

Scorecard 2007-2016

Statistics at-a-glance about select Penn State Alumni Association programs and services.

Membership	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
PSAA Membership	159,831	160,742	161,234	164,658	165,182	169,209	172,732	174,379	177,307	176,427
By Category:										
■ Alumni	134,055	134,822	135,686	138,567	134,703	137,068	138,837	140,149	141,095	140,017
■ Students/BWS	10,127	9,381	7,870	7,267	10,656	11,878	10,495	9,152	8,910	7,397
■ Parent	4,939	4,855	5,176	5,537	4,930	4,618	5,244	5,353	5,539	5,659
■ Friends	10,710	11,654	12,502	13,287	14,893	15,645	18,156	19,725	21,763	23,354
By Member Type:										
■ Life	89,799	93,243	95,857	97,669	100,600	102,928	106,383	108,585	110,119	111,491
■ Annual (Total)	70,032	67,499	65,377	66,989	64,582	66,281	66,349	65,794	67,188	64,936
■ Annual (Paid)	53,199	50,499	47,980	48,194	45,624	46,956	46,466	45,210	46,026	47,019
■ Annual (Gratis)	16,833	17,050	17,397	18,795	18,958	19,325	19,883	20,584	21,162	17,917
Annual Alumni Retention Rates	70.0%	72.0%	73.0%	70.0%	70.0%	72.0%	70.0%	71.0%	75.0%	72.0%

Financials	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Total Revenue (All Sources)	\$10,719,145	\$11,230,250	\$10,812,473	\$9,988,605	\$10,371,062	\$12,017,137	\$12,235,353	\$11,565,919	\$12,529,794	\$11,821,730
Dues Revenue-Annual Membership	\$1,551,193	\$1,619,767	\$1,425,822	\$1,354,477	\$1,463,509	\$1,503,251	\$1,543,216	\$1,503,223	\$1,449,727	\$1,392,354
Dues Revenue-Life Membership	\$1,450,885	\$1,493,431	\$1,252,038	\$1,005,164	\$1,021,436	\$1,002,925	\$1,118,219	\$1,005,425	\$838,891	\$783,325
Program Expenditures (Actual)	\$7,480,570	\$7,831,519	\$7,971,401	\$8,183,463	\$8,925,470	\$10,466,633	\$9,831,480	\$10,408,170	\$11,679,546	\$12,232,787
Total Endowments	\$54,969,104	\$51,672,727	\$37,878,823	\$39,002,737	\$46,677,069	\$44,565,995	\$49,822,717	\$60,113,628	\$59,846,690	\$57,711,533
Life Member Fund	\$42,222,729	\$39,461,944	\$30,633,715	\$30,873,761	\$37,253,881	\$35,833,633	\$40,367,467	\$47,431,377	\$47,425,627	\$45,851,698
■ MOE Fund	\$7,194,004	\$6,440,399	\$4,454,170	\$4,374,848	\$5,077,595	\$4,697,887	\$5,071,784	\$5,736,081	\$5,543,567	\$5,308,644
■ Operating Fund	\$4,938,175	\$4,375,411	\$2,748,148	\$2,740,378	\$3,152,262	\$2,908,089	\$3,147,317	\$4,627,712	\$4,571,119	\$4,344,745
■ Student Program Fund	\$614,196	\$1,394,973	\$1,042,790	\$1,013,750	\$1,193,331	\$1,126,386	\$1,236,149	\$2,318,458	\$2,306,377	\$2,206,446
■ Investment Returns	16.8%	-6.1%	N/A	4.7%	23.5%	-1.34%	14.8%	19.2%	2.04%	1.99%

Professional Staff	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Full-Time Staff	64	65	68	69	70	70	70	70	72	70

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Program Connections	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Overall Individual Connections	68,963	82,177	100,035	101,996	96,652	85,340	92,297	91,022	104,210	102,787
Alumni Career Services	12,854	15,669	24,429	27,352	27,401	26,645	31,263	35,437	37,369	50,781
Arts Festival Alumni Weekend Participants	463	600	586	596	653	554	483	481	531	599
City Lights Participants	1,761	537	772	1,046	466	600	603	618	634	412
Huddle Participants	1,068	1,228	1,356	1,374	1,572	1,320	1,000	1,213	1,433	1,112
Musical Theatre Tour Participants	601	405	578	2,285	203 (Houston, TX)	427	N/A	380	N/A	N/A
Traditional Reunion Weekend Participants	758	828	786	737	752	593	568	587	562	504
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016(YTD)
Alumni Travel Participants	599	589	330	330	389	370	469	418	331	319
Travel Programs	30	31	30	32	30	29	31	31	32	35

Volunteer Services	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Total Affiliate Groups	279	283	275	280	263	291	299	315	312	313
■ Chapters	133	138	130	132	130	135	142	137	138	139
■ AIGs	40	41	41	43	28	35	34	35	36	34
■ APGs	48	48	48	49	48	64	66	67	61	62
■ Societies	35	35	35	35	35	35	35	35	36	37
■ International	23	21	21	21	22	22	22	41	41	41
Groups Reporting		134	152	134	125	135	149	178	152	165
■ Group Member Dues Revenue	[Unavailable]	\$192,949	\$217,584	\$189,898	\$180,926	\$184,548	\$174,964	\$194,162	\$188,741	\$185,700
Staff Visits	105	134	190	152	119	139	131	90	77	81
Newsletters by Groups	99	122	103	708	950	1,025	1,042	[Unavailable]	1,330	2,061

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Data Services	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Active Addressable Alumni	463,220	467,701	504,318	513,149	557,311	560,658	582,438	585,561	601,757	617,216
Records Maintained (Total)*	1,254,100	1,330,871	1,414,652	1,383,860	1,469,797	1,557,630	1,752,170	1,862,654	1,972,973	2,049,334
■ Alumni	582,100	597,100	612,339	628,995	645,693	662,706	680,001	698,543	716,640	735,230
■ Parents	120,275	122,300	121,943	129,343	124,334	125,580	115,742	116,997	123,478	121,722
■ Friends	586,743	643,493	707,517	657,548	726,207	789,992	987,768	1,076,343	1,165,438	1,219,613
Email Addresses for Alumni			227,857	233,379	293,032	288,153	309,206	351,575	339,818	388,642

*Includes inactive and deceased.

Online Services	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 (YTD)
Website*										
■ Unique Visitors	708,583	786,695	736,706	494,745	230,653	209,068	250,121	242,896	219,779	125,733
■ Page Views	5,021,487	4,022,739	7,872,341	5,165,177	1,097,557	906,580	967,503	1,014,160	891,431	514,946
■ Visits	2,792,247	2,735,183	2,585,264	1,223,123	358,222	317,001	355,380	372,275	331,542	189,590
Facebook Page Fans		502	4,672	7,530	11,263	12,030	14,187	20,964	24,332	26,044
LinkedIn Members			19,500	26,457	30,644	44,938	56,491	64,754	71,101	72,554
Twitter Followers				983	1,467	4,742	7,987	10,027	12,438	13,800
<i>AlumniInsider</i> (Avg. Monthly Dist.)		73,118	84,617	82,162	91,826	99,857	109,033	115,450	119,159	118,818
<i>The Football Letter</i> (Avg. Weekly Dist.)		62,633	89,620	80,911	86,934	105,246	114,754	120,193	124,479	N/A
■ FBL Blog Page Views**								43,844	39,554	20,495
■ FBL Twitter Followers**								1,810	2,711	3,213

*Website restructured and online reporting system revamped in June 2010.

**New offerings in fall 2013.

<i>The Penn Stater</i>	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Advertising Revenue	\$296,050	\$300,675	\$345,835	\$293,075	\$284,350	\$265,826	\$234,827	\$262,325	\$233,807	\$235,423
Average Page Count Per Issue	89.3	89.3	93.3	91	90.6	80	85.3	86.7	86.7	86.7
Blog Page Views			23,939	134,809	175,780	454,470	322,233	216,244	124,177	124,951
Facebook Page Fans				1,208	1,734	3,020	3,611	4,032	4,647	5,018
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 (YTD)
National Awards Won	51	60	18*	15*	0*	25*	3*	0*	0*	0*

*Reflects decision to reduce number of competitions entered annually.

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Grassroots Network	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Subscribed Members	22,196	30,352	31,010	37,181	37,370	37,265	37,480	37,686	41,342	30,472
Facebook Group Members/Fans	95	335	376	333/141*	284	357	497	565	647	695
Twitter Followers						112	177	247	298	423
Email Messages Sent by Members	574	4,989	2,734	2,289	1,577	997	766	304	119	342
Online Newsletter Page Views	22,305	35,998	29,077	47,055	60,335	63,659	46,773	60,283	77,303	82,539
Event Participants	403	418	534	567	595	481	391	351	345	273

*GN Facebook Group converted to fan page in 2010.

Development/Fundraising	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
PSAA Philanthropy to Penn State	\$300,000	\$300,000	\$300,000	\$307,340	\$302,600	\$342,195	\$378,834	\$358,264	\$342,915	\$207,868
Sustaining Life Program										
■ Total Gifts			1,947	2,887	4,476	5,843	6,388	9,568	9,551	9,855
■ Total Revenue			\$168,016	\$233,616	\$346,513	\$422,353	\$383,917	\$629,341	\$646,027	\$630,838
Affiliate Group Endowments (Book Value)			\$5,037,000	\$5,543,036	\$6,870,776	\$7,114,759	\$7,667,970	\$8,422,422	\$9,062,849	\$9,799,549
■ Chapters			\$2,414,700	\$2,755,950	\$3,199,244	\$3,266,659	\$3,455,857	\$3,832,819	\$4,103,545	\$4,364,685
■ AIGs			\$768,400	\$824,220	\$1,039,211	\$1,041,450	\$1,148,723	\$1,218,520	\$1,300,149	\$1,477,653
■ College Societies			\$1,371,800	\$1,434,559	\$1,895,325	\$1,911,438	\$2,097,900	\$2,289,230	\$2,485,678	\$2,699,489
■ Campus Societies			\$482,000	\$528,306	\$736,994	\$895,211	\$965,489	\$1,081,853	\$1,173,476	\$1,258,060
■ Endowed Scholarships Awarded (\$)	[Unavailable]	265 (\$260,764)	302 (\$281,664)	286 (\$264,479)	311 (\$289,468)	357 (\$336,754)	340 (\$396,970)	398 (\$478,490)	337 (\$416,366)	461 (\$625,025)