



LEARNING OUTCOME

After participating...

...you will be able to begin building an alumni-student career development experience program.

AGENDA

- Basic Structure for a Successful Program
- Partnerships
- Recruiting Your Alumni Volunteers
- Sparking and Keeping Student Interest
- Ongoing Management of Your Program
- Lessons Learned and Looking Ahead



POLL

Do you currently have a mentoring program at your institution?

In which department do you work?

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BASIC STRUCTURE FOR A SUCCESSFUL PROGRAM



■ DETERMINING RESOURCES & PROGRAM PHILOSOPHY

- Where the program lives
- Philosophy
- Gathering support
- Staffing
- Budget
- Technology



PROGRAM HOME AND PHILOSOPHY



- Advancement vs. Student Affairs vs. Schools/Program
- Alumni engagement objectives
- Student engagement objectives
- Goals
- Defining mentorship
 - Traditional
 - Flash
 - Hybrid



GATHERING SUPPORT



- Academic Units
- Alumni Association
- Advancement
- Career Services
- Student Organizations



STAFFING



- % of staff time
- Job description
- Strengths

BUDGET

TECHNOLOGY

- Platform
- Enhancements
- Social Media

MARKETING

- Alumni outreach
- Student outreach

EVENTS

Bringing the program to life

STEWARDSHIP

Alumni lifecycle

TECHNOLOGY

PLATFORM

- Algorithm
- LinkedIn API
- Limiting capacities
- App/Mobile
- Single sign on
- Calendar options
- Email driven

SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- Wordpress

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PARTNERSHIPS

CROSS-CAMPUS SYNERGIES



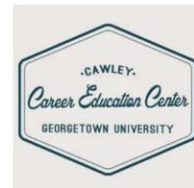
- Who are your supporters and fans?
- Institutional
 - Academic units
 - Centers & institutes
 - Career Center(s)
 - Alumni Association
 - Advancement
 - Student Affairs
- Student groups
 - Serving mentoring needs
- Formal partnership program




GEORGETOWN UNIVERSITY
Board of Regents



1634 SOCIETY
GEORGETOWN UNIVERSITY



 **QUESTIONS**



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**RECRUITING YOUR ALUMNI
VOLUNTEERS**



BUILDING AN ALUMNI COMMUNITY: PLANNING

THE MENTORSHIP THAT HOYA GATEWAY PROVIDED ME WAS CRUCIAL IN MY DEVELOPMENT AS A PROFESSIONAL AND CONTINUES TO BE INFLUENTIAL IN MY PATH POST-GRADUATION. GETTING ADVICE FROM AND ENGAGING WITH ALUMNI WHO CARE MAKES GEORGETOWN ONE OF THE MOST WELL REGARDED UNIVERSITIES IN THE COUNTRY. - BRYAN SATTERLY (F'13), CHAIR OF STUDENT OUTREACH
hoyagateway.georgetown.edu



- Determining your goal
- Determining your strategy
- Determining your ideal pool
- Determining your engagement model
- Training and educating volunteers

BUILDING AN ALUMNI COMMUNITY: STRATEGY



- Application model vs. come one, come all
- Slow roll out vs. broad
- Rising stars vs. seasoned professionals
- Industries and city foci

BUILDING AN ALUMNI COMMUNITY: OUTREACH



- Prospects
- Alliances
- Alumni groups
- Regional clubs
- Board members

BUILDING AN ALUMNI COMMUNITY: ENGAGEMENT



BUILDING AN ALUMNI COMMUNITY: TRAINING AND DEVELOPMENT

- I am having trouble joining Hoya Gateway. Can you help?
- Can I limit the number of student meetings I am willing to conduct?
- Who is eligible to participate in Hoya Gateway?
- How do I fill out or edit my availability for students?
- How will I be notified if a student wants to meet with me?
- When should I expect to hear from students?
- Where should I meet with students?
- What if I don't use LinkedIn?
- I am a young alumnus; what guidance can I offer a student?
- What type of meetings should I offer?
- Can alumni meet with other alumni through Hoya Gateway?
- Can I meet with students via Skype or other technology?
- How long should I expect meetings with students to last?
- Do I have to offer assistance or communication to the student beyond our meeting?
- How often am I required to provide feedback to the Office of Alumni Career Services?
- Can I meet with more than one student at a time?
- Will I be meeting with students specifically interested in my field or work, or are meetings open to anyone?



BUILDING AN ALUMNI COMMUNITY: TRAINING AND DEVELOPMENT



HOYA GATEWAY: ALUMNI TIP SHEET

Thank you for your interest in Hoya Gateway, a new and innovative program at Georgetown. We are thrilled that you have volunteered to share your time, talent, and expertise with current students! This program is brought to you by the Georgetown University Alumni Association.

Here are some logistical details:

- **The Platform:** We are using the site Hoyagateway.georgetown.edu which will enable interaction of alumni and student participants.
- **Creating Your Profile:** Using Hoyagateway.georgetown.edu, you will create a personal profile. This profile will include your educational and professional background, bio, the type(s) of meeting you want to conduct, your geographic metro-region, and preferred your availability. You have the ability to pull in much of your background from your LinkedIn profile if you so choose.
- **Your Availability:** Hoya Gateway is an annual commitment and you are able to limit the number of students you would like to hear from by month, quarter, or year. Based on student demand, we recommend 2-3 meetings per quarter.
- **Your Calendar:** When creating your profile you will be asked to indicate your preferred meeting times OR to input specific days and times you would like to make yourself available for appointments. You have the option of including recurring appointments: daily, weekly or monthly. To change your availability and/or preferences, log into Hoya Gateway and click "Edit Your Profile."
- **Connecting With Students:** The students will be able to browse alumni profiles and schedule meetings. Each student request will count against the total quota you set in your profile. You will receive an email in your email inbox when a student has requested a meeting with you.
 - If you need to change the day, time, or location of your meeting please contact the student directly.
 - Certain periods of the year will have heavy student activity, these periods include:
 - Mid-May to June when students return home from campus

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SPARKING AND KEEPING STUDENT INTEREST



ENGAGING STUDENTS



- Overall marketing tone & messaging
- Student ambassador team
- Social media
- In-person events



ENGAGING STUDENTS: TONE AND MESSAGING



BRAND ATTRIBUTES

- Fresh, modern, clean
- Differentiated
- Shared experience

CHALLENGES

- Intimidation
- Time
- Competition



ENGAGING STUDENTS: STUDENT AMBASSADORS



Congratulations to the new members of the Hoya Gateway Student Leadership Committee.

- Solicited “super users”
- Application process
- Leadership
- Project teams



ENGAGING STUDENTS: SOCIAL MEDIA



Latest



Hoya Gateway @HoyaGateway

12 Jan

A good network includes your peers and professors. Get the semester started off right with these ideas:

usat.ly/14aWWqB #TipTuesday

Show Summary



Hoya Gateway @HoyaGateway

8 Jan

Hoya Gateway: New Years Resolution Time!

hoyagateway.wordpress.com/2016/01/08/hoy...

pic.twitter.com/e0WJCL2XXF

Connect with Us



Facebook



Twitter



Instagram



WordPress

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ENGAGING STUDENTS: EVENTS



READY. SET. CONNECT. Georgetown University Student-Alumni Networking Event.

<https://www.youtube.com/watch?v=zqQnAW2ZU9c>


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 **QUESTIONS**



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**ONGOING MANAGEMENT OF
YOUR PROGRAM**



DAY-TO-DAY OPERATIONS

VOLUNTEER MANAGEMENT

- Alumni Exec Comm
- Alumni Volunteers
- Student Ambassadors

DATA/ANALYTICS

- Ongoing metric tracking
- Monitoring program health

MARKETING

- Social Media
- E-Communications
- Faculty
- Development officers
- Events & Programs

TECHNOLOGY

- Building and imagining the future of Hoya Gateway
- Partnering with vendor
- Ongoing maintenance
- Finger on pulse of tech



DAY-TO-DAY OPERATIONS

- Measuring ROI
 - Volume of interactions
 - # engaged
 - Satisfaction
- Building brick-by-brick
 - Awareness
 - Marketing
 - Alumni and student growth
- Maintaining pipelines: Supply & demand
- Technology
 - Continued improvement
 - Creative use
- Concierge style service



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LESSONS LEARNED AND LOOKING AHEAD

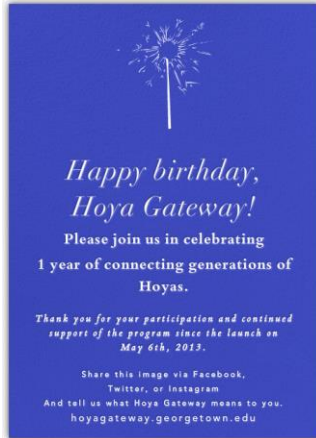


WHAT WE WISH WE KNEW...

- There is no student “silver-bullet”
- Time and linear thinking as barrier to outreach
- Unresponsive alumni
- Calendar vs. reach-out model
- Dashboard is key
- Technology as enhancer and barrier



LOOKING AHEAD...



- App is key
- Building in checks and balances
- Multi-pronged approach to student education
- Hustle hustle hustle



TAKEAWAYS

- Market research
 - What is already happening across your campus
- Determining resources
 - Partners vs. owners
 - Career Center(s)
 - Advancement
 - Alumni Association
 - Student Groups
 - Budget
 - Staffing



TAKEAWAYS

- Get buy-in and build base of support
- Determine your philosophy
- Determine your “must-haves”
- Identify technology
- Scalability
 - Alumni Career Network vs. Hoya Gateway vs. LinkedIn
 - Starting small
 - Managing expectations
 - Technology vs. staffing



QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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39