

Regional Alumni Programming...

“What has worked for you?”

Al DiFranco
Notre Dame College

Margaret Pomfret
Ashland University

What Do Alumni Really Think?

- To know what we should do for our alumni, we must first understand them.
- What do they want from us?
- What motivates alumni to attend a social?

Regional Strategies Nuts and Bolts

- Long gone are the days of beer and pretzel happy hours.
- 21st century regional programming. The “What’s in it for me” generation.
- Values of networking.
- Personal development and interests.
- Awareness of where you are in the country.
- Social Media ie Facebook, Twitter, On line Alumni Communities

Regional Program Volunteers

- Enlisting local leadership
- Generational diversity
- Expectations of volunteers
- Confidential Information
- Budget
- Event location recommendations

The Actual Program...

Ask local leadership or alumni board member to provide the welcome.

President should "share the vision" of the college.

What is your institutions mission-driven strategic plan?

Development Officer should provide a snapshot of the development efforts.

Alumni Director should provide an update, take a group photo and follow up with guests...

After the Event...

Personal thank you to local hosts.

Thank you letter sent to those who attended!

Document the event!!

Show the group off! Put the group photo in your magazine, on Facebook and on your alumni community!!

Seek feedback!!

