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FIVE TIPS FOR GREAT ALUMNI RELATIONS

October 2015



BETA THETA PI
MEN OF PRINCIPLE



TODAY'S OUTCOME

Learn one or two great ideas to enhance your chapter's alumni relations program.



BETA THETA PI
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“BIG PICTURE” OUTCOME

To have alumni who are connected to each other and to Beta Theta Pi.



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CORNERSTONE
HOUSING PROGRAM



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FACILITATORS

Anne Emmerth
Director, Cornerstone Housing Program
Beta Theta Pi

- Anne.Emmerth@betathetapi.org
- 800-800-BETA



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FACILITATORS

Nathan Balkenbusch
– Kansas State '14
– Leadership Consultant for
South Region

- Nathan.Balkenbusch@beta.org
- 513-255-1089 cell



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FACILITATORS

Noah Reetz

- Minnesota '14
 - Former Alumni Relations Chair
 - 125 year old, housed chapter
- Leadership Consultant for South Central Region
- Noah.Reetz@beta.org
- 513-255-7295 cell



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FACILITATORS

Elijah Zimmerman

- Kentucky '14
- Leadership Consultant for North Central Region
- Alumni Relations Chair, Kentucky
 - Recently re-chartered
 - 25th anniversary
 - Capital campaign for facility
- Elijah.Zimmerman@beta.org
- 513-461-3637 cell



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THE "WHY"

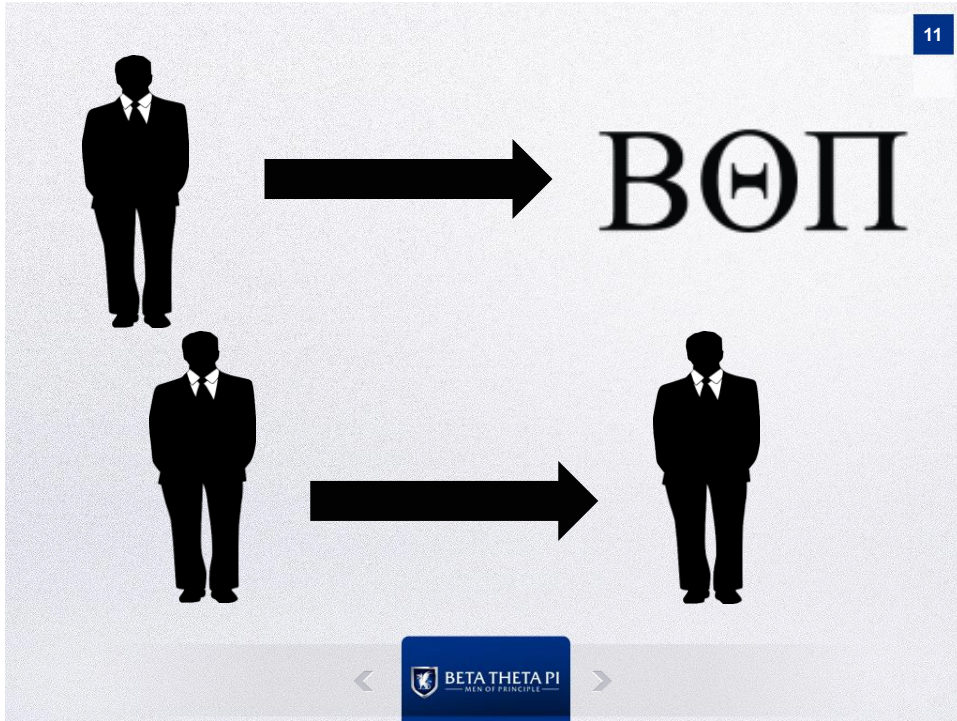


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TIP #1

Have one dedicated alumnus in charge of the program





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WHO SHOULD IT BE?

- Well-connected alum
- Former chapter president, rush chair, pledge educator
- Can live anywhere, most work is done via email and conference call
- Good project management and event planning skills

At the bottom center, there is a blue rectangular box containing the Beta Theta Pi logo (a shield with a key) and the text "BETA THETA PI" and "KEY OF PRINCIPLE" below it, flanked by left and right arrow symbols.

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LET US KNOW WHO IS IN CHARGE!

- Send name and contact info to:
 - Anne.Emmerth@beta.org
- Also send names of other people (alums and undergrads) serving on your Alumni Relations Committee



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TIP #2

Find easy ways to engage alumni in regular chapter events



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ENGAGE ALUMS IN REGULAR CHAPTER EVENTS

- Use already-planned events to plug people in
- Make your routine events more interesting
- Every member sees what alumni involvement looks like



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IDEAS

- Skype recent grad into chapter meeting to talk about best practices for studying for LSAT
- Ask alum in financial management field to give a 10-minute “how to start saving for retirement” talk
 - Buying car insurance
 - How to negotiate when buying a car
 - Tips for building good credit
- Identify oldest living alum and record his favorite memory



TIP #3

Keep your seniors engaged



DON'T LET THEM FLOAT AWAY!



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KEEPING SENIORS ENGAGED

- Perform Senior Ceremony in the fall & spring
 - Ritual Book, pages 101 - 108
- Ask recent graduate to serve on house corporation
- Ask recent graduate to serve on Alumni Relations Committee
- Appoint a class leader
- “Zero Year” reunion



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KEEPING SENIORS ENGAGED

- Update their info before they leave school
 - MyBeta
 - Personal email (gmail, Hotmail), NOT campus email
 - Cell number
- Make it about the memories and friendships!



TIP #4

Keep it simple – use existing tools and resources



A screenshot of the MyBETA website interface. At the top left is the "My BETA" logo. Below it is a navigation bar with "Chapters" on the left, "Email address" and "Password" input fields, and a "login" button with a question mark icon. The main content area is a grid of blue tiles with icons and text: "MY PROFILE" (Manage your account, contact information and preferences), "MY GIVING" (Manage and review your contributions), "HOWTOBETA" (Educational resources and best practices), "BILLHIGHWAY" (Chapter accounting and membership payments), "CHAPTERSPOT" (Chapter communications, recruitment and alumni engagement), "REPORTING" (Online chapter reporting for all members), "ONELIST DIRECTORY" (Find contact information for members and chapters), "RECOMMEND" (Recommend new members and volunteers for the fraternity), "MARKETPLACE" (Shop for Beta Theta Pi gear and chapter supplies), and "EVENTS" (Calendar of events and event registration). A red circle highlights the "CHAPTERSPOT" tile. Below the grid is the "MYBETA" text.



BETA THETA PI
MEN OF PRINCIPLE

Alumni Join Beta Events Contact myBeta

< > today August 2015 month week

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

10:30a Freshman Orientation

10:30a Transfer Orientation

10:30a Transfer Orientation

10:30a Transfer Orientation

10:30a Freshman Orientation

10:30a Transfer Orientation

First Day of Classes

10pA Night of Mardi Gras

CHAPTERSPOT CALENDAR



BETA THETA PI
MEN OF PRINCIPLE

A message from Beta Theta Pi at Mississippi

One of Beta Beta's own awarded Fraternity's highest honor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. [Read more...](#)

Don't miss Homecoming 2015!

Sed ut perspiciatis unde omnis iste natus error sit volupta accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi beatae vitae dicta sunt explicabo.

[Register today!](#)

Chapter house updates completed for fall

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium.

- Kitchen appliances replaced
- Study rooms painted
- Wall-mounted LCD installed in second floor lounge

ChapterSpot Mass Mailer



The screenshot shows the MyBETA homepage. At the top left is the logo with a shield and the text "My BETA". Below the logo is a navigation bar with the word "Chapters" on the left, and input fields for "Email address" and "Password" followed by a "login" button with a question mark icon. The main content area consists of a grid of blue buttons with white icons and text. The buttons are: "MY PROFILE" (person icon), "MY GIVING" (hand icon), "HOWTOBETA" (gears icon), "BILLHIGHWAY" (credit card icon), "CHAPTERSPOT" (speech bubble icon), "REPORTING" (document icon), "ONELIST DIRECTORY" (phone icon, circled in red), "RECOMMEND" (megaphone icon), "MARKETPLACE" (shopping cart icon), and "EVENTS" (calendar icon). Below the grid is the text "MYBETA" and a central navigation bar with the "BETA THETA PI" logo and the tagline "BORN OF PRINCIPLE" flanked by left and right arrows.

MYBETA

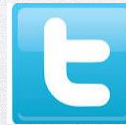


This screenshot is identical to the one above, showing the MyBETA homepage. The layout, including the logo, navigation bar, and grid of buttons, is the same. However, in this version, the "RECOMMEND" button (with the megaphone icon) is circled in red instead of the "ONELIST DIRECTORY" button.

MYBETA



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LET US HELP TELL YOUR STORY



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TIP #5

Engage alumni in recruitment via recommendations and legacies



SOLICITING RECOMMENDATIONS

- Why do recommendations matter?
- How many do you get? What is your process for:
 - Receiving
 - Acknowledging
 - Following up after recruitment
 - Assign one member of the recruitment team to this task
- Outreach
 - Outreach to alumni in key cities and high schools.
 - Beta@beta.org for list of alumni from a city / area
 - Outreach to all chapter alumni
 - Ask recruitment advisor to intervene in “sticky” situations with alumni



WHAT ARE WE ASKING FOR?

- Outstanding young men from your community who are attending [SCHOOL] in the fall.
- Young men you know from coaching, friends of your children, Boy Scouts, youth group, neighborhood.
- Looking for men with demonstrated academic success, service to others, involvement in the community.
- Letter of recommendation, resume, personal introduction



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LEGACIES

- Why do legacies matter?
- Have a legacy / referral policy
 - Typically a courtesy invite or special consideration
- Be able to articulate reasons why legacy doesn't get bid
- Follow up with all legacy referrals

Legacy ≠ Bid



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RESOURCES





ALUMNI RELATIONS SELF-ASSESSMENT

Keystone Alumni Relations Workbook Pages



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RESOURCES & TOOLS

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



BETA THETA PI
BEN OF PRINCIPLE





CORNERSTONE

HOUSING PROGRAM

Anne.Emmerth@beta.org
800-800-BETA

