

ESTABLISHING CORPORATE ALUMNI CHAPTERS

#Altraining

STARTING A CORPORATE ALUMNI CHAPTER PROGRAM



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LEARNING OUTCOME

After participating...

...you will be able to begin building a corporate alumni chapter program.

ESTABLISHING CORPORATE ALUMNI CHAPTERS

AGENDA

- Institutional Context
- Getting Started: Identifying Top Alumni Employers
- Developing Corporate Alumni Engagement Goals
- Establishing a Corporate Presence
- Key Metrics for Measuring ROI on Corporate Alumni Chapters
- Case study: Ernst & Young



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INSTITUTIONAL CONTEXT



ESTABLISHING CORPORATE ALUMNI CHAPTERS

TEMPLE UNIVERSITY



- Large research university
- Over 32,000 students
- 17 schools and colleges
- 5 graduate schools
- 9 D1 1 varsity sports teams
- Over 310,000 living alumni



CONTEXT



- Previously a commuter school
- Institutional priority to improve affinity, particularly with local alumni
- Long term goal: improve donor pipeline
- Bring the Temple experience to the donor



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CONTEXT



- 1 in 7 college grads in the Philadelphia area are from Temple
- Difficulty identifying major gift donors
- Outdated information



Owls@Work



- Started in 2014
- Four programs initially started: Comcast, Ernst and Young, PWC & Lincoln Financial
- External outreach, selling Temple to our alumni in a new way





RESOURCE

Owls@Work Brochure



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GETTING STARTED: IDENTIFYING TOP
ALUMNI EMPLOYERS



■ MINING VARIOUS DATA SOURCES

IDENTIFY A LOCAL COMPANY WITH A DENSITY of ALUMNI

- Brainstorm with colleagues as to companies to work with
- Look for:
 - Density of alumni
 - Partnership opportunities
 - Synergy with your school



■ MINING VARIOUS DATA SOURCES

IDENTIFY A LOCAL COMPANY WITH A DENSITY of ALUMNI

- Review list of alumni working in the company using internal data
- Review list of companies using LinkedIn
- Review and compare lists





RESOURCE

LinkedIn Search Overview



MINING
VARIOUS DATA
SOURCES

IDENTIFY A LOCAL COMPANY WITH A DENSITY
OF TEMPLE ALUMNI



Vanguard



The Philadelphia Inquirer



COLLABORATING INTERNALLY

- Keep CFR colleagues in the loop
- Work with alumni relations to build affinity & work with their programming
- Work with athletics around big games and initiatives
- Work with annual fund around their calendar for special asks



COLLABORATING INTERNALLY

ENGAGE APPROPRIATE TEMPLE U PERSONNEL TO PARTICIPATE

- Professors
- Administration
- Students



COLLABORATING INTERNALLY

OUTCOME: COLLEAGUES ASSIST US IN 'SELLING' OWLS@WORK

- Highlight program on main temple alumni webpage and in monthly email alumni newsletter, which reaches 90,000 alumni and about 10,000 non-alumni donors
- Highlight program in annual fund newsletter with a subscription of over 15,000 alumni and friends



ENGAGING CORPORATE CHAMPIONS

KEYS TO IDENTIFYING A CHAMPION

- Ideally has a high-level position within organization
- Willing and able to work with Temple
- Willing to gather and provide access to other alumni
- Understands the importance of giving




 QUESTIONS



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DEVELOPING CORPORATE ALUMNI
ENGAGEMENT GOALS





CHAT

What are your corporate
alumni engagement goals?



■ Owls@Work: OBJECTIVES


- To encourage and engage untapped alumni network
- To develop and increase existing corporate partnerships
- To identify major gift donors
- To increase Alumni Participation Rate (APR)
- To develop a pipeline for jobs and internships
- To develop a potentially renewable revenue stream
- To gain company foundation access



ESTABLISHING CORPORATE ALUMNI CHAPTERS


**Owls@Work:
GOALS**

- Increase APR to a level higher than overall school average
- Increase job and internship opportunities for students and alumni
 - Example: Comcast recruit from TU Career Center AND the Business School
- Increase percentage of AR engagement in line with school's objectives
- Identify 10% new solicitable donors from corporate alumni



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ESTABLISHING A CORPORATE PRESENCE





CHAT

What tactics have you used to build the relationship with your corporate partners?



BUILDING THE RELATIONSHIP

- Obtain current alumni list from company
- Enlist company's help in sending out invites and obtaining replies to invitations
- Hold meetings and events on site (if possible)
- Learn about company's culture, payroll deduction and matching gift program
- Meet with alumni to find out what THEY would like to see in terms of engagement
- Hold a welcome event



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

- Utilize the alumni group to learn what alumni want, narrow down interest areas
- Connect groups to appropriate campus colleagues
- Identify events/programs that are already occurring (i.e. homecoming) that could be a good fit



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

GIVE BACK A "VALUE ADDED":

- LinkedIn profile builder workshop or opportunity for new headshots
- Exclusive opportunities to network and or attend sporting events
- Feature alumni on Temple Owls@Work Twitter



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

OWLS@WORK TEMPLE TWITTER:

- Feature alumni with interesting jobs every other Tuesday
- Work with internal colleagues to discover and feature their prospective alumni
- Work with companies that are part of the program to feature their employees/TU alumni



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

Owls@Work Temple Twitter:

Example:

- Raheem Brock, TU alumnus, FOX '02
- @RaheemBrock
- Raheem tweeted throughout the day and used the hashtags #OwlsatWork & #Temple made
- Messages retweeted and liked by our internal partners: Student Government, Alumni Relations, Career Center, various student and TU athletic groups, etc...



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

OWLS@WORK TEMPLE TWITTER:

Raheem Brock @RaheemBrock · Sep 1
Out rehabbing properties in north philly
[#OwlsAtWork](#) [#TempleMade](#)



DEVELOPING SUCCESSFUL PROGRAMMING & ENGAGEMENT OPPORTUNITIES

OWLS@WORK TEMPLE TWITTER:
Over 600 likes!



BRANDING YOUR
CORPORATE OUTREACH



BRANDING YOUR
CORPORATE OUTREACH

Using a Communications created piece to
invite one of our groups to a special event:
Big 5 basketball game in a suite



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RESOURCE

Introductory meeting invite at company:

Join Owls@Work for an introductory open house!

You are invited to join fellow **Temple University** alumni at a pop up morning coffee & donuts networking party!

Tuesday, March 2, 2015

9:00AM until 10:30AM

**Lincoln Financial Group
Conference room**

Come and meet other Temple alumni, pick up Temple swag and find out more about how you can connect back to your alma mater.

See you there!

For more information contact:
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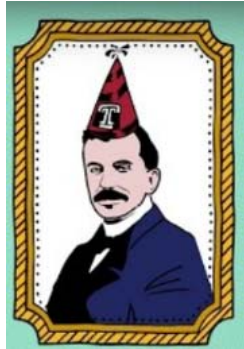
DEVELOPING A CORPORATE SOLICITATION STRATEGY

COFFEE ASK

- Share your coffee with Temple!
- One large coffee at a gourmet purveyor is approximately \$2.00
- \$2.00 x 3 times per week = \$6.00
- \$6.00 x 4 weeks = \$24.00 per month
- Have your coffee in the office instead and donate that \$24 to Temple. This becomes a gift of \$288 per year, \$576 if company matches.



DEVELOPING A CORPORATE SOLICITATION STRATEGY



- Partner with annual fund and work with their schedule- *Temple Toast-Day of Giving*
- Day of giving parties: held at four companies throughout Philadelphia on day of giving
- Specialized invitations sent to each company
- Asked to participate with on the spot with laptops and Square for credit cards



INCREASING ALUMNI HIRING & INTERNSHIP PLACEMENT

WORK WITH INTERNAL PARTNERS TO SUCH AS THE CAREER CENTER, INDIVIDUAL SCHOOLS AND COLLEGES TO:

- Share contacts
- Discover needs
- Craft a communications strategy to targeted companies



■ INCREASING ALUMNI HIRING & INTERNSHIP PLACEMENT

EXAMPLE: ERNST AND YOUNG

- Hiring solely from the Business School
- Set up meeting with Career Center & Law School to look at other needs such as:
 - Writers from Liberal Arts College
 - Tax attorneys from Law School



■ ENGAGING ALUMNI BEYOND CORPORATE EVENTS

- Held LinkedIn headshots networking event at Comcast
- Invited all alumni to pre-register and participate
- Brought university photographer and Tyler Art student to take photos, further engaging internal partners
- Collected email addresses at session
- Sent photos afterward to individuals with a soft ask in an email



■ Temple University O@W group, 2015



- Over 1800 Temple alumni employees
- First meeting over 20 leaders emerged as steering group
- Temple alumni only events
- Branding initiative as a contest
- Use O@W logo in email signature



QUESTIONS



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KEY METRICS FOR MEASURING ROI ON CORPORATE ALUMNI CHAPTERS



■ ALUMNI PARTICIPATION RATE

- Companies we work with have an average APR of 17%
- Two of the companies have increased over the past year



ALUMNI PARTICIPATION RATE

HOW TO INCREASE

- ASK! at individual events or in a group email
- Give them something to support such as Temple Toast
- Hold dedicated ask events once a year
- Remind them of the “value added”



TOTAL DOLLARS RAISED FROM ALUMNI

KNOW YOUR AUDIENCE: WHAT DO THEY WANT?

- Athletics?
- Business?
- Art?
- Horticulture?
- Scholarships?
- Library?



■ TOTAL DOLLARS RAISED FROM ALUMNI

- Count match dollars and encourage employees to contact their HR office
- Make an anniversary ask once a year
- Mark special events, such as:
 - Founder's Day
 - Homecoming
 - Alumni Weekend



■ HIRING & INTERNSHIP PLACEMENT

- Know your audience! (again)
- What do you have to offer the employer?



HIRING & INTERNSHIP PLACEMENT

EXAMPLE: COMCAST

Interested in:

- Technology research
- Application development
- Finance programs
- Accounting students who are CPA test ready

HIRING & INTERNSHIP PLACEMENT

EXAMPLE: COMCAST

- Connect with HR and/or your champion for introduction into hiring managers
- Invite to:
 - Individual meetings with career centers
 - Job fairs

IDENTIFICATION OF MAJOR GIFT DONORS

- Review lists!
 - LinkedIn and internal data
- Identify prospective MGD
- Connect with your research department for further information, rating and assignment
- Connect with new prospect managers to facilitate meeting and eventually ask



IDENTIFICATION OF MAJOR GIFT DONORS

EXAMPLE: VANGUARD

- Identified MGD
- Assigned to business school
- Schedule and accompanied prospect manager to intro meeting



FOUNDATION ACCESS

- Develop strong partnership with CFR group
- Meet on regular basis to discover School's needs and resources-what do we have that needs support?
- Discuss these needs and resources with CFR as you are planning your corporate chapter outreach and making selection

FOUNDATION ACCESS


- Match up these needs with corporate chapter groups-do they have a foundation?
- Use champion to obtain and contact foundation and refine proposal

 QUESTIONS

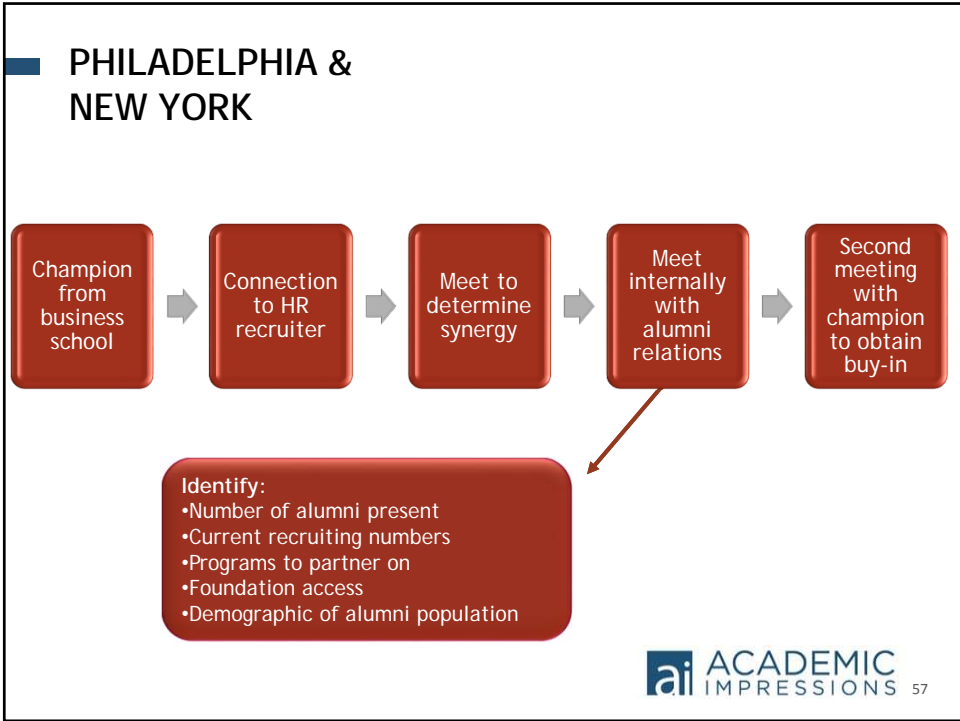


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CASE STUDY: ERNST & YOUNG



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RESULTS: BY THE NUMBERS

GIVING


Ernst and Young Alumni Giving	
	Total Giving
Calendar Year 2012	\$11,800.94
Calendar Year 2013	\$24,682.00
Calendar Year 2014	\$29,564.00
Fiscal Year 2016 (6/15 -6/16)	\$59,710.00 <small>All include employer match Match came in 2016</small>

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**RESULTS:
BY THE
NUMBERS**

JOBS & INTERNSHIP

- 39 in fiscal 2014
- 32 fiscal 2015
- Number available after 10/1



 **QUESTIONS**





TAKEAWAYS

- Brainstorm ideas for new chapters with colleagues in your school
- Form partnerships with internal colleagues- CFR, Annual Fund, individual Schools within your colleges, student groups,
- Identify potential target company by density of alumni, sector, industry, location
- Identify champion
- Develop schedule of engagement
- Develop schedule, type and focus of ask



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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