The Role of Student Services in Growing Loyal Alumni

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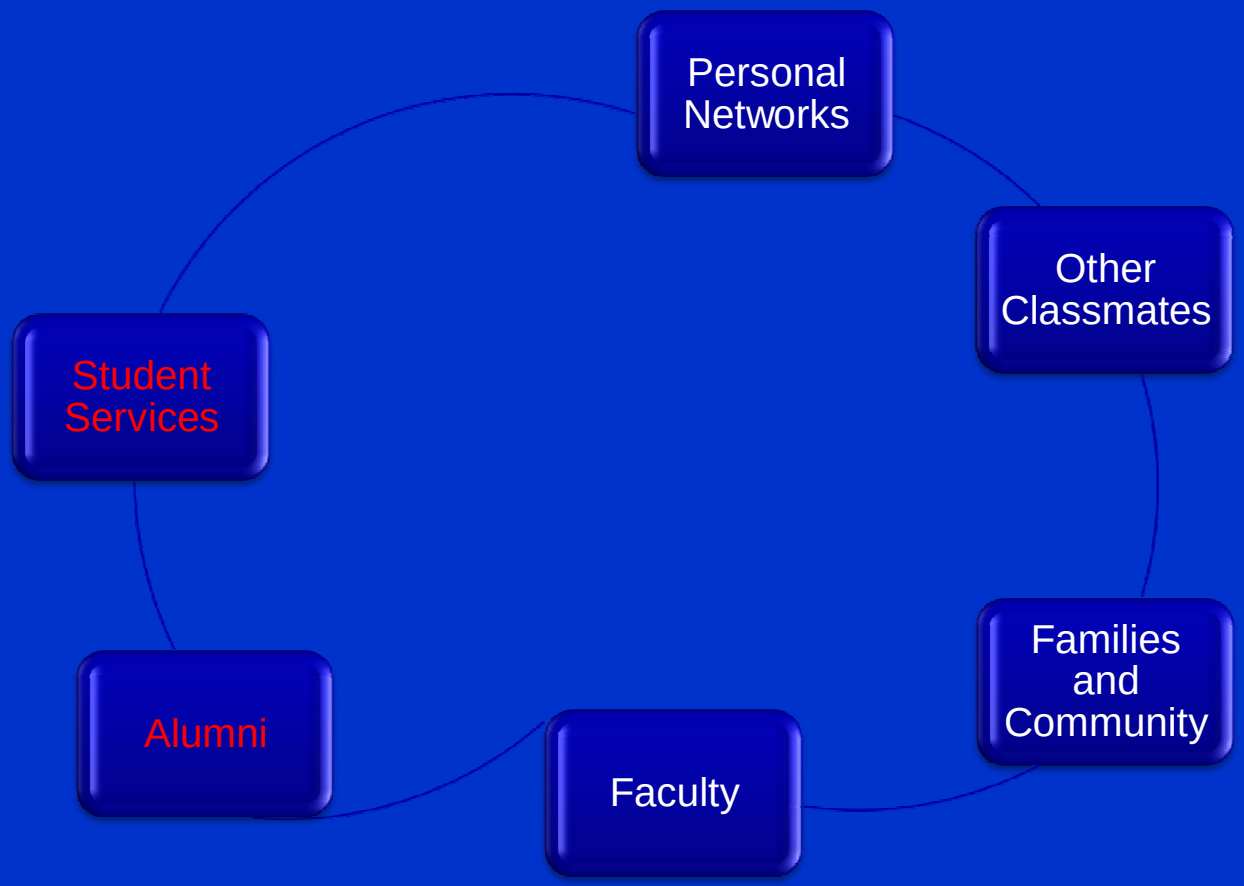
Enhancing the Student Experience Conference
November 15, 2011
London, UK

Guiding Principles

- Understanding the Lifelong Relationship
- First Impressions - Last Impressions
- Cross-Department Advocacy and Services
- Leadership Development Begins on Campus – role of SIGs in Alumni Affairs
- Recognizing Excellence Begins Now
- Stewarding a Positive Student Experience

Networks for Students



First Impressions

Cross-Departmental Advocacy

- Residential Life
  - Residence Hall Programs with Alumni
- Student Activities
  - Increase alumni participation: judges for students academic/co-curricular competitions
- Career Services****
  - It's about jobs, employability and access
  - Some success stories….some caution as well

Students and Alumni Shared Interest Groups (SIGs)

Professional Groups – finance, law, medicine…

Alumni Athletic Groups

Heritage Groups – by language, by region, by ethnicity

International Groups

"Who Doesn't Like a Free Lunch?" Celebrating Student Success

- Annual Award Programs for Graduating Students
  - **Co-Sponsored with Alumni Affairs and Student Services**
  - **Request nominations from across university**
  - **Sponsor lunch/reception for honorees, nominators and community**
  - **Invite alumni to speak, act as honorary emcee and to network with students**

- Annual "Half-Way There" Party
  - **Co-Sponsored with Alumni Affairs and Student Services**
  - **Determine peak time for students/campus**
  - **Honors student achievement and participation half-way through their programs**
  - **Consider a day-long or week-long event**
  - **Involve local alumni to participate and local alumni business owners to sponsor**
  - **Promote ideals of community, achievement and the alumni network**

Stewardship Can Grow Loyal Alumni

- Early engagement
- Stress ongoing connections to alumni
- Define the expectations for all participants
- Survey and assess each effort!
- Remain innovative and strive for creativity, flexibility, adaptability
- Communicate effectively – know how to reach students – AND – alumni!

Thank You & Best Wishes

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