

MAY 2024



Career Advancement: Greek Life Edition

PREPARED FOR:

Alumni Engagement
Department at
Chapman University

PREPARED BY:

ABBHEY GOULD, CATE BROWN,
MACKENZIE FERRELL, AND
NATALIE SPENCER

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About US

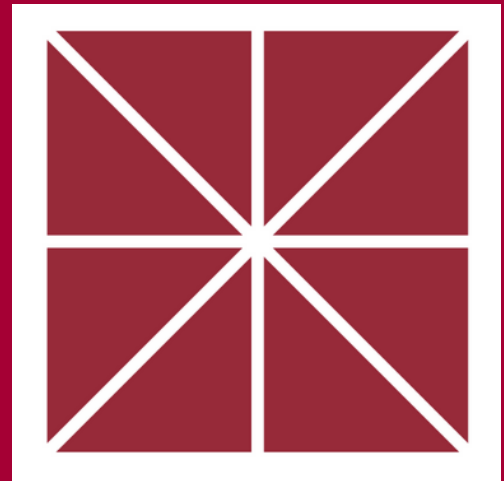
We are Abbey Gould, Cate Brown, Mackenzie Ferrell, and Natalie Spencer, enthusiastic Strategic Corporate Communication majors who are gearing up to graduate from Chapman University in the spring of 2024. We've come together with a shared goal: to craft an event that not only allows us to leave our legacy at Chapman but also paves the way for future students to forge long-lasting connections. Our hope is that this alumni event will alleviate some of the stress associated with job hunting by providing students with a network of support, guidance, and opportunities.

As we approach graduation, this project will serve as a lasting legacy. In recognition of the powerful impact that alumni can have on current students, we have designed an innovative alumni engagement event at Chapman University. This initiative is not merely a networking opportunity but a platform for alumni to share their career trajectories and professional insights. By partnering with Greek life organizations, we guarantee extensive participation, fostering an environment ripe for the formation of meaningful connections. This collaboration will enrich the Greek life community, providing direct mentorship and guidance to shape the careers of our current students. Additionally, it offers alumni a fulfilling avenue to give back and remain connected to their roots.



Project Overview

Career Advancement: Greek Life Edition is a new networking opportunity through active participation in all Greek life organizations on campus where current and former members may network, exchange stories, and look into career prospects. In addition to providing students with priceless insights into various career choices, this event gives alumni a chance to give back to their community and mentor the upcoming generation of professionals. By working together, we seek to create enduring connections to support the students as they go from school to their desired careers.



Mission & Purpose



MISSION

Our mission is to bridge the gap between the past and present students by inviting alumni back to campus and creating a dynamic career fair that leverages the spirit and network of Greek life.



PURPOSE

This event aims to foster connections, provide insights into diverse career paths, and offer valuable company knowledge to current students, empowering them for their future endeavors.

Services

We will finalize the event date and secure a venue on campus to ensure a designated space for our gathering. We plan to schedule the Bert Williams Mall using the 25Live system and will attend a Student Engagement and Activities Committee (SEAC) meeting to solidify our arrangements. Additionally, we will establish a registration system to streamline the attendance process for both alumni and students. To facilitate a well-organized event, we will assign specific roles and tasks to our planning committee members, ensuring that each aspect of the event is managed with precision and care.



Proposed Timeline

MILESTONE	START DATE
Contact Greek Alumni	August 26th
Follow up with Guest Count	September 6th
Attend SEAC Meeting	September 13th
Visit Chapter Meetings	October 1st/October 2nd
Check-in SEAC Meeting	October 9th
Event Date	October 16th

PROJECT COST OVERVIEW

The primary expenses for the event will be allocated for food and beverages. By leveraging the campus amenities such as tables and chairs, you're effectively minimizing overhead costs, which is a fantastic strategy for event planning. Hosting the event on campus makes it convenient for student attendees and contributes to a sense of community. It's a great way to ensure the event is accessible and budget-friendly.

STRATEGIC MARKETING PLAN

To amplify the reach and impact of our marketing and promotional activities, we will create a suite of promotional materials, including eye-catching flyers, engaging social media posts, and well-crafted email templates. We'll collaborate closely with Greek Life, Panther Network, and the alumni association to ensure our message spreads effectively throughout the community. Additionally, we will utilize campus bulletin boards and newsletters while leveraging word-of-mouth to extend our reach even further. To streamline communication and provide alumni with a direct line of contact, we will connect with advisors to establish a dedicated point person for alumni relations. This multifaceted approach will ensure that our promotional efforts are comprehensive and effective.



Measurements of Success

In the aftermath of our event, strategic measures will be taken to ensure the momentum of engagement is not only maintained but also grows. Alumni will be invited to join exclusive groups where they can spearhead and host dedicated events, fostering a sense of ownership and ongoing commitment to their alma mater. Communication will be kept consistent and vibrant through avenues such as the Chapman Newsletters and Greek Life Organization Newsletters, ensuring all members stay informed of upcoming events and opportunities. Tailored follow-ups will be crucial in keeping the community tightly knit. Furthermore, individual chapters will utilize their social media platforms to perpetuate the connections between alumni and current students, creating a lively and interactive network that continues to thrive long after the initial event has concluded.

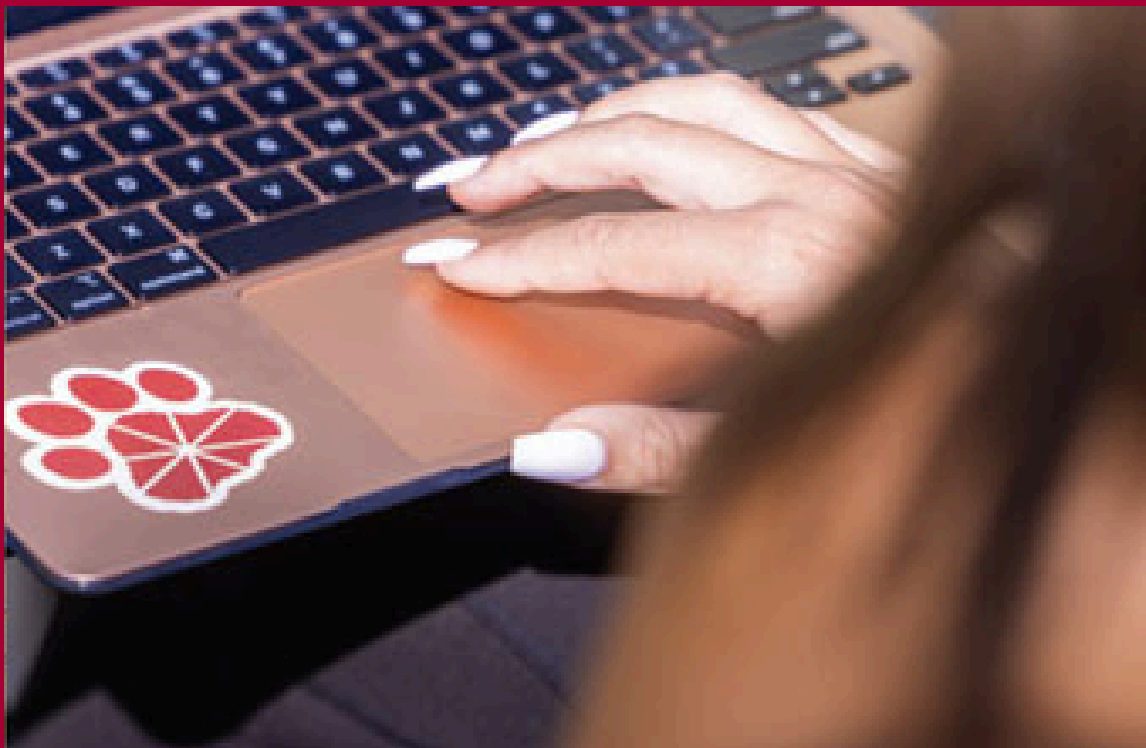
Post-event, a comprehensive feedback collection process will be implemented, utilizing surveys distributed to alumni and students to capture their experiences and perceptions. This feedback will be instrumental in gauging the event's success across several metrics, including attendance, engagement levels, and the number of meaningful connections forged during the event. The insights gained from these surveys will be invaluable for reviewing both the triumphs and the weaknesses of the event, providing a clear direction for enhancements in future iterations. This reflective process is essential for continuous improvement and for ensuring that each event is more impactful than the last.

Risk factors:

Insufficient participation from past and present students.



Contact Us



✉ catbrown@chapman.edu
abgould@chapman.edu
nspencer@chapman.edu
macferrell17@gmail.com