

# Alumni Relations

## Alumni Engagement Strategy

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**North Carolina Agricultural and Technical State University**



# Alumni Relations: Getting to Engagement

- Mission/Vision/Goals
- Evolving Culture
  - » What is **Engagement**?
- Creating Awareness
- Service Model
- Alumni **Engagement**
  - » Alumni need to know how to connect
- Building Strategic Alliances
- Alumni Programs
- Alumni Association
- **Engagement Philosophy**



# Alumni Relations: Mission/Vision/Goals

- **Mission**

*The mission of the Office of Alumni Relations at North Carolina Agricultural & Technical State University is to encourage and inspire alumni to **engage** in a mutually beneficial relationship with their alma mater for a lifetime.*

- **Vision**

*The Office of Alumni Relations aspires to provide an environment of service to alumni, students and university partners by creating a conduit of **engagement** through various channels of connection.*

- **Goals**

- » *To educate and inform alumni on importance of **engagement***
- » *Connect alumni to fellow alumni, students, Alumni Association and A&T*
- » ***Engage** alumni in progressive, creative impactful programs and events*
- » *Create programs to increase overall participation, volunteer **engagement** and philanthropic support*
- » *Develop services and resources to enrich personal and professional growth*



## Office of Alumni Relations: Evolving Culture

- » Name Change – Alumni Relations
- » Mutually Beneficial Relationships
- » Conduit to Engagement
- » Service Alumni throughout Engagement
- » What is Engagement? (*Beyond Homecoming*)

Alumni = determining your level of involvement for your life cycle

Office of Alumni Relations = meeting alumni at their need

- Participation
- Time
- Talent
- Treasure



# Office of Alumni Relations: Alumni Engagement





# Alumni Relations: Building Strategic Alliances

- Internal Constituents
  - » Deans
  - » Administrative Units
    - Office of New Student Programs
    - Office of Student Activities
    - Office of Undergraduate Admissions
    - Office of Career Services
    - Office of External Relations
  - » Students
    - SGA
    - National Alumni Scholars
- External Constituents
  - » Chapter Presidents/Chapter Meetings
  - » Former Alumni Association Presidents – *Council of Alumni Presidents*
  - » Young Alumni Council
  - » Associated Entity Presidents



## Alumni Relations: Alumni Programs

- Aggie Certified Alumni Recruiters
  - » Partnered w/Admissions
  - » Developed policy; webinar training
  - » Trained recruiters: 117
  - » Training schedule through Fall 2015
- Aggie Advisors
  - » Online Advisors (Evisors)
    - BOV Career Services Committee
- Young Alumni Council – *“Bridging the Gap” BTG2015*
  - » Triad Area – 20 to 25 alumni
  - » Dinner at Chancellor’s House – May 12
  - » Public Launch – Homecoming 2015
- Student Alumni Association
  - » Fall 2015
- Aggie Advocates
  - » Partner w/External Relations
  - » Utilize alumni as voice in political arena



# Alumni Relations: Alumni Association

- Transitioning daily operations
- Governing Documents
  - » Constitution & Bylaws
  - » Operating Agreement
  - » Articles of Incorporation
- Strategic Plan – *“The Driving Force”*





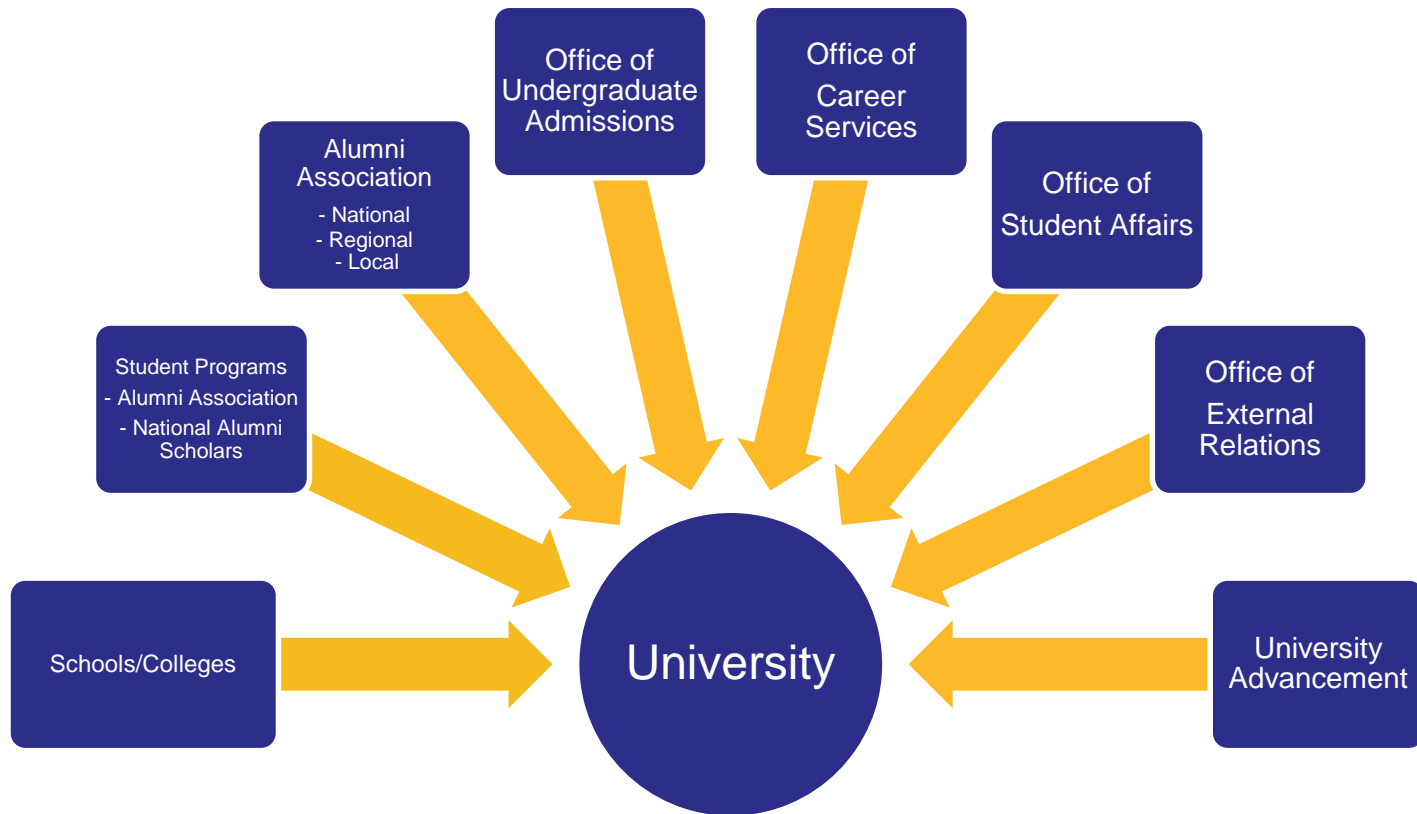
# Alumni Relations: Alumni Association

## *“Leveraging Our Legacy to Lead”*

- Redefine Role of Alumni Association
  - » Elevate the Conversation
  - » Education; Awareness; Advocates
- Highly Functioning Board
  - » Leverage relationships
  - » Utilize resources and connections
  - » Greatest Ambassadors
- Former Presidents Role
- Chapter Leadership and Structure
  - » Alignment w/National office
  - » Program alignment and support
  - » Ongoing training for leaders
  - » Frequent/consistent communications
- Creative Forms of Engagement



# Office of Alumni Relations: How to Connect?





## Office of Alumni Relations: Results of Engagement

- Culture
  - » Awareness: Service environment critical
  - » Engagement: Mutually beneficial relationships
  - » Connections: Provide opportunities to constituents
  - » Transformation: Highly functional board
- Results
  - » Greater understanding
  - » Engaged alumni
  - » Increased giving
  - » Increased overall participation



## Alumni Relations: Alumni Engagement Mantra

- Educate
  - » Participation
  - » Time
  - » Talent
  - » Treasure
- Connect
  - » To One Another
  - » To Students
  - » To Association
  - » To University
- Engage
  - » For Your Purpose
  - » To Impact Change
  - » Continue the Legacy
  - » Influence the Future

**...because that's what Aggies Do!**

