Bath Insights Internship Programme Project Brief

Project title: Advancement Office Data Internship

Department: Advancement Office

Project theme: Data

Capabilities: Adaptability; Collaboration; Communication; Critical thinking; Data literacy; Digital and AI literacy; Drive and initiative; Professionalism

Project brief: An analysis of the alumni population to see how they map onto our new mid-value and individual giving campaigns. Identification of groups within the population to receive targeted communications. Analysis of best practice on campaign timing and frequency. This will help our new mid-value giving programme, which is focused on student experience in priority groups. The campaign will supply funding for budget relieving activity which will also support the University financial sustainability goals.

The analysis will be both quantitative and qualitative. Data will be used to match onto qualitative persona types (descriptions of specific alumni groups and what they might like/dislike and what affinities they might have). A successful student will apply good judgement to decide which data points are valuable and which can be ignored. They will back up their decisions with reasonable arguments for the choices they have made.

The task will be very evidence led, with explanations for why certain choices were made and how conclusions were arrived at.

Being able to communicate these concepts clearly to a senior team will be very helpful.

Main outputs or deliverables: Detailed report on the data behind the campaign, with input into how the campaign is designed and implemented. Will present findings to senior team and make recommendations on what type of themes, messaging and fundraising propositions would be most attractive to each alumni group. They may also make recommendations on which alumni groups to focus on, based on size of the alumni group, fundraising capacity, and affinity with campaign.