WHY GAPS DATA MATTERS

An explainer for why administration matters in alumni engagement.

One aspect of implementing GAPS is the administrative work of tracking data. Tracking data allows us to effectively manage our network of ministry partners. The alumni department has partnered with DonorElf to create a centralized place to track alumni data. No more going back and forth between spreadsheets, the staff portal, note-taking apps, and address books. It will also provide a level of protection for donor info and financial transactions that our personal tools don't have. Plus, it allows chapter account data to stay with the chapter through staff transitions. If that doesn't convince you, here's our top five reasons to track alumni engagement data faithfully.

Top 5 Reasons to Track Alumni Data Faithfully.

1. **Relationships matter, each piece of data represents our relationship with students and alumni.**

   a. As staff we are asked to manage hundreds of relationships, and we need to have system to support the magnitude of our relational network.

   b. If there is ever a staff transition, the relational history stays connected to the chapter and the new staff doesn't have to start from scratch relationally with the chapter's alumni network.

2. **Gathering data helps show the return on investment of GAPS.**

   a. When motivation for implementing GAPS drops or the vision for GAPS leaks it is helpful to have data to point to remind us why GAPS is worth it.

3. **Data helps us identify areas that need improvement or coaching.**

   a. When we have accurate data, it helps coaches serve you better. We can ask more specific questions that help us serve our staff and alumni better.

4. **Gathering data gives us opportunity to celebrate.**

   a. Who doesn't like to celebrate! There are a lot of goals within GAPS. When we hit a goal, we want to be able to celebrate well the hard work you've done to help make that a reality. Anecdotes can lead to celebration too but gathering data that shows when goals are met is a concrete way to celebrate your efforts.

5. **Over time, data helps us see the development of the chapter's "cloud of witnesses" like in Hebrews 12.**

   a. There are a lot of alumni from our chapters. When we don't track data, we lose track of alumni, and we can forget the history of God's faithfulness over time. Think about how encouraging it would be for a new staff to see the list of alumni from a chapter and know that God has been faithful where they serve!