

## **COMMUNITY ANALYTICS TO HOST APRA VIRTUAL SEMINAR**

Chief Executive to Present a Virtual Seminar entitled “Connecting the Dots: Old and New Resources for Discovering and Mapping Relationships”

Baltimore (July 2009) –On July 10<sup>th</sup> 2009 Community Analytics’ Chief Executive, Myra Norton, will be presenting an APRA Live! Virtual Seminar showing how uncovering the true alumni leaders and their social networks helps institutions reach development and alumni engagement goals. The presentation will demonstrate how classifying the natural leaders among alumni — as recognized by their peers — and using this knowledge to reach more donors and recruit the right leadership will improve overall alumni involvement and support.

Specifics will include how network maps, which illustrate the connections of alumni, can guide in better understanding who influences whom when it comes to making decisions about giving and volunteering time and resources. Norton will also be discussing the integration of network analysis and prospect research. “Alumni networks present significant opportunities to improve participation,” says Norton. “Furthermore, institutions can integrate relationship data with prospect information to reveal previously unknown alumni relationships and target prospect outreach.”

The Seminar is scheduled for 12:00pm – 1:30pm (Eastern Time) on July 10, 2009. Interested parties can register online or by mail or fax. Details can be found at the APRA website: [www.aprahome.org](http://www.aprahome.org).

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### **About APRA:**

APRA is the premier international organization for fundraisers who specialize in research and information management. APRA is committed to providing leading-edge educational and networking opportunities to fundraising research professionals, establishing and promoting high professional standards and ethical guidelines, and providing advocacy and a representative voice for the profession.

Representing more than 1,900 development professionals around the world in all types of nonprofit environments, APRA is easily the most diverse organization dedicated to the fundraising research professional. APRA offers numerous opportunities and services intended to enable members to more effectively meet the needs of their institutions and maintain the highest ethical standards.

In an increasingly dynamic technological environment, APRA is dedicated to the professional growth of its membership. Whether through education, networking opportunities or publications, APRA encourages and assists members to stay ahead of the curve in the areas of technology, resources and best practices of information management.

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For Immediate Release

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**About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.



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