

Alumni Entanglement:

Why would we want that?

Agenda

- Introduction
- Questions
- Discussion
- Planning
- What do we think now?

We all talk about....

- Why do we need alumni?
- How do we talk to them?
- How do we get them to donate money?
- Why don't they talk to us?
- Could they send us students?

Wait... are we missing something?

What about?

- What do alumni want?
- How can they 'help'?
- How do they perceive the school and its needs?
- Who do they talk to?
- **What is the responsibility of the school to the alumni?**

Let's talk.

- What do you know about your alums?
 - Jobs
 - Aspirations
 - Strengths
 - Interests
 - Contacts
 - What do your alums want to do?
- But.... What *can* your alums do?

Things that work right now

- Project groups
 - Advisory
 - Marketing
 - Speakers
 - Recruitment
 - Degree related
 - ‘Plants’ that talk to others
- Conferences
- Forums
- Social events
- Salons/discussion groups
- Podcasts; streaming e-content
- Making connections; not just networking
- ‘Word of Mouth’
- Topic driven retreats
- Issues based conversations – BOV, Planning

What next?

- Identify the things that are important to you.
- How can you make your top two happen?
 - Identify
 - Plan
 - Take action
 - Measure
 - Rinse, repeat, change, adjust

Summary

- Questions
- Comments