

The background features a white central area where the title is located. This area is bordered by large, solid-colored geometric shapes: a dark blue triangle in the top right, a red triangle in the bottom left, and a dark blue triangle in the bottom left corner. The text is in a black, serif font.

ALUMNI RELATIONS AND INSTITUTIONAL GIVING

FULRBIGHT BELGIUM
WB CAMPUS
FLANDERS KNOWLEDGE AREA



II. ENGAGING ALUMNI
AND DONORS

CORY LEONARD

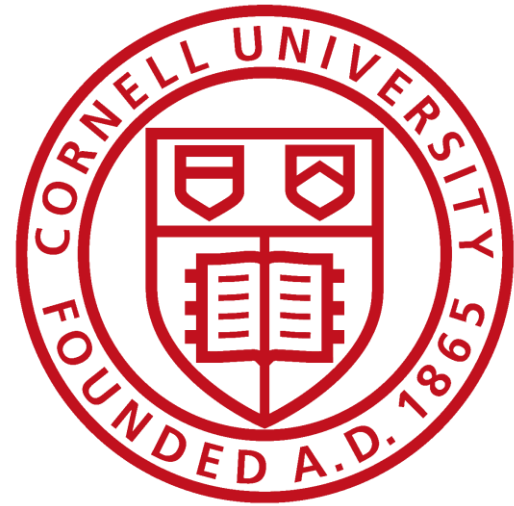
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FULBRIGHT

BELGIUM



A. STRATEGIES FOR GENERATIONAL ENGAGEMENT

- What strategies are most effective to engage alumni at various stages?
- What are your communication tools and how are they used to engage various constituencies?

- **Young Alumni (less than ten years since graduation)**

Happy hours and wine tastings

Athletic events

Admissions and Service activities

- **Mid-career Alumni (ten to twenty five years since graduation)**

Career developing or networking events

Family oriented events

Student relations and mentoring opportunities

- **Late-career Alumni (twenty five to forty five years since graduation)**

Educational and Speaker Events

Publications

Campus Returns and Reunions

Upscale fundraisers and events

- **Post-career Alumni (over forty five years since graduation)**

Educational events

Class-specific activities

Campus reunions

Formal dinners and fundraisers



How many and what type of alumni (and donor) events take place annually? How do you manage these events?

How do you promote involvement of alumni, donors and prospect donors in university activities?


What role do alumni volunteers and associations play? How are they structured and monitored?

How do you engage alumni in student recruitment?


Do you create emails for your alumni? Is this effective?



E. THE ROLE OF ALUMNI VOLUNTEERS

- Alumni advisory and governing boards, ambassadors
 - Graduating class year representatives
 - Student-alumni associations
 - Regional chapter, club, branch officers
 - Career advisors, recruiting students
 - Sharing career and business stories and experiences
 - Mentoring or other ways of helping students
 - Class year agents or secretaries
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4-STEP MHC ALUMNAE ENGAGEMENT

- ❑ Staying in Touch
(with friends, classmates, professors, the college)
 - ❑ Maintaining the Network
(for professional opportunities)
 - ❑ Connecting to Current Students
(study abroad gatherings, internship programs)
 - ❑ Advancing and Supporting the College's Vision, Mission
(through projects, conferences and all above)
- 

F. ALUMNI ENGAGEMENT IN STUDENT RECRUITMENT

Emphasize
Recruitment
Early in Each Term

Students have the most time and money to spend on memberships at the start of each term. Associations that begin a semester with large memberships tend to have well attended first events, which generates momentum for participation in future events.

Facilitate Immediate
Registration at Events

Program officers staff recruitment tables at all events that associations host or co-host. One strategy is only requiring identification and signatures to register; and bill membership dues to the bursar's office.

Present at Athletic and
Academic Events

The association can host pep rallies with the athletic departments to build name awareness. Several advisors also emphasize the importance of student engagement to deans and faculty members, who may allow recruiters to present briefly at departmental orientations in classes.

Provide Members with
Tangible Perks

Distributing reoccurring member giveaways during large events (new t-shirts, mugs, bags) to entice other attendees to register is a common phenomenon. All member discounts are item-based instead of percentage based so that prospective members understand benefits in concrete terms



MOUNT HOLYOKE ALUMNAE ENGAGEMENT

- Annual major REUNION alongside Commencement
- Quarterly Alumnae Magazine
- Student – Alumnae Traditions
 - Career Networking Fair, Strawberries & Champagne, New Alumnae Welcome
- Regional Volunteer Alumnae Groups
 - Monthly or Annual meetings for holidays
- Worldwide Conferences and Alliances
 - Women in Public Service Project
- Alumnae Travel Program
- Frequent Website and Social Media Features (Facebook, Instagram, Twitter)

G. INTERNATIONALIZATION THROUGH GLOBAL ALUMNAE

1. Alumni can promote to or interview prospective students for the school in coordination with admissions office
 2. Alumni can act as ambassadors at events
 3. Through partnerships, alumni can provide international work opportunities for current students of the college
 4. Alumni can be important resources for e-mentoring or for students interested in the areas of the world they inhabit
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MOUNT HOLYOKE CLUBS ACROSS THE WORLD

ALUMNA SEARCH

Go


CONNECT TO CLASS >

FIND A LOCAL CLUB >

CAREER NETWORK >

VOLUNTEER NOW >

UPDATE YOUR INFO >

 ALUMNAE ON FACEBOOK



FUTURE HIGHER EDUCATIONAL OPPORTUNITIES

The **German-American Fulbright Commission** in May of 2010 and October of 2011, organized two different five-day study-tours

- a delegation of German higher education leaders
- as hosted by the *Institute of International Education* and the *Center for International Partnerships in Higher Education*
- toured Louisiana, Pennsylvania and New Jersey while visiting US universities
- Potential for future study tours organized by Fulbright Belgium



EDUCATIONAL EXPERTS STUDY TOUR BUDGET

Budget Estimate				
This estimate does not include transatlantic airfare.				
-				
ESTIMATED EXPENSES FOR A ONE-WEEK STUDY TOUR IN THE USA				
-				
<u>I. Accomodation</u>	cost/night	number of nights	number of participants	
Hotel	\$250	7	15	\$26,250
-				
<u>II. Transportation</u>				
Local Transportation (shuttle service to host campuses, etc)				\$3,000
-				
<u>III. Meals and Receptions</u>				
Room rental & Audio/Visual for Mon, Wed and Fri meetings				\$2,500
Seminar Meals				\$3,500
Opening Dinner Monday (20 Guests)				\$2,000
-				
<u>IV. Materials</u>				
-	Folders, Name Tags, Pens, etc			\$500
-				
<u>V. Speaker Expenses</u>				
Transportation Costs of Guest Speakers				\$2,500
-				
<u>IV. Local Administration (IIE)</u>				
-	Staff time and logistics			\$17,500
-				
Total Estimated Study-Tour Costs:				\$57,750