize the value of consistent alumni contact information. We hope you will help us to centralize alumni contact information in the **Advancement database**:

1. We are already adding and modifying *hundreds* of addresses on our alumni each day from post office corrections, changes from the online alumni directory, the annual fund phoning program, and more.
2. When we lose track of alumni we immediately dedicate staff to research the name and find their changed location. Since implementing this policy, we have reduced the number of “lost” alumni from over **12% in 2001 to 2%** and **reduce returned mail by 50%**. As an industry standard, this is excellent and the results contribute to better attendance at alumni events and higher alumni-donor participation.

**In other words, we are already doing this work and we want you to take advantage of it!**

**We can provide you with alumni data in many formats:**

Labels	Directories	Employment lists	
Email addresses	Data files	Mailhouse files	Special ad hoc reports

**Please remember these ways that you can help us:**

- Coordinate your contact information with us so we can make sure it is updated.
- Send us your email list. We currently have deliverable email for 46% of our alumni.
- Request info from us whenever you do a mailing – and be sure to send the address corrections to us.
- Let us know when you have alumni speakers or events so we add that connection to their record.

We are excited about the opportunity to offer you better service, and appreciate your continued input and feedback on what we do and how it’s working for you. Please feel free to contact me with any questions or suggestions!

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