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

Scorecard 2006-2015

**Membership**

- **FY05-06**
  - PSAA Membership: 139,063
  - Life Member Fund: $6,887,861
  - Student Program Fund: $10,449

- **FY06-07**
  - By Category:
    - **Alumni**: 139,831
    - **Students/BWS**: 10,027
    - **Parent**: 1,093
    - **Friends**: 10,649

- **FY07-08**
  - By Member Type:
    - **Life**: 87,043
    - **Annual (Total)**: 72,030
    - **Annual (Paid)**: 55,278
    - **Annual (Grants)**: 16,742

- **FY08-09**
  - Annual Alumni Retention Rates: 72.0%

- **FY09-10**
  - By Category:
    - **PSAA Membership**: 119,063
    - **Alumni**: 139,374
  - By Member Type:
    - **Life**: 85,013
    - **Annual (Total)**: 71,032
    - **Annual (Paid)**: 54,278
    - **Annual (Grants)**: 16,742

- **FY10-11**
  - Annual Alumni Retention Rates: 72.0%

- **FY11-12**
  - By Category:
    - **PSAA Membership**: 119,063
    - **Alumni**: 139,374
  - By Member Type:
    - **Life**: 85,013
    - **Annual (Total)**: 71,032
    - **Annual (Paid)**: 54,278
    - **Annual (Grants)**: 16,742

- **FY12-13**
  - Annual Alumni Retention Rates: 72.0%

- **FY13-14**
  - By Category:
    - **PSAA Membership**: 119,063
    - **Alumni**: 139,374
  - By Member Type:
    - **Life**: 85,013
    - **Annual (Total)**: 71,032
    - **Annual (Paid)**: 54,278
    - **Annual (Grants)**: 16,742

- **FY14-15**
  - Annual Alumni Retention Rates: 72.0%

**Financials**

- **Total Revenue (All Sources)**: $9,840,798
- **PSAA Membership**:
  - Dues Revenue-Annual Membership: $1,567,283
  - Dues Revenue-Life Membership: $418,036
- **Program Expenditures (Annual)**: $1,488,907
- **Budget Surplus/Deficit**: $4,859,171
- **Total Endowments**: $449,566,107
- **Life Member Fund**: $137,567,229
- **MOE Fund**: $4,887,881
- **Operating Fund**: $4,675,718
- **Student Program Fund**: $275,488
- **Investment Returns**: 8.7%

**Professional Staff**

- **FY05-06**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY06-07**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY07-08**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY08-09**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY09-10**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY10-11**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY11-12**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY12-13**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY13-14**
  - Full-Time: 65
  - Full-Time Equivalent: 65
- **FY14-15**
  - Full-Time: 65
  - Full-Time Equivalent: 65

**Program Connections**

- **Overall Individual Connections**: 52,442
- **Alumni Career Services**: 8,245
- **Arts Festival Alumni Weekend Participants**: 445
- **City Lights Participants**: 909
- **Huddle Participants**: 891
- **Musical Theatre Tour Participants**: 4,320
- **Traditional Reunion Weekend Participants**: 778
- **Alumni Travel Participants**: 357
- **Travel Programs**: 26

**Volunteer Services**

- **Total Affiliate Groups**: 2,491
- **Chapters**: 132
- **AGs**: 36
- **APGs**: 47
- **Societies**: 35
- **International**: 20
- **Groups Reporting**: 145
- **Group Member Dues Revenue**: $108,098
  - **Staff Swaps**: 124

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

Scorecard 2006-2015

**Program Connections**

- **FY05-06**
  - Overall Individual Connections: 52,442
  - Alumni Career Services: 8,245
  - Arts Festival Alumni Weekend Participants: 445
  - City Lights Participants: 909
  - Huddle Participants: 891
  - Musical Theatre Tour Participants: 4,320
  - Traditional Reunion Weekend Participants: 778
  - Alumni Travel Participants: 357
  - Travel Programs: 26

- **FY06-07**
  - Overall Individual Connections: 58,963
  - Alumni Career Services: 12,854
  - Arts Festival Alumni Weekend Participants: 463
  - City Lights Participants: 1,761
  - Huddle Participants: 1,048
  - Musical Theatre Tour Participants: 621
  - Traditional Reunion Weekend Participants: 758
  - Alumni Travel Participants: 359
  - Travel Programs: 26

- **FY07-08**
  - Overall Individual Connections: 63,077
  - Alumni Career Services: 15,649
  - Arts Festival Alumni Weekend Participants: 600
  - City Lights Participants: 1,517
  - Huddle Participants: 1,228
  - Musical Theatre Tour Participants: 405
  - Traditional Reunion Weekend Participants: 828
  - Alumni Travel Participants: 583
  - Travel Programs: 30

- **FY08-09**
  - Overall Individual Connections: 100,035
  - Alumni Career Services: 24,429
  - Arts Festival Alumni Weekend Participants: 586
  - City Lights Participants: 772
  - Huddle Participants: 1,356
  - Musical Theatre Tour Participants: 578
  - Traditional Reunion Weekend Participants: 876
  - Alumni Travel Participants: 530
  - Travel Programs: 33

- **FY09-10**
  - Overall Individual Connections: 100,996
  - Alumni Career Services: 27,352
  - Arts Festival Alumni Weekend Participants: 596
  - City Lights Participants: 1,046
  - Huddle Participants: 1,356
  - Musical Theatre Tour Participants: 2,385
  - Traditional Reunion Weekend Participants: 737
  - Alumni Travel Participants: 330
  - Travel Programs: 30

- **FY10-11**
  - Overall Individual Connections: 96,632
  - Alumni Career Services: 27,401
  - Arts Festival Alumni Weekend Participants: 653
  - City Lights Participants: 466
  - Huddle Participants: 1,374
  - Musical Theatre Tour Participants: 427
  - Traditional Reunion Weekend Participants: 752
  - Alumni Travel Participants: 389
  - Travel Programs: 29

- **FY11-12**
  - Overall Individual Connections: 85,340
  - Alumni Career Services: 26,045
  - Arts Festival Alumni Weekend Participants: 554
  - City Lights Participants: 600
  - Huddle Participants: 1,242
  - Musical Theatre Tour Participants: N/A
  - Traditional Reunion Weekend Participants: 593
  - Alumni Travel Participants: 475
  - Travel Programs: 29

- **FY12-13**
  - Overall Individual Connections: 92,297
  - Alumni Career Services: 31,263
  - Arts Festival Alumni Weekend Participants: 543
  - City Lights Participants: 600
  - Huddle Participants: 1,100
  - Musical Theatre Tour Participants: N/A
  - Traditional Reunion Weekend Participants: 568
  - Alumni Travel Participants: 469
  - Travel Programs: 31

- **FY13-14**
  - Overall Individual Connections: 91,023
  - Alumni Career Services: 35,637
  - Arts Festival Alumni Weekend Participants: 483
  - City Lights Participants: 618
  - Huddle Participants: 1,000
  - Musical Theatre Tour Participants: N/A
  - Traditional Reunion Weekend Participants: 567
  - Alumni Travel Participants: 418
  - Travel Programs: 32

- **FY14-15**
  - Overall Individual Connections: 104,210
  - Alumni Career Services: 37,569
  - Arts Festival Alumni Weekend Participants: 531
  - City Lights Participants: 634
  - Huddle Participants: 1,413
  - Musical Theatre Tour Participants: N/A
  - Traditional Reunion Weekend Participants: 562
  - Alumni Travel Participants: 331
  - Travel Programs: 32

**Volunteer Services**

- **Total Affiliate Groups**: 2,491
- **Chapters**: 132
- **AGs**: 36
- **APGs**: 47
- **Societies**: 35
- **International**: 20
- **Groups Reporting**: 145
- **Group Member Dues Revenue**: $108,098
  - **Staff Swaps**: 124

Statistics at-a-glance about select Penn State Alumni Association programs and services.
Scorecard 2006-2015

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

## Data Services

<table>
<thead>
<tr>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
<th>FY09-10</th>
<th>FY10-11</th>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
<th>FY14-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Addressable Alumni</td>
<td>419,653</td>
<td>463,200</td>
<td>467,700</td>
<td>504,188</td>
<td>553,389</td>
<td>557,280</td>
<td>560,650</td>
<td>582,418</td>
</tr>
<tr>
<td>Records Maintained (Total)*</td>
<td>1,182,778</td>
<td>1,254,000</td>
<td>1,330,871</td>
<td>1,494,452</td>
<td>1,983,840</td>
<td>1,649,797</td>
<td>1,557,630</td>
<td>1,752,270</td>
</tr>
<tr>
<td>■ Alumni</td>
<td>567,510</td>
<td>582,300</td>
<td>597,000</td>
<td>612,339</td>
<td>628,995</td>
<td>645,693</td>
<td>664,706</td>
<td>680,028</td>
</tr>
<tr>
<td>■ Parents</td>
<td>115,809</td>
<td>120,275</td>
<td>123,300</td>
<td>121,941</td>
<td>129,343</td>
<td>124,334</td>
<td>121,580</td>
<td>115,742</td>
</tr>
<tr>
<td>■ Friends</td>
<td>538,400</td>
<td>586,743</td>
<td>643,493</td>
<td>727,577</td>
<td>652,548</td>
<td>726,207</td>
<td>789,993</td>
<td>987,786</td>
</tr>
</tbody>
</table>

### Email Addresses for Alumni

- 227,857
- 233,379
- 295,032
- 288,353
- 309,206
- 355,575
- 359,818

*Includes inactive and deceased.

## Online Services

- **Website***
  - Unique Visitors: 751,741
  - Page Views: 5,680,948
  - Visits: 2,650,537
  - Facebook Page Fans: 502
  - Twitter Followers: 983
  - FBL Blog Page Views***: 
  - FBL Twitter Followers**: 1,890

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

**New offerings in Fall 2011.

### The Penn State

<table>
<thead>
<tr>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
<th>FY09-10</th>
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<th>FY12-13</th>
<th>FY13-14</th>
<th>FY14-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Revenue</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
<td>$2,414,700</td>
</tr>
<tr>
<td>Average Page Count Per Issue</td>
<td>85.3</td>
<td>89.3</td>
<td>89.3</td>
<td>91.3</td>
<td>91</td>
<td>90.6</td>
<td>89</td>
<td>83.3</td>
</tr>
<tr>
<td>Blog Page Views</td>
<td>25,939</td>
<td>104,809</td>
<td>75,780</td>
<td>235,470</td>
<td>332,223</td>
<td>266,244</td>
<td>197,727</td>
<td>58,008</td>
</tr>
<tr>
<td>Facebook Page fans</td>
<td>2,108</td>
<td>1,714</td>
<td>3,000</td>
<td>1,600</td>
<td>6,976</td>
<td>1,499</td>
<td>4,000</td>
<td>4,050</td>
</tr>
</tbody>
</table>

### National Awards

- 2006: 51, 60
- 2007: 18
- 2008: 18
- 2009: 5
- 2010: 0
- 2011: 0
- 2012: 0
- 2013: 3
- 2014: 0
- 2015: 0

*Reflects decision to reduce number of competitions entered annually.

## Grassroots Network

<table>
<thead>
<tr>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
<th>FY09-10</th>
<th>FY10-11</th>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
<th>FY14-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribed Members</td>
<td>31,120</td>
<td>36,996</td>
<td>30,352</td>
<td>31,019</td>
<td>37,781</td>
<td>37,270</td>
<td>37,265</td>
<td>37,480</td>
</tr>
<tr>
<td>Facebook Group Members/Fans</td>
<td>95</td>
<td>335</td>
<td>176</td>
<td>333</td>
<td>346*</td>
<td>284</td>
<td>357</td>
<td>497</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>102</td>
<td>177</td>
<td>247</td>
<td>298</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Messages Sent by Members</td>
<td>2,189</td>
<td>574</td>
<td>4,969</td>
<td>2,754</td>
<td>2,289</td>
<td>1,577</td>
<td>997</td>
<td>746</td>
</tr>
<tr>
<td>Online Newsletter Page Views</td>
<td>19,299</td>
<td>22,635</td>
<td>35,998</td>
<td>29,077</td>
<td>47,055</td>
<td>60,335</td>
<td>63,699</td>
<td>46,793</td>
</tr>
<tr>
<td>Event Participants</td>
<td>199</td>
<td>403</td>
<td>438</td>
<td>534</td>
<td>567</td>
<td>995</td>
<td>481</td>
<td>399</td>
</tr>
</tbody>
</table>

*G4 Facebook Group converted to fan page in 2016.

## Development/Fundraising

<table>
<thead>
<tr>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
<th>FY09-10</th>
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<th>FY12-13</th>
<th>FY13-14</th>
<th>FY14-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSAI Philanthropy to Penn State</td>
<td>$59,000</td>
<td>$60,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
| Sustaining Life Program
  - Total Gifts | 1,947 | 2,887 | 4,476 | 5,843 | 6,388 | 9,568 | 9,551 |
  - Total Revenue | $98,296 | $233,636 | $346,513 | $422,353 | $389,970 | $429,341 | $446,017 |
| Affiliate Group Endowments (Book Value)
  - Chapters | $5,017,000 | $5,543,000 | $6,870,000 | $7,394,000 | $7,659,000 | $8,422,000 | $8,062,000 |
  - College Societies | $2,491,700 | $2,755,900 | $3,199,264 | $3,266,619 | $3,458,857 | $3,832,859 | $4,933,745 |
  - Campus Societies | $3,980,000 | $5,206,306 | $676,994 | $895,289 | $945,489 | $1,081,853 | $1,273,476 |
| Endowed Scholarships Awarded ($) | 273 | [Unavailable] | 265 | 302 | 286 | 338 | 363 | 379 | 398 |

*Sustaining Life Program Statistics at-a-glance about select Penn State Alumni Association programs and services.