

Developing a Student-Alumni Career Connections Program

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Questions

Q: How do you approach risk management pertaining to the mentor/mentee relationship? (Are the connections restricted to online / phone? Or if not, are there policies around face-to-face interaction?)

Ans: We include the following language in our terms and conditions and leverage best practices from the University, Alumni Association, and Career Center around risk management:

- Appropriate Behavior – Any behavior deemed inconsistent with the goals and objectives of Hoya Gateway, the Georgetown University Alumni Association, or Georgetown University may result in removal from the Hoya Gateway Program.
- Meeting Commitment – Promptly responding to requests for meetings that your profile indicates you will accept and carrying out commitments that you make to meet with students/alumni or, if necessary, rescheduling. Meetings must be held in public spaces – conference rooms, coffee shops, classrooms, etc. - to ensure the comfort and safety of Alumni Volunteers and Student Participants.
- Your Profile – Promptly complete and maintain your Hoya Gateway profile, including the times when you are available to meet with students and the types of meetings you are willing to undertake.
- Using Hoya Gateway Resources – Familiarizing yourself with the Hoya Gateway web site (<http://hoyagateway.georgetown.edu>) and the Alumni Resources and Hoya Gateway Guide included thereon.
- Term of Service – You are agreeing to a two-year term of service, after which you may have the opportunity to rejoin as an Alumni Volunteer.

Q: Who is reviewing the alumni applications and deciding which alumni will be allowed to participate? What are the criteria?

Ans:

- It is a combination of staff and volunteers.
- We take into account industry, city, class year, and company to ensure that the overall pool reflects our student interests and demands. For example, we want to make sure to have a combination of “rising stars” and “seasoned professionals.”
- In future cycles we will look at satisfaction survey and responsiveness.

Q: How do you handle the situation of a prestigious alumnus being a poor fit for the Gateway program but you being expected to accept him/her as a participant?

Ans:

- We have worked with advancement to get their buy-in that we want the very best for this program...and sometimes that means saying no to some alumni.
- We try to be up front in managing alumni expectations around the application as well. For example, we could say we have a plethora of lawyers in the system and that is why they were not accepted.

Q: Do you (as administrators) email the participants outside of the system to ensure they respond? Or do you strictly send emails/messages from within the platform?

Ans: Both.

Q: How do you measure the VALUE of the engagements versus the number of times that the student and alum connect?

Ans: We are looking at including a better satisfaction survey moving forward – particularly when there is an app version available - similar to Uber surveys. We are also looking at using Net Promoter Scores.

Q: Do your faculty encourage students to participate and offer extra credit or other incentives?

Ans: We can and want to do more with faculty in order to leverage them as promoters of the program.

Q: Do you have a mechanism for tracking engagement that goes beyond the initial 1-hr meeting?

Ans: Only surveying and anecdotal capture

Q: Do you do any background checking on alumni? Verification of their alumni status?

Ans: We do verify alumni status, but do not do background checking.

Q: How would you translate this to a very small college in a rural area?

Ans: We should probably chat offline. But the short answer is that it depends where your alumni and students come from. If they are all local, then this is a good solution. If alumni are all over in major markets this can also work - with emphasis in-person meetings during summer and breaks and phone / Skype meetings during semesters.

Q: How many team members do you have on your alumni relations team? How many dedicated specifically to alumni career-related functions?

Ans: I oversee both regional engagement and alumni career services. Regional includes 4 staff plus me, and alumni career services includes 2 plus me.

Q: Does your social media campaign include LinkedIn?

Ans: Not for Hoya Gateway. We have a general alumni group on LinkedIn outside of Hoya Gateway.

Q: Can you send us a copy of the Application and the Survey you use and the terms?

Ans:

- See above for terms.
- We ask for employment information, school information, alumni group affiliations, student group affiliations, address, phone, email, and a few questions about why HG and what they want to offer students.