



EXCELLENCE IN ALUMNI RELATIONS

Leadership College
Cornerstone Housing Summit

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WHY?



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RESOURCES & TOOLS

- Keystone Alumni Relations Track
- Howto.beta.org
- Cornerstone Housing Program
- ChapterSpot
- OneList
- Your college or university alumni relations office
- Your own alumni!

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ALUMNI RELATIONS SELF-ASSESSMENT



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CHARACTERISTICS OF EXCELLENT PROGRAMS

- One or more alumni leading the effort
- Consistent multi-platform communication
- Connect based on what alumni want, not what we need
- Focus on quality, not quantity

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ALUMNI LEADING THE EFFORT

- Provides year-over-year consistency
- Alumni know what alumni want
- Alumni have personal connections

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CONSISTENT COMMUNICATION PROGRAM

- Different media meet needs of different ages of alumni
- Hard copy is still relevant!
- Match method with purpose
- Alums want to hear about alums
- Alums want to know that the chapter is successful and providing a values-based experience

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MATCH THEIR NEEDS, NOT YOURS

- Page 13: Alumni Involvement & Ability
- Are you targeting the right people for the right opportunities?
- Ways to stay involved remotely
- Money follows involvement

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FEWER THINGS, WITH EXCELLENCE

- Set reasonable goals
- Choose one or two events / semester or year
- Grow gradually based on feedback from alumni



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LET'S TALK ABOUT YOU



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HOW CAN WE HELP?

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