

Tenet Themes – The Short Course

Communications

- Not just good but Smart.
- Use analytics, known affinities and segmentation to target and personalize communications to alumni.
- Have communications be 3-way.
 - Out from the College to the Alumni.
 - Out from the Alumni Board to the Alumni.
 - Let them know about the Board, what they are doing.
 - From the Alumni back to the Alumni Board and onto the College.
 - Create mechanisms to reach out to alumni to get their insights, feedback and suggestions.

Interconnectivity

- Between and among Alumni Board & Campus, Staff, Faculty, Administration, and Board of Trustees.
 - Craft intersections and 2 way interactions to integrate what is going on at and with all areas of the College, with what is wanted and needed with all alumni.
 - Establish ongoing communication channels around the College's:
 - Key Divisions (i.e. Academic Affairs, Career Services etc.)
 - Key Initiatives (i.e. College Visionary Group, RAC – retention)
 - Key Players (i.e. President, Board of Trustees, VP's)
 - Key Student Groups
- Between and among other Key Alumni Players
 - Chapter Leaders
 - Class Agents
 - Class Correspondents

Create connections with Future Alumni

- Potential new Hartwick students
- Existing Hartwick Students
- Instill Hartwick Pride, Spirit, Affinity
- And what it means to be an Alum

Seat at the Table

- Advocate on behalf of the Alumni.
- Be a voice for and represent the Alumni Body.
- Be part of the decisions that impact Current Alumni – Future Alumni – Direction of the College.
- Be aware of on-campus processes and activities where alumni interests exist.
- Ensure ABOD is asked for help (kept involved) when opportunities arise.

Touch Points – Networking – Events

- Work with Alumni Affairs to create a strategic system of in-person touch points to further engage alumni.
- Tier based on the level of interest and participation that alumni want – not just what the college wants.
- Provide interest, value and connectivity to the alumni.
- Working with Alumni Affairs – strategize, plan, help implement, participate, measure, evaluate – repeat.