

# **Alumni Relations**

**Suggestions for Future Engagement**

## **GOAL 1**

Increase engagement on digital platforms

Social media, Newsletters, Alumni Spotlights

# Social Media

- Direct posts to Alumni
  - Contest-type posts – name an item from the office, post a memory, etc.
  - Instagram Live
  - Flashback Fridays - compare the Corps that they knew to how the Corps is now
- Giveaways
  - Like/comment to enter
  - Cross promote using newsletter and Alumni Slack

# Alumni Spotlights

- Long-form spotlights posted on Medium
  - Share on social media, promote in newsletter and on Slack
  - Example: Sydney Noland designing cleats for Seahawks
- Short-form spotlights directly on social media
  - Example: Who they are, what team they were on, where they're at now, what they remember best from the Corps

# Newsletters

- Still learning about the success of the shorter newsletters
- Suggest sending as-needed and keeping the shorter format
  - Make sure the content relates directly to the alumni - stop talking about us so much
  - News roundup style
- Another platform to push the information we've talked about
- The goal is to seek engagement with alumni

## **GOAL 2**

In-person alumni meetups

Out of town, Homecoming, Portfolio Day

# Two Meetups Outside of Muncie

- Determine where high concentration of alumni are located
  - Send out a form – with a clear goal – in Slack to collect location data
  - Make location-based Slack channels
- Partner with an alum in the area to help with planning and marketing
- Have swag to encourage participation

# Homecoming

- Meetup at bar/restaurant on Friday or Saturday of Homecoming week
- Tailgating
  - For current students and alumni
  - Staff provide some snack, non-alcoholic drinks, lawn games
  - Riley & Bryon fatheads
- Use Slack and social media to promote, maybe get tentative RSVPs



# Portfolio Day

- Potential ideas to increase benefit for alumni:
  - Workshop or breakout session
  - Alumni-only event after
- Market it as alumni connecting to alumni instead of students
- Consider if alumni-master-staff lunch after is effective/beneficial

# About this swag...

- Alumni *loved* the sweatshirts – maybe they'll love more!
- T-shirts, koozies, stickers, digital subscription
- T-shirts could be limited edition/event specific
- Digital subscription - Spotify, Netflix, Apple Music
  - Relatively cheap only one for a month or a few months

**Discuss!**