



Group 6

Shark Tank

Presentation

01

Elsie, Isabelle, Jasmin, Kayla, Kelly, Lara, & Tanisha

A three-tiered plan for **Retention and Engagement**
at a Chapter level



#1 Exclusive Chapter Events

Questions to be answered:

- Why?
- What is it?
- What will happen? What are the goals?
- How will it be carried out?

02





Why We Picked Chapter Events

03

Motivation

Incentivize others to join meetings

Networking

Greater personal interactions with e-board/members or professors and guest speakers





04

What Exclusive Chapter Events Entail

- *Host a variety of events*
- *Point system*
- *Post about events via social media*
- *Combo of physical and reward incentives*



Individual Incentives



01

Point System

- Every meeting is 5 points
- points will give members access to exclusive events and other career opportunities (see chart on next slide)

02

Evaluated at the end of the semester

- 3-4 weeks before

03

Can shoutout individuals with the highest attendance

- In Instagram highlights/stories or via email



Point System Chart

Every meeting = 5 points

- 15 Points** End of semester mocktails
- 20 Points** Free sticker
- 25 Points** Instagram Takeover
- 30 Points** Guaranteed spot at a TWN Networking trip
- 35 Points** 1-1 mentorship with e-board member/alumnae
- All Points** Guaranteed interview with nationals for an internship or other TWN role

Group Incentives

Content tools we will start using



01

Based off Total Retention

- If 60% of the registered members attend a meeting, they will receive a 10% discount on merch
- If 60% of the registered members attend a meeting, they will have access to an exclusive career event that is partnered with another org on campus

02

Evaluated Immediately after a meeting



How do we implement these ideas?



President/Vice President

Introduce guidelines and monitor success rate

Training in August

Explain the point system within the first week of training in August

Outreach

Send point system update into chapter emails and social media

Attendance Sheets

Use previous attendance forms to track engagement and points - send national updates

07



#2 Chapter Level Feedback / Social Media

Ideas to gauge engagement, boost participation, and establish a liaison between chapters and TWN national



- No additional board position or budget needed
- Managed by each chapter's marketing team and Campus Ambassadors



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Snippet of TWN

Introduce TWN and your campus to new students!

Instagram takeover

Show TWN on a personal level!

Instagram polls

Gauge interest in certain events

Instagram highlights

Spotlight TWN + chapter events and members

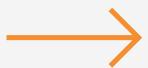
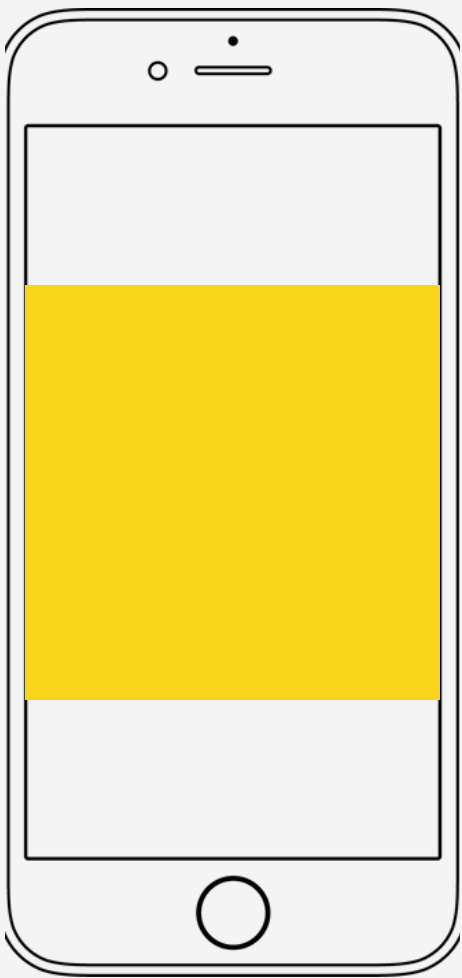
Day in the Life

+

*Instagram
Polls*

+

Highlights

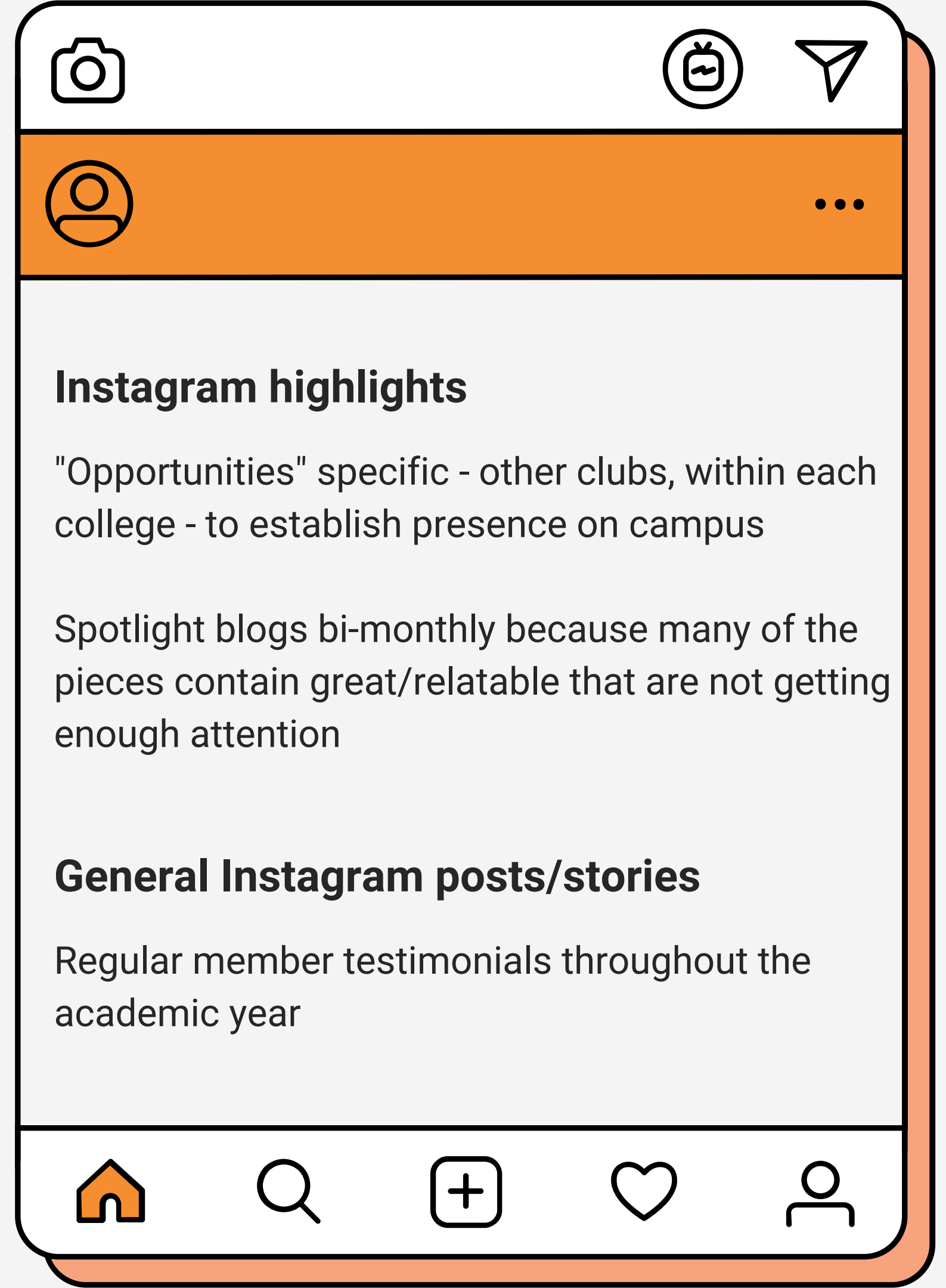


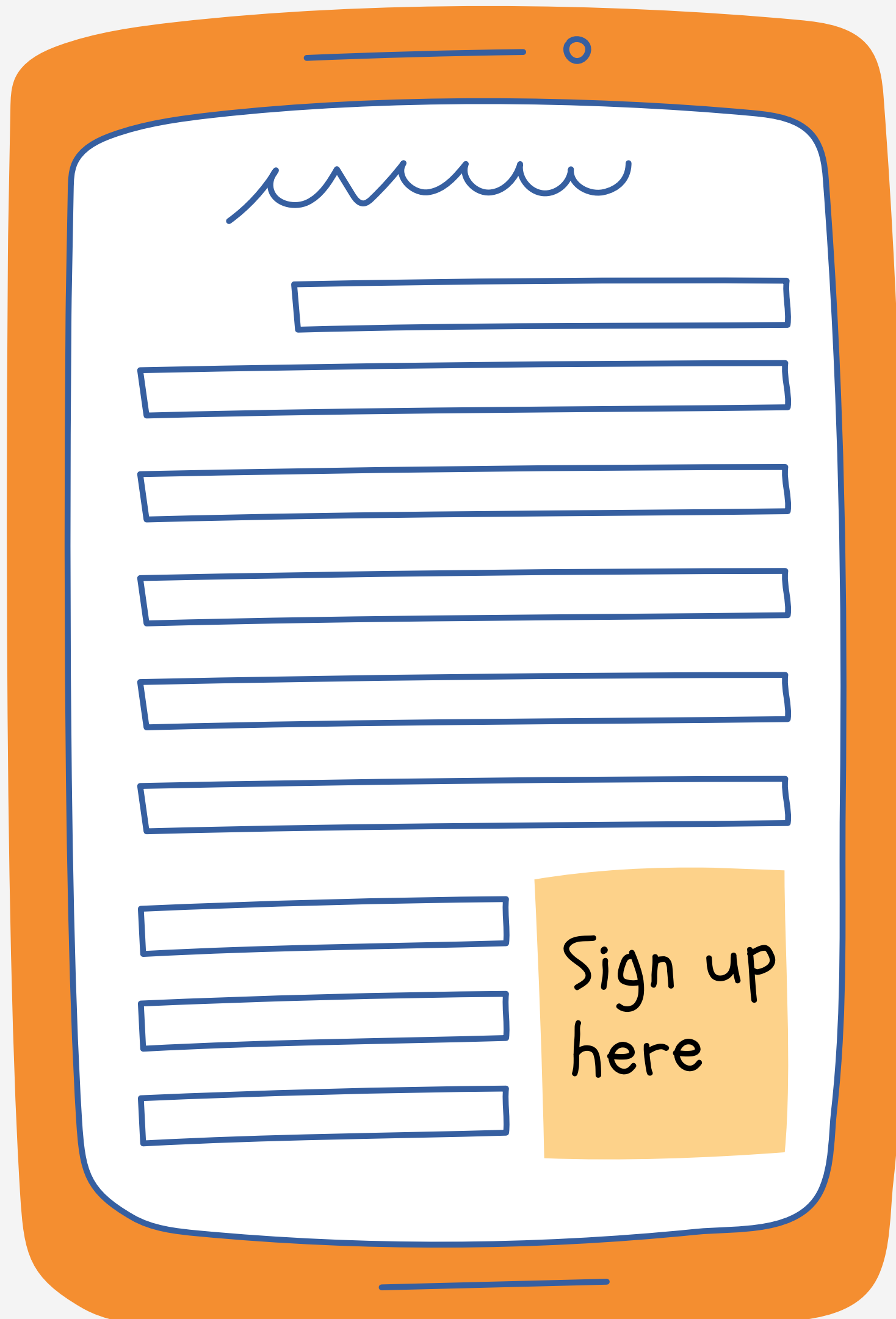


Instagram Highlights (cont.)

+

General





**Tik Tok
Ambassador**



Chapter-Level Feedback Form





#3

TWN Alumnae Connect Program

*Connecting collegiate and recently
graduated women...*

- Why we are incorporating Alumnae
- Events
- Newsletter
- Budget
- Timeline

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Incorporating Alumnae Propels TWN Forward

87%

Of mentors and mentees feel empowered by their relationship and develop greater confidence

Moving Ahead, UK

84%

Of CEOs have said that a mentor has helped them avoid costly mistakes in their career

Harvard Business Review

5x

The amount of times mentees are more likely to be promoted than those without mentors

Moving Ahead, UK

Alumni Connect Program: Overview

Empowered
Women
Empower
Women

An opportunity for TWN chapters to partner with alumnae that carry on the TWN mission

01

Database

TWN Members gain exclusive access to a chapter-level and eventually a national database (example on next slide) to reach out to TWN alumni

02

Newsletter

Contains updates from alumnae (does not need to be solely academic/professional), future events, milestones, TWN chapter and national updates, etc

03

Events

- Virtual or in-person "connect" events
- Luncheon with connected alumnae
- Annual national (virtual) meet & greet event



Alumnae Newsletter:

Panther Sightings | Where are they now?

Congratulations to Pinewood Alum, **Sara Bares '18** on her new single that dropped last week. It is a collaboration single with fellow Belmont student and songwriter/producer/artist, Scott Borel. Here is the link to listen: [lnk.to/JustAFriend](#).

Congratulations to Pinewood Alum, **Max Darrow '12** for winning his first Emmy Award early this month for a story titled "[TESTING USPS: We sent 100 mock ballots out. Did they arrive on time?](#)" Great investigative work, Max!

Max will be joining the KPIX 5 (CBS) news team in San Francisco as a reporter starting July 26!

Fresh Tracks | Alumni Updates

Natasha Kumaraswami '20 is interning at K1 Investment Management as part of the Reporting Team. She loves getting to work with multiple companies and diving deep into their financials!

Alumnae Database:

UNIVERSITY OF MICHIGAN

UNIVERSITY CAREER ALUMNI NETWORK (UCAN)

HOME

BROWSE

GROUPS

DISCUSSION

RESOURCES

HANDSHAKE

PROJECTS

SHARE

Search

Location

Industries

Field(s) of St...

More Filters

Clear All

Set Search Alerts

Active Users (8512)

Online Users (40)

Card View

People who are online now or have been recently online

View all

Sharanya Jayendra...

Data Analyst

New York, NY, USA

University of Michigan - An...

Community Development ...

New York, NY, USA

Scott Hine

Global Senior Exe...

Madison, WI, USA

University of Michigan, Bac...

The Little Potato Company, ...

Madison, WI, USA

Matt Kasten

Stewardship Offic...

Ann Arbor, MI

University of Michigan - An...

University of Michigan- Sch...

Ann Arbor, MI

Scott Metcalf

Director, Pre-prof...

Chicago, IL

University of Michigan - An...

University of Chicago, The ...

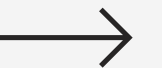
Chicago, IL



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Budget for Alumni Connect

Examining potential expenses related to the program





Probable Budget for the Program:

\$0*

The Alumni Connect program will hopefully cost The Women's Network **NOTHING** – only time and effort!

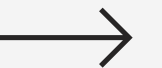
*can be different for each university



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Timeline for the Alumni Connect Program

A planned rollout in support of the initiative



Annual Goals

1. One alumnae event per semester/2 quarters
2. One alumnae update newsletter per semester
3. Chapter-level database established by the end of the first semester
4. One alumnae "meet & greet" event per year





Summary

No cost

Keeps engagement accessible to TWN members

Building community at and beyond the chapter level

Encourages collegiate and post-grad retention; engages women in TWN even after they've graduated from college

No added e-board positions



Questions?