



Strategic Social Listening Benefits Cardinal Stritch University's Alumni Engagement

The Team

Campus Sonar

Campus Sonar helps higher education leverage social media intelligence (data) to inform their strategies and campaigns to better recruit and retain students, evolve program offerings, earn sustainable donations, and demonstrate societal value. We use social listening, a market research tool, to [capture insights and data from the internet](#) in a way that's reliable, fast, and cost-effective compared to traditional market research methods.

As an extension of your on-campus team, the [humans behind Campus Sonar](#) ensure that the social media intelligence we capture is categorized in ways that make sense, analyzed in the appropriate context, and investigated thoroughly to identify opportunities for your campus to take meaningful action and inform on-campus strategy. Our team works closely with you to understand your current environment (strengths, weaknesses, opportunities) and short- and long-term goals to design and execute customized social listening research to support and inform your needs.



Cardinal Stritch

[Cardinal Stritch University](#) began as a teaching institution for the Sisters of St. Francis of Assisi in 1937. Today, Stritch offers more than 60 undergraduate and graduate degree programs that help students develop new skills, gain career-related experience and build professional networks. The student population is about 1,500 and the university offers courses in suburban Milwaukee, Madison, and online. Stritch is rooted in the liberal arts tradition and transforms lives through servant leadership, learning, and service.

Goals: Monitor the alumni conversation to increase connections and engagement. Elevate their social media analysis so it further drives their strategy.

Partnership

Campus Sonar partnered with Stritch, to provide them with an analysis of three years of social listening data that included segmenting the conversation and a custom analysis framework. A small crisis offered the opportunity to provide Stritch with vital monitoring and analysis.

- **Conversation Segmentation:** Campus Sonar analyst Amber thought there was more to Stritch's online conversation than the initial analysis revealed. She created a custom analysis framework to remove the athletics conversations, finding that it accounted for more than half of the conversation. The athletics department owns their social communication, which frees up the marketing team to focus on the non-athletics conversation. By focusing their efforts, Stritch can spend less time sifting through conversation from athletics fans and more time analyzing and engaging with the rest of the conversation.
- **Crisis Management:** Stritch had a small crisis when a popular staff member's employment ended abruptly. The issue created media coverage that linked to Stritch, and the marketing team knew the issue might grow because of the staff member's popularity. Amber monitored the online conversation and alerted them to anything they needed to be aware of. With the student element of the crisis, Stritch knew that any chatter that occurred would be outside their circle of influence (on local radio, in the newspaper), creating even a greater need for conversation analysis.

Insights

Active alumni could be identified and alumni affinity could be increased with real-time, authentic engagement. Campus Sonar found multiple active alumni who wrote for online publications and mentioned their connection to Stritch. Michelle reached out and engaged with these alumni—mentioning she saw their comments and asking if they wanted to be

included in Stritch's print magazine. Amber also developed an influencer list that identified individuals who were talking about Stritch in the Milwaukee community—new voices to Michelle. One influencer was a popular Milwaukee personality who recognized Stritch's efforts (he was also an alumnus of the MBA program). He often wrote about Stritch and its presence in the greater Milwaukee area. In another example, Amber found a Stritch grad who blogged that he was expecting a baby. Michelle reached out to him, sent congratulations, and worked with the Stritch Magazine Editor to publish the update.

Authentic conversation could be analyzed and engagement opportunities could be created by removing athletics from the conversation. The marketing team was able to see the volume of the athletic voice and what the conversation looked like when athletics was removed. This allowed them to focus their efforts on the non-athletic conversation and see the impact of influencers—how they shaped the conversation, who was chatting about Stritch, who's engaged to what capacity and if they have the ability to affect the conversation.

Campus Outcomes

With multiple ongoing strategic efforts, Stritch received successful results from their alumni and influencer engagement, and crisis management efforts. The online review analysis gave the marketing team exactly what they needed to move forward and create their strategy.

- ✓ Campus Sonar's analysis enabled Michelle to connect the dots from the Stritch alumni back to their key brand messages, demonstrating the university's role in their success, personally and professionally. The analysis also segmented the alumni conversation, showing Michelle that different activities are important to different segments of alumni. Michelle will use this insight to guide her future annual events strategy. The authentic, organic engagements prompted by Campus Sonar's identification of engagement opportunities will increase alumni affinity.
- ✓ The insights provide quantifiable data that the Director of Marketing and the Vice President of Enrollment Management plan to share with campus leaders and move forward to develop strategic messaging.

Learn More

Read more about Cardinal Stritch's partnership with Campus Sonar in [The Higher Ed Social Listening Handbook](#).

Find out how Campus Sonar can help you achieve your institution's goals, develop strategic insights, and identify opportunities for meaningful action. Contact us at info@campussonar.com.

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