

Value First: Effective Practices for Meaningful Alumni Engagement

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Session Description

With enormous potential to transform your camp's future – through philanthropy, enrollment, and lay leadership – alumni represent your most promising stakeholders. Yet many camps struggle to find meaningful ways to engage alumni of all generations.

In this session, alumni engagement expert Chris Marshall will share what the best alumni programs know and do that you can adopt to improve your camp's engagement efforts.

Agenda

- Introduction
- Prerequisites
- AR 101 – first years students
- AR 201 – sophomores and juniors
- AR 301 – juniors and seniors
- AR 401 – graduate level

Introduction

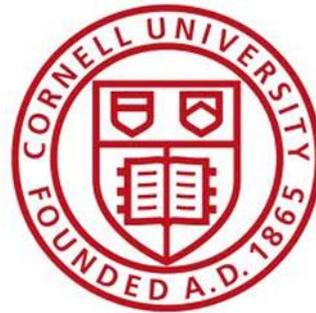
Introduction



12 Years



7 Years



5 Years



5 Years



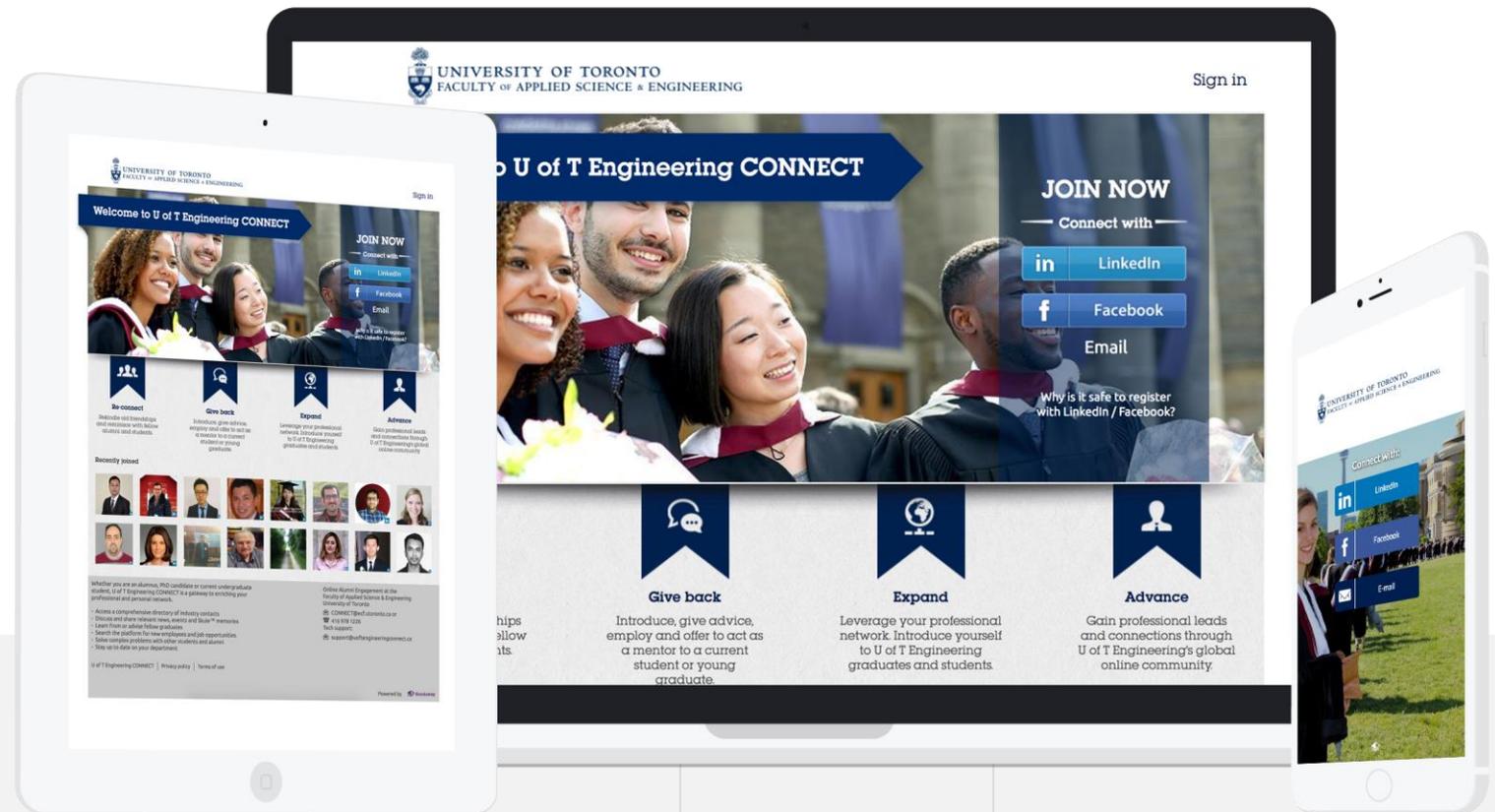
1.25 Years





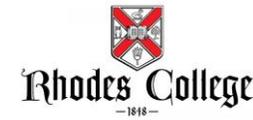
Leader

Graduway is the **#1 provider** of alumni networking and mentoring platforms



700+ organizations, universities, and schools use Graduway

Proven



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Proven



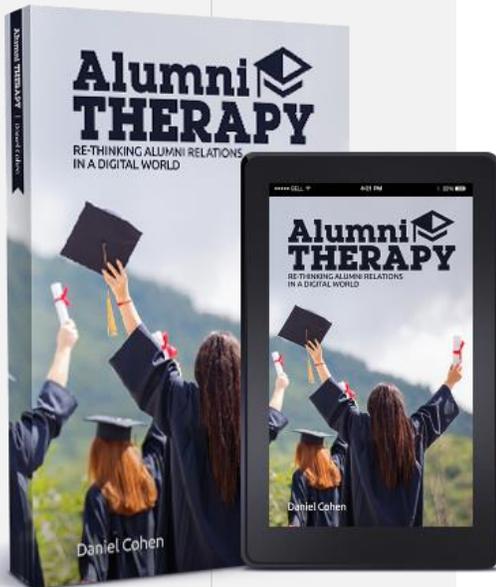
\$50 Million Raised & Invested in
Innovation & Customer Success

Dedicated



Trusted

Thought leaders in alumni relations and career mentoring

A screenshot of a LinkedIn article titled 'Education' from the 'Top Voices' series. The article lists six thought leaders in alumni relations and career mentoring. The background of the article features a pumpkin with text written on it.

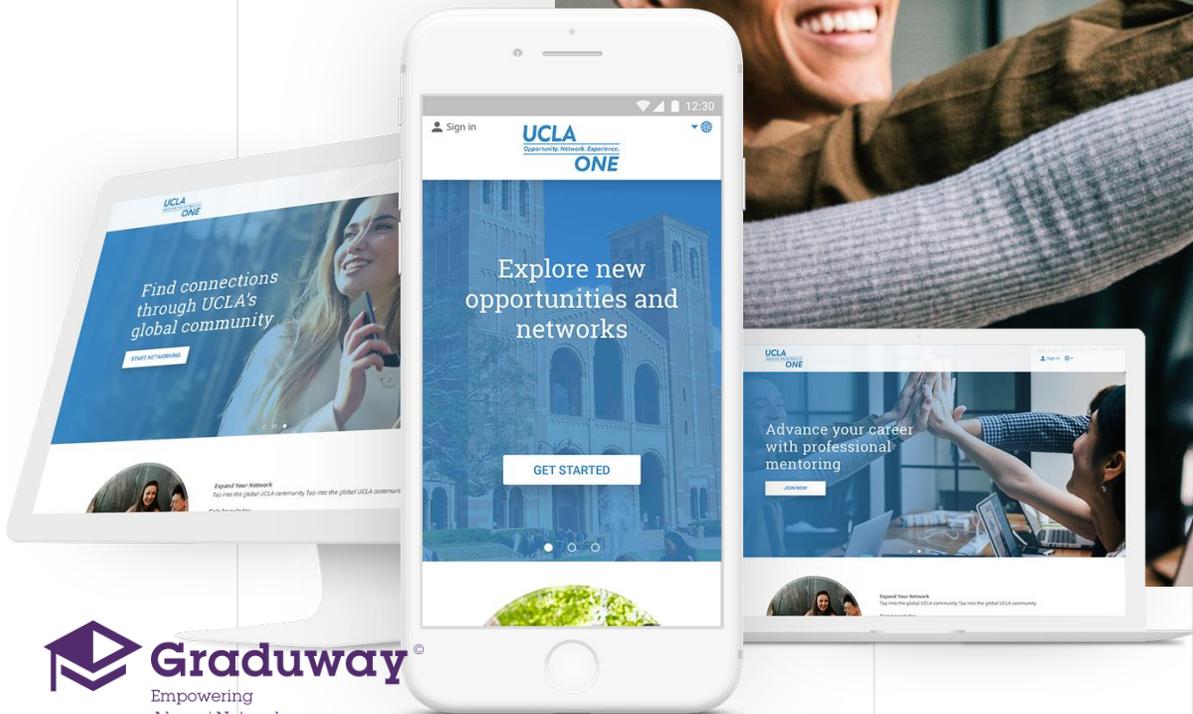
Meet the top 10 education voices of the year on LinkedIn, ranked by engagement and trust. Read — and follow — them now.

Rank	Name	Role	Key Insight
1.	Nicholas Wyman	CEO, Institute for Workplace Skills...	He focuses on vocational education and opportunities that don't go found in a traditional classroom.
2.	Jonathan Wolfer	Principal, Boulder Valley School Dist...	As a school principal, he's writing about the trends he's seeing in public education.
3.	Karen Gross	Educational consultant	The former college president believes that the focus in education has gone from quality to discrimination.
4.	Kaia Niambi Shivers	Adjunct Professor, Rutgers University	She's a career advisor, professor, and former winner of education's "Party Across."
5.	Daniel Cohen	CEO and co-founder, Graduway	He writes about the most pressing issues facing colleges, alumni relations efforts.



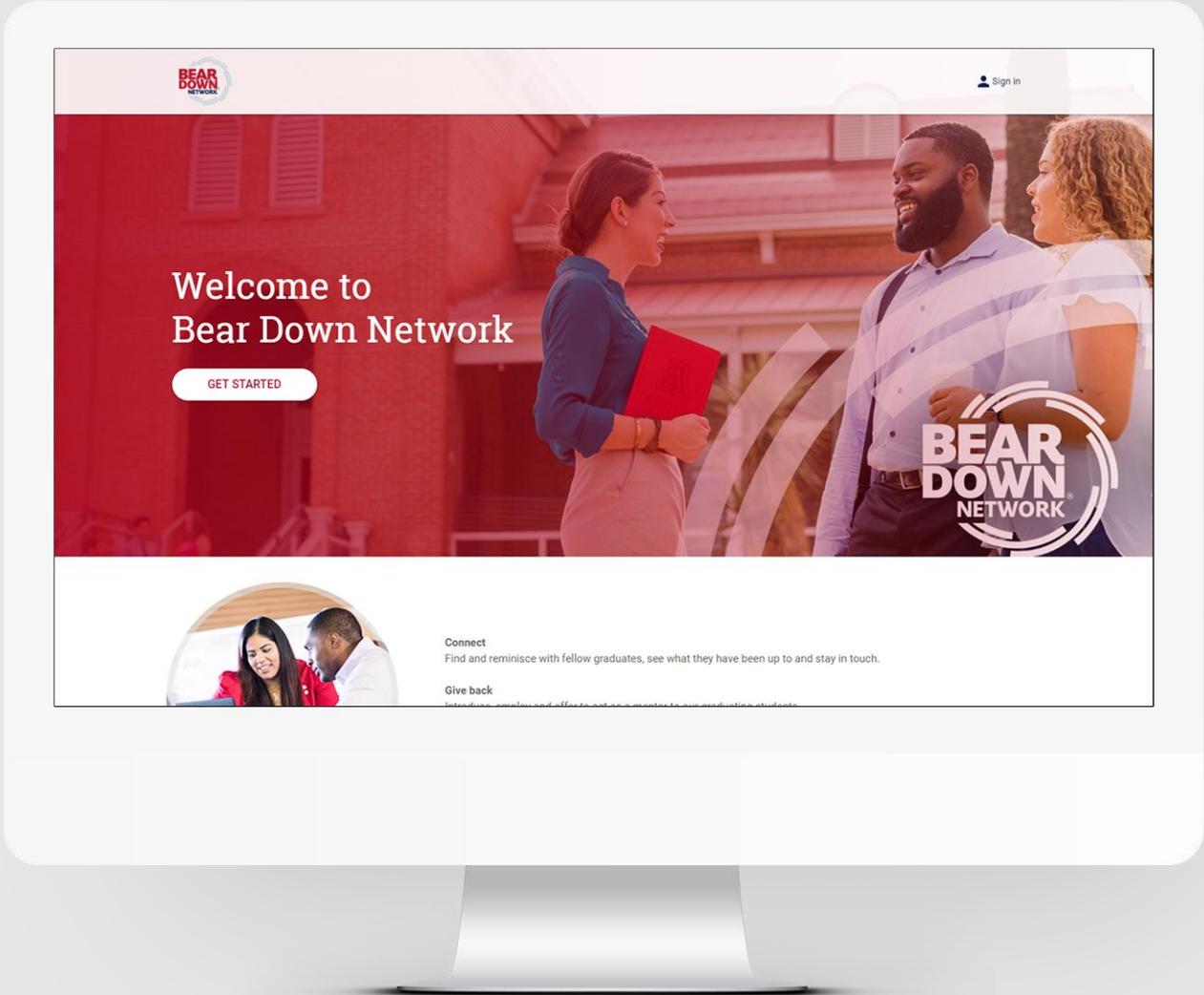


New Alumni Network Product

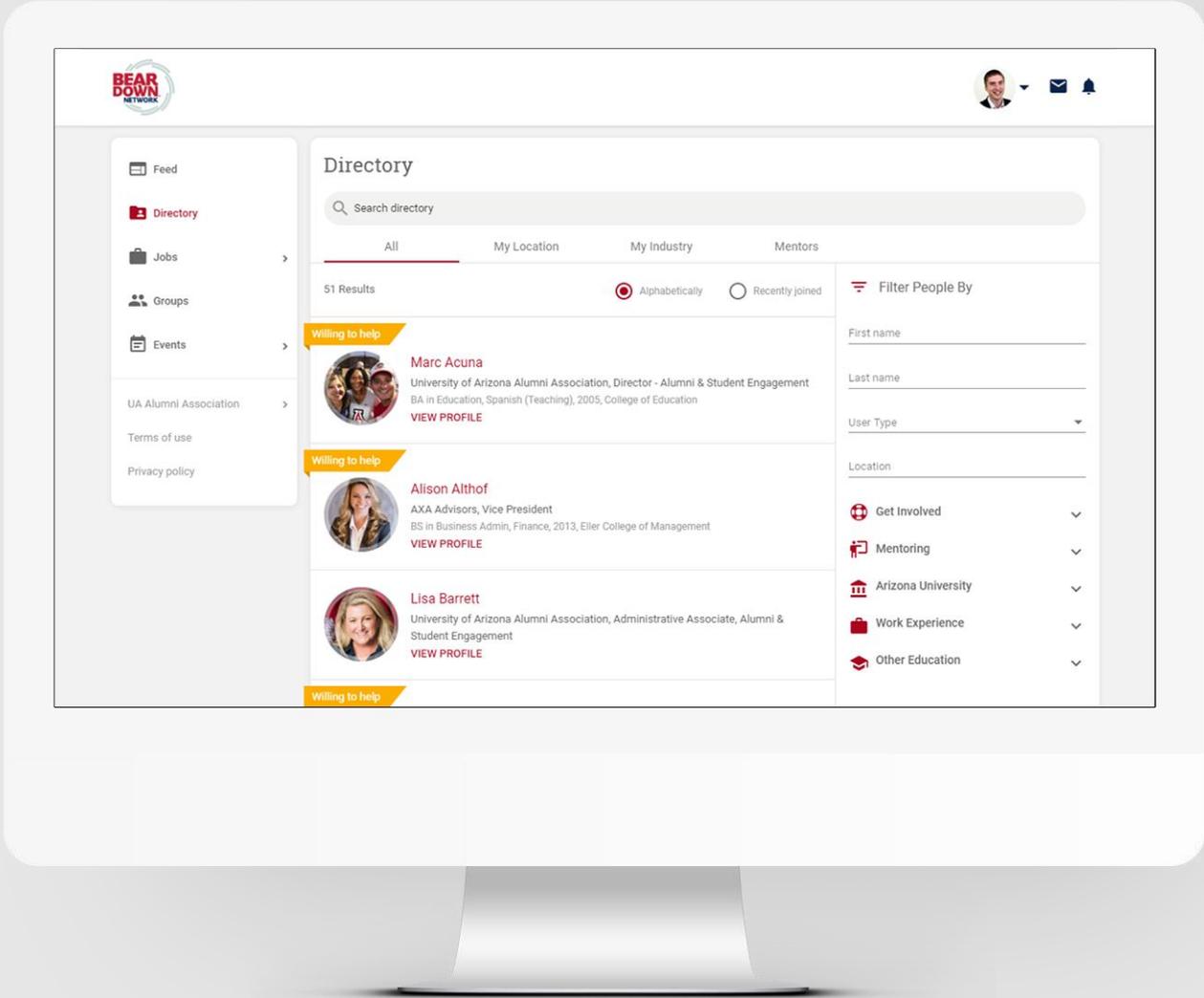


July 2018

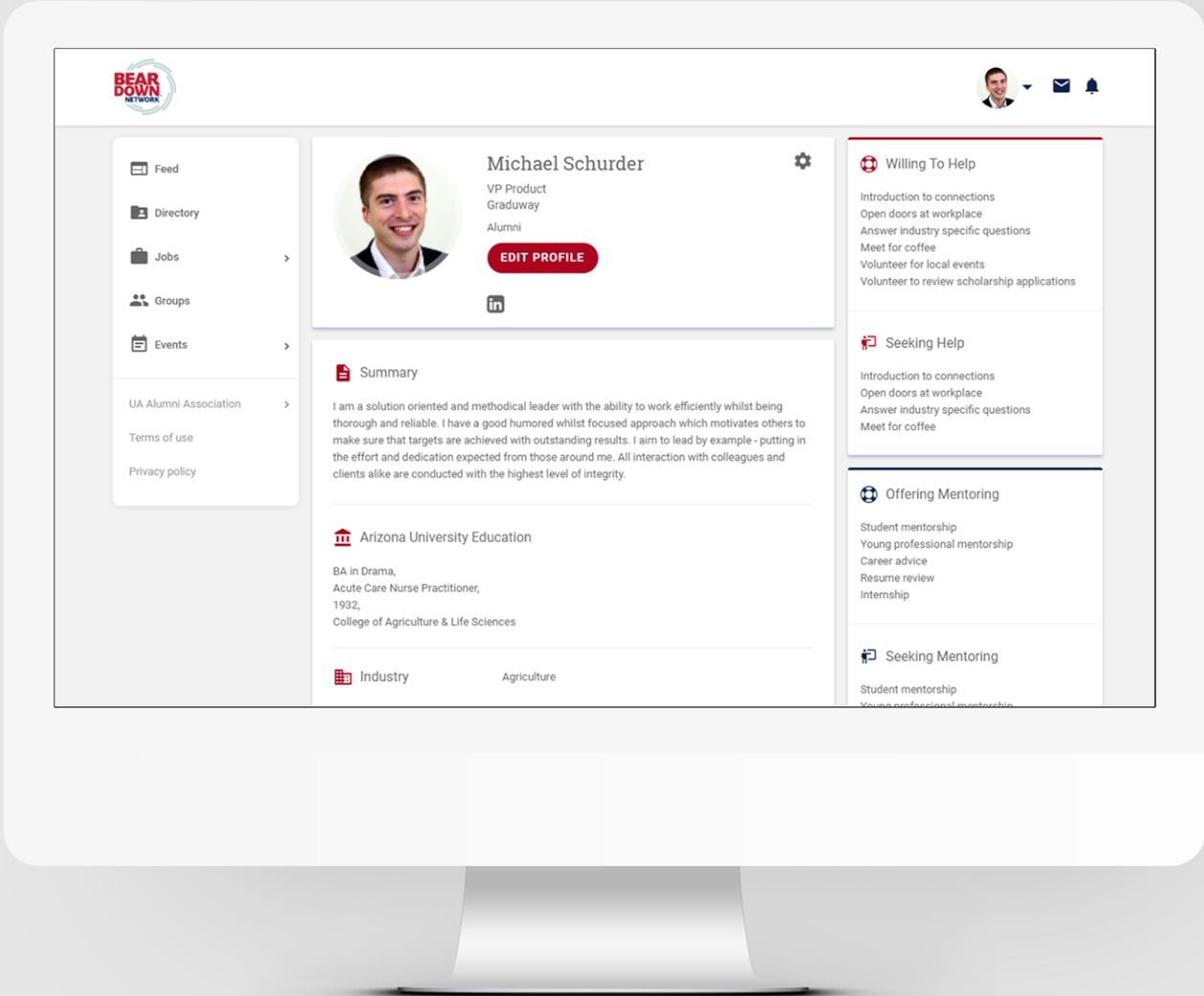
University of Arizona Alumni Association



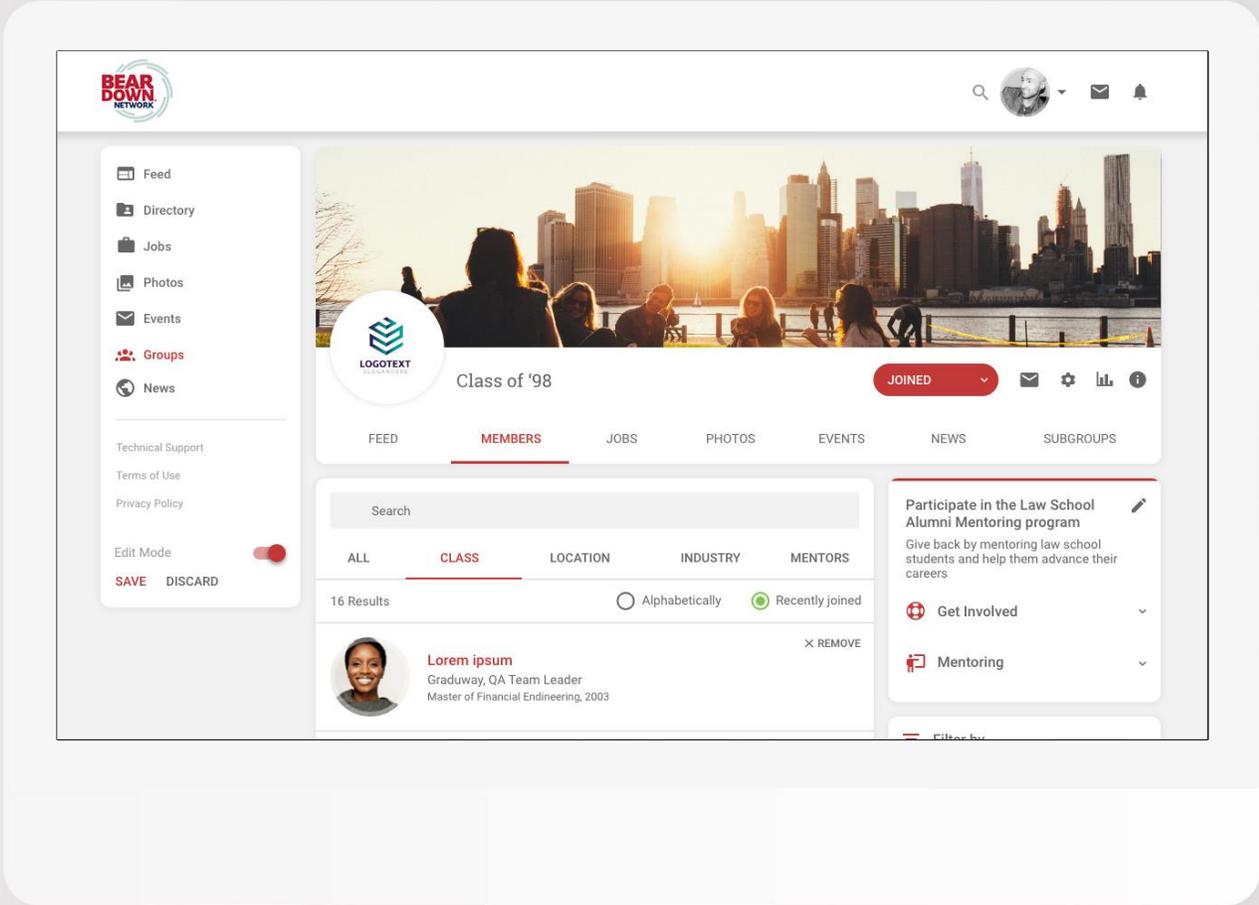
Directory



Profile



Groups



Prerequisites

Prerequisites

Princeton, Harvard, and Yale
UCLA, Penn State, and UMass
Williams, Wellesley, and Colby

College and
University

Non-Profits

Rhodes Scholars

Boy Scouts and Girl Scouts

Canadian Olympic Committee

Corporations

Disney World

McKinsey & Company

Goldman Sachs

- 1) Current constituency
- 2) Former constituency
- 3) Strong affiliation
- 4) Lifelong connection
- 5) Interest in “the network”

Alumni Relations 101

Alumni Relations 101

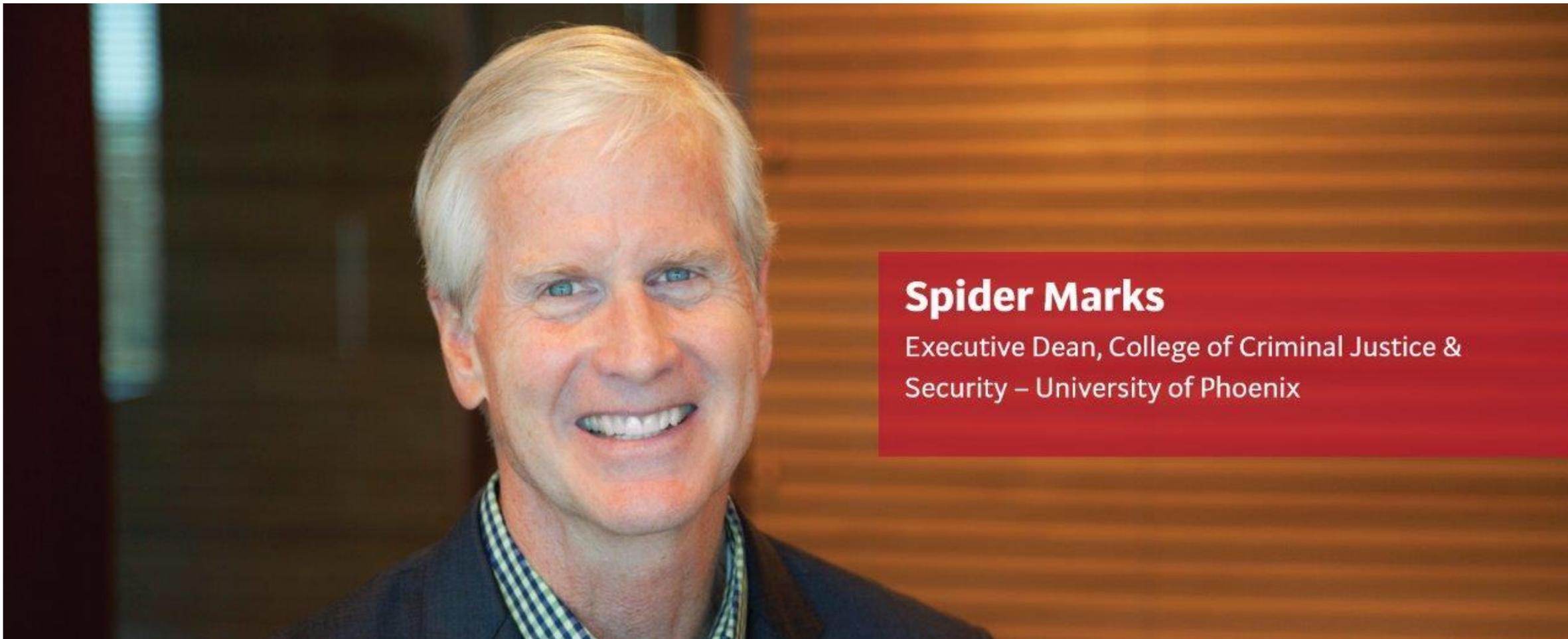
- 1) Buy-in from Leadership
- 2) Good Data
- 3) Regular Communications

Buy-in from Leadership



Good Data

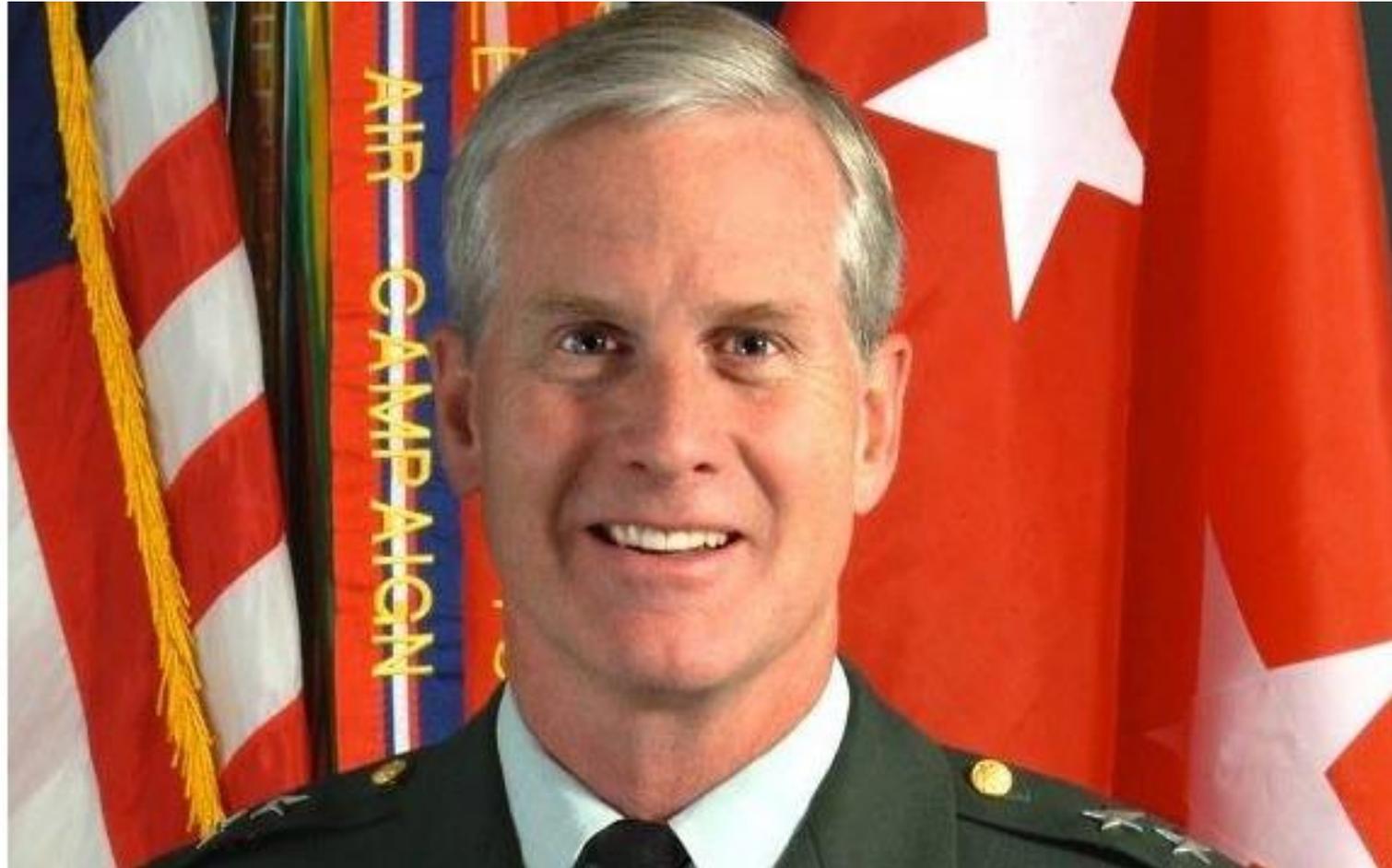
- Camp Affiliation – camper, parent, year(s), and interests
- Home – e-mail, phone, mailing address, and mobile
- Business – e-mail, phone, and mailing address



Spider Marks

Executive Dean, College of Criminal Justice &
Security – University of Phoenix

Brigadier General James A. "Spider" Marks – U.S. Army Retired





Good Data

*“We need to locate
our alumni...
...then make a kill or
capture decision.”*

Regular Communications

- 1 or 2 times per year – printed newsletter/magazine
- 4 times per year – electronic newsletter
- Social Media – Facebook and Twitter

Alumni Relations 2011

Alumni Relations 201

- 1) Start Now
- 2) Start Early
- 3) Leverage Tradition

Start Now

*“The best time to plant a tree
was 20 years ago.
The second best time is now.”*

Camp vs University

- History and culture
- Years of focused effort on Alumni Engagement
- Number of staff
- Dollars invested
- **Focus on engaging and “training” current campers**
- **Focus on improving data**

Lessons Learned

- Focus on areas of greatest impact
- **If you're a sapling... don't compare yourself to a mature forest!**

Start Early

*“It’s not just **FOUR** years...
...it’s **FOR**ever!”*

Duke University

The image shows the top portion of the Duke University Alumni website. At the top left is the 'Duke ALUMNI' logo. To the right are links for 'SITE SEARCH', 'ALUMNI DIRECTORY', and a yellow 'REGISTER / SIGN IN' button. Below these are navigation tabs for 'EVENTS', 'PROGRAMS', 'GROUPS', 'BENEFITS', 'NEWS', 'ENGAGE', and 'GIVE'. The main visual is a large photograph of a diverse group of young people cheering with their hands raised. Overlaid on the bottom left of this photo is the text 'Forever Duke starts today'.

Duke University

FRESHMEN

Welcome to
the family

SOPHOMORES

Choose your
adventure

JUNIORS

Let alumni be
your guide

SENIORS

Ready to
launch

Lessons Learned

- Plant the seeds with your future alumni
- You will need to train them to be good alumni
- **They are not alumni when they graduate... they are alumni when they matriculate!**

Leverage Tradition



Alumni Relations 301

Alumni Relations 301

- 1) Annual Event (just ONE!)
- 2) Digital Engagement
- 3) Add Value

Annual Event

- Reunion
- Networking Reception
- Awards or Recognition Ceremony
- Fundraising Event

Digital Engagement



Digital Engagement

- Website (w/ Alumni link)
- Graduway Platform

Add Value

- Mentoring
- Access to the Network
- Internships and Jobs

Alumni Relations 401

Alumni Relations 401

- 1) Volunteers
- 2) Regional Organization
- 3) Connect to Fundraising

Volunteers



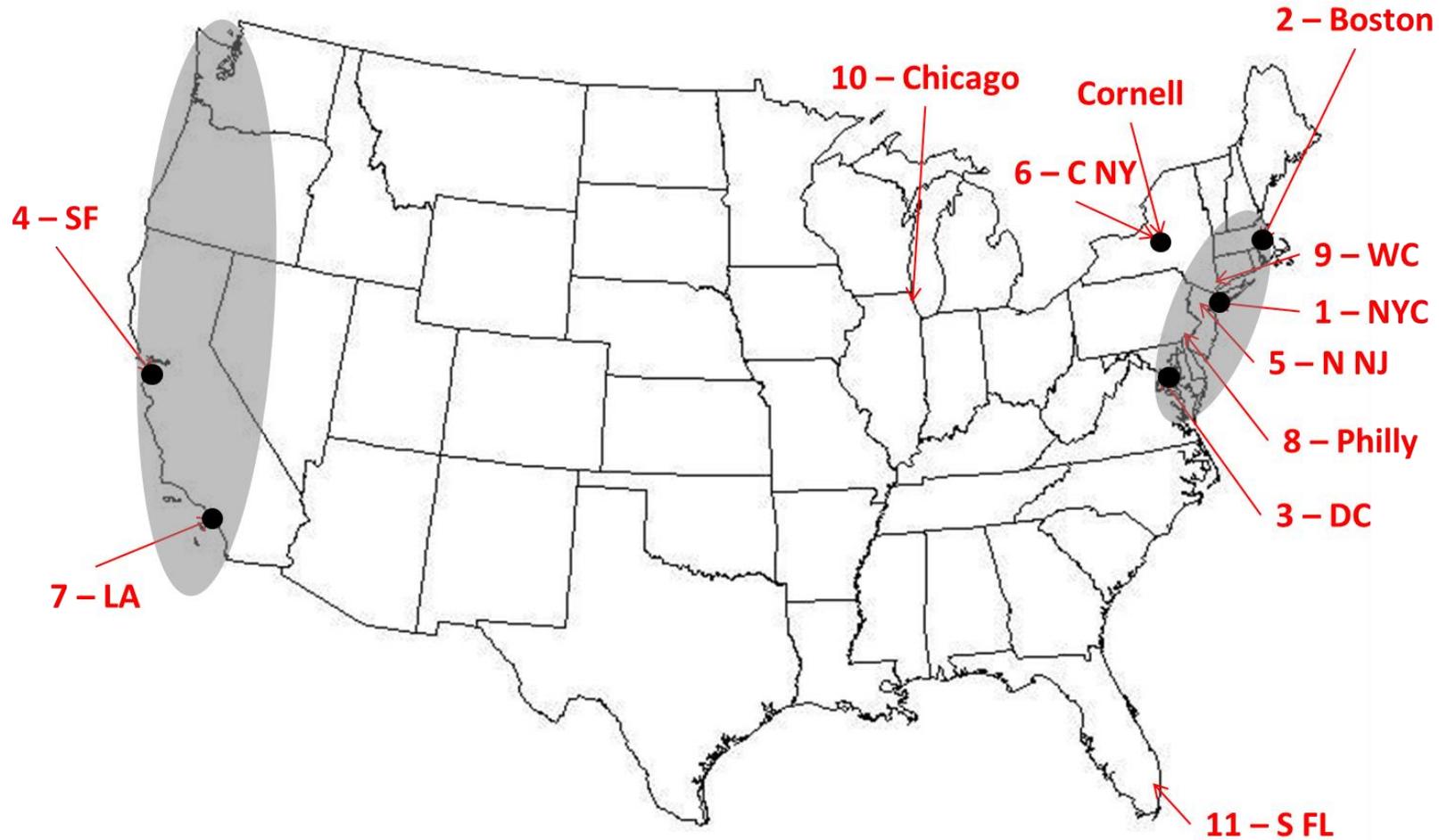
Volunteers

- Bring alumni back to speak to campers
- Alumni to serve as mentors
- Alumni Advisory Board

Regional Organization

- Concentration of alumni population
- Regional events held annually
- Regional chapters

Regional Organization



Connect to Fundraising

- Annual giving message included in engagement activities
- Identifying prospects
- Cultivating and stewarding prospects

Questions

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