

Best Practices Forum
CRD Alumni Development Workshop
July 21, 2009

Erik – Breakfast with Bobby Alumni Breakfast

Matt – Marketing to local Chambers of Commerce

Lori – Best practice is to beg, borrow, and steal from other CRD members, Waffles with Warren, Schmooza Palooza

Stephanie – Leadership Receptions and Success Stories in Continuing Education publications

Jody – Piggyback with on-going events and engage current students through student events as well

Patricia T. – Profiles of students as bookmarks in gift acknowledgements and donor acknowledgement luncheons with scholarship recipients and college leadership

Dana – partner with Institutional Research to gain email addresses, free discounts to alumni, include remittance envelope in all mailings except for donor acknowledgements

Tina – Use previous scholarship recipients to solicit gifts, asking students to give their deposit

Patricia D. – Are you on track? Awareness Campaign utilizing business cards, Best Southwest Luncheon, Speaker Series

Kelly – Student Alumni Groups, Alumni in Residence Program, Students & Alumni United, partner with student activities on campus

Missy – No-fee for graduation, bring back their Gold Graduates and profile them in publications and at commencement rehearsal, Class photo, alumni gift at commencement

Michelle – Using affinity groups to engage alumni, Tell us your Harper story, Distinguished Alumni

Leslie – The Don't Forgets - the community, the staff, the students

Marisol – building relationships with students, piggyback with Cap & Gown pickup, photographers of behind the scenes at Commencement, DVD of behind the scenes at Commencement, transfer student care packages

Sarah – Building Alumni Conference Center

Alan – New to the field

Kathleen - Partnership with Continuing Education, walk around campus and get to know your students