Value First: Effective Practices for Meaningful Alumni Engagement

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Graduway President, North America
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
Graduway is the #1 provider of alumni networking and mentoring platforms.
700+ organizations, universities, and schools use Graduway
Proven

700+ organizations, universities, and schools use Graduway
$50 Million Raised & Invested in Innovation & Customer Success

Dedicated
Thought leaders in alumni relations and career mentoring

Trusted
University of Arizona Alumni Association
Directory

[Image of a computer screen showing a directory interface]

Marc Acuna
University of Arizona Alumni Association, Director - Alumni & Student Engagement
School of Education, Special Education, 2000, University of Arizona

Akson Athof
AAA Advisor, Vice President
SSP Business Advisor, Phoenix, 2013, Master of Management

Lisa Barnett
University of Arizona Alumni Association, Administrative Associate, Alumni & Student Engagement

[Options for filtering people by various criteria]
Profile

Michael Schurder
VP Product
Gradoon
Alumni

Summary
I am a solution-oriented and methodical leader with the ability to work efficiently while being thorough and reliable. I have a good humanistic and focused approach which motivates others to make sure that targets are achieved with outstanding results. I am a team player by example: getting in the effort and dedication expected from those around me. All interaction with colleagues and clients alike are conducted with the highest level of integrity.

Arizona University Education

- B.S. in Business, College of Agriculture & Life Sciences, 1992

Industry

- Agriculture

Willing To Help
- Introduction to connections
- Open check at workplace
- Answer industry-specific questions
- Meet for coffee
- Volunteer for local events
- Volunteer to review scholarship applications

Seeking Mentoring
- Student mentorship
- Young professional mentorship
- Career advice
- Resume review
- Internship

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Graduway
Empowering Alumni Networks
Groups
Prerequisites
Prerequisites

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

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

Non-Profits
- Rhodes Scholars
- Boy Scouts and Girl Scouts
- Canadian Olympic Committee

Corporations
- Disney World
- McKinsey & Company
- Goldman Sachs
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 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 **FORever**!”
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

Global Digital Snapshot
Key Statistical Indicators for the World’s Internet, Mobile, and Social Media Users

- Total Population: 7.476 Billion
- Internet Users: 3.773 Billion
- Active Social Media Users: 2.789 Billion
- Unique Mobile Users: 4.917 Billion
- Active Mobile Social Users: 2.549 Billion

Urbanisation: 54%
Penetration: 50%
Penetration: 37%
Penetration: 66%
Penetration: 34%

Sources: Population: United Nations, U.S. Census Bureau; Internet: Internet World Stats; ITU; Internet Matters; CIA; World Factbook; Facebook; National Regulatory Authorities; Social Media and Mobile Social Media: Facebook, Tencent, WeChat; UX/Internet.AS; KAGGA; Naver, Ninki; AhnLab; CAFEAMZAN; SEMrush; BING; Extrapolation of this data: Mobile: GSM Intelligence; Extrapolation of eMarketer and Ericsson data.
Digital Engagement

• Website (w/ Alumni link)

• Graduway Platform
Add Value

- Mentoring
- Access to the Network
- Internships and Jobs
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

1 - NYC
2 - Boston
3 - DC
4 - SF
5 - N NJ
6 - C NY
7 - LA
8 - Philly
9 - WC
10 - Chicago
11 - S FL

Graduway
Empowering Alumni Networks

Jcamp180
From STRENGTH to STRENGTH
Connect to Fundraising

• Annual giving message included in engagement activities

• Identifying prospects

• Cultivating and stewarding prospects
Questions
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