BREAKOUT SESSION MINUTES

Session: Alumni Relations
Session Leaders: Kirby Player, Clemson University

Attendee Count: 21

Discussion Points

How do you get young alumni involved in alumni programming?

Young alumni are often distracted – understand where each person is in his/her circle of life

4 full functioning generations of alumni – Greatest, Boomers, Gen X, Gen Y

How to get my Board engaged and not just telling me what to do!

Advancement: is there an organized effort to advance your college’s efforts?

Circle of Life Model:

Over-coming enrollment difficulties

4 central university groups: admissions, alumni, development, student affairs

80/20 rule: 20% of students, alumni engaged. Focus on the 20% - find that 20% while they are students (Leaders, in clubs). Ask your 20% to get others involved

Career Services is very important in the circle: high percentage of jobs thru career services are alumni hiring students

Communication is the key tool to start the process – get out of the office, interface with students, faculty, etc. It is all about relationships.

How do you bring new majors (alumni) into the College? Need to respect that identity. Look for ways to merge thru common interests/affinity

Discussion on Board activity, recruitment, retention