



For Immediate Release

COMMUNITY ANALYTICS, A FEATURED SPEAKER AT 2008 CASE SUMMIT FOR ADVANCEMENT LEADERS

Leading Session on How to Increase Institutional Support through Alumni Networks

Baltimore, March 2008 – Community Analytics, a research organization based on the principles of social networking, will present at the CASE Summit for Advancement Leaders on July 14th, in New York, New York. The Council for Advancement and Support of Education (CASE) is an international association of professionals who help to advance educational institutions. Myra Norton and Nayeli Garcia have been selected amongst the distinguished leaders to present their insights on how to best meet the challenges critical to alumni relations and university advancement.

“It is a great honor to be selected to speak amongst the global leaders in the category,” says Norton upon hearing of the acceptance.

Garcia and Norton’s session, “The Power of Human Networks®: Increasing Institutional Support through Alumni Network Analysis”, will discuss the need for institutions to expand alumni support beyond the “usual suspects,” alumni who are well-known to the institution. By understanding the social networks that exist among alumni, institutions are able to engage with existing relationships to improve their events, increase participation, and reach new donors.

The presentation will detail an influence network project in which Community Analytics partnered with the University of Virginia. In this study, Community Analytics interviewed thousands of University alumni from across the nation. Respondents were asked about the people they continue to interact with regularly from college, along with several other network questions. The results were alarming in that many of the most well-connected and influential alumni were not currently being targeted or engaged by the school. Equipped with a detailed plan of action, the University reconnected with multiple alumni and recruited new Trustees.

“There are numerous benefits alumni networks offer academic institutions. Our goal is to help develop an on-going, mutually beneficial relationship between institutions of higher learning and their alumni,” says Garcia.

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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 them with your brand.

*For more information about Community Analytics, please contact:
Katie Weishaar | kweishaar@comlytics.com | 443.263.4208*

www.communityanalytics.com