



case study

THE MISSING LINK

How Onsite Turned Connection Into Conversion

Onsite's partnership with TPAS is a powerful example of how intentional alumni programming can drive both mission impact and business success. With continued support from TPAS and a growing alumni team, Onsite & Milestones are building a legacy of long-term recovery, emotional wellness, and community connection that will serve alumni for years to come.

Alumni now account for an average of 57% of all program enrollments



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"There's an authority and ownership I've stepped into because of what I learned at TPAS. I wouldn't have had the confidence to advocate for staffing or budget a year ago. TPAS taught me how to make the business case, not just the heart case."

MICKENZIE VOUGHT

Alumni and Community Relations Senior Director



WHO ARE ONSITE & MILESTONES?

Onsite is a nationally recognized emotional wellness organization based in Tennessee, offering transformational workshops, intensives, and its trauma-focused residential program, Milestones.

BEFORE TPAS

While Onsite has always prioritized alumni connection, the alumni program previously operated without the dedicated infrastructure needed to fully realize its potential.

- Engagement efforts were meaningful but inconsistently staffed and followed up.
- Alumni referrals had declined, highlighting the need for renewed strategy.
- No data systems were in place to track impact or demonstrate contribution to growth.
- Milestones alumni needed deeper, more sustained connection than workshop alumni, given the intensity of their program experience.

These gaps presented a clear opportunity to evolve a strong foundation into a more structured and strategic alumni program.

To Learn More About Onsite
Visit: <https://experienceonsite.com>



HOW DID TPAS HELP?

TPAS became an essential partner in alumni program transformation by offering:

- **Mentorship** - Through relationships with TPAS members, Mickenzie received weekly mentorship during her early development stages.
- **Community Collaboration** - Participation in TPAS Collaboratives and Idea Exchanges gave Mickenzie access to best practices, tools, and peer-driven insights.
- **Operational Playbooks** - TPAS provided frameworks for alumni onboarding, feedback loops, event design, and virtual engagement strategies.
- **Leadership Advocacy Tools** - TPAS resources, including data on alumni referral ROI, helped Mickenzie successfully advocate for staffing increases and budget allocation.

KEY IMPROVEMENTS & METRICS

- Alumni referrals increased by 17% year-over-year, leading to a 21% increase in alumni-related program enrollments. This growth **resulted in over \$700,000 in alumni-related revenue during Q1 of 2024.**
- **Alumni now account for an average of 57% of all program enrollments in 2024**, surpassing pre-pandemic benchmarks where alumni drove 50% of enrollments—and even reaching 70% during the first half of 2025.
- Weekly alumni check-ins were launched (up from monthly), with added pre-program and post-program cohort calls to build stronger community bonds. A video-based alumni onboarding was introduced at discharge to improve connection and retention.
- Mickenzie built a data-driven case that led to the hiring of a new Alumni Coordinator. Full leadership buy-in was secured by clearly linking alumni engagement to revenue, retention, and brand growth.

“You can’t not do it. An alumni referral is 80–86% more cost-effective than traditional marketing or outreach. If you’re not investing in your alumni program, you’re leaving significant revenue and impact on the table. TPAS gave me the confidence, the tools, and the community to build something sustainable and meaningful — both for our alumni and for our organization.”

Mickenzie Vought