

# USING MOBILE APPS TO CONNECT WITH ALUMNI

June 19, 2012 :: 1:00 – 2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

**WEB CONFERENCE**



## OVERVIEW

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Apps. Text messaging. Smartphones. Tablets. Just when you thought you had your hands wrapped around managing an online community, online interaction went to the small screen. You are not alone! Many institutions struggle to offer simple ways to stay connected, let alone methods that include emerging technology such as smartphones. With email response rates declining across all alumni segments and mobile technologies very much on the rise, now is the time for your institution to consider the use of mobile apps and techniques to meet your alumni where they are.

Join us for a session on navigating the integration of mobile applications and technologies into your alumni engagement efforts. You will learn:

- Current and emerging trends
- Aligning and acquiring appropriate resources
- Case studies of successful efforts and applications
- Suggestions on getting started, including "quick start" opportunities

## LEARNING OUTCOME

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After participating in this webcast, you will be able to oversee the creation of a mobile application that can drive greater alumni engagement. Please note that this webcast does not delve into the technical capabilities required to build an app.

## WHO SHOULD ATTEND

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Advancement professionals (especially those in alumni relations and marketing) will explore the essentials of app creation and deployment to better target — then engage — their alumni.

## AGENDA

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- App essentials: a quick overview
  - Current app capability and device opportunities
  - Technical skill sets required
- Aligning your resources for app development and administration
  - Assembling the right app development team
  - Service options and essentials
  - Setting reasonable expectations
  - Development and maintenance timelines
  - Staff structure and suggestions
- Successful app case studies
  - Lehigh/Lafayette challenge
  - Lehigh reunion app
  - Ohio State "O-H-I-O" app

Learn how strategically designed mobile apps can help bring alumni closer to your institution.



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## INSTRUCTORS

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### **Chad Davis, Associate Director, Alumni Relations, Lehigh University**

Chad has been working in Alumni Relations at Lehigh since 2007, all with a focus on student and young alumni development. Currently, Chad, along with Lehigh's Student and Young Alumni Team, is responsible for the annual giving and programmatic efforts of Lehigh's undergraduate students and 10 youngest classes, focusing on participation, scholarship dollars, volunteer engagement, and recognition. Goals include increasing donor participation, retention, education, and stewardship among students and young alumni, with the ultimate end of creating a feeling that giving back to your alma mater is fun, easy, appreciated, and rewarding.



### **Steve Rittler, President, CounterMarch Systems**

Steve leads a company devoted to building user-friendly and intuitive software for higher education institutions used in alumni relations, fundraising, and athletics. CounterMarch has designed mobile applications for Lehigh, Cornell, and R.I.T. for advancement and recruitment purposes, as well as Web applications for CASE, PCUAD, NEAR, and STAFF. Steve is also a past president of the Lehigh University Young Alumni Council, where he spearheaded efforts to create a new "Down the Coast" program — themed young alumni gatherings in six cities on the same night — and the "Because" campaign, which encouraged young alumni to share their reasons for giving back to Lehigh through photographs and video submissions. He can be followed on Twitter @scrittler if you don't mind a hefty dose of Phillies commentary.

## LOGGING IN TO THE WEBCAST

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

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A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

### **CFRE Continuing Education Credits**

Full participation in **Using Mobile Apps to Connect with Alumni** is applicable for **1.5 points** in Category I.B – Education of the CFRE International application for initial certification and/or recertification.



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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

## REGISTRATION FEES

Postmarked on or before June 12, 2012

- Single site connection: Using Mobile Apps to Connect With Alumni \_\_\_\_\_ \$350.00 USD  
 Additional site connection \_\_\_\_\_ \$195.00 USD

(After June 12, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM \_\_\_\_\_ \$175.00 USD  
 Can't attend the live session? Please send me a CD-ROM recording of this webcast \_\_\_\_\_ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): \_\_\_\_\_

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_  
Institution/Organization \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_  
Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily  
 Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays  
 Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Account Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Billing Zip Code/Postal Code \_\_\_\_\_  
Security Code (last 3 digits on the back of Visa and MC \_\_\_\_\_  
or 4 digits on front of AmEx)

### CHECK/INVOICE

- My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_  
 Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 13, 2012. A \$75 processing fee will be assessed. After April 13, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

