Building an Alumni Career Services Program in Advancement
03.27.12 – Bridget Holmes & Emily White

LEFTOVER QUESTIONS

Q: Would you be willing to share your list of webinar topics?
Ans: Absolutely! All of our webinar topics can be found on our website (upcoming events and also through our webinar archive library):
http://alumni.georgetown.edu/career/career_111.html
http://alumni.georgetown.edu/career/career_112.html

Q: What is the percentage of repeat visitors vs. unique visitors?
Ans: We don't have this exact data on hand but are looking into investigating this year. If we were to estimate, we would expect 40-60% of our engaged alums are repeat visitors. However, the 12,000+ alums engaged in FY11 is based on a unique visitor number.

Q: How much do you spend on GoTo Web?
Ans: Pricing varies based on your specific needs (number of webinars per month, number of attendees that can dial-in at anytime, length of subscription, etc). Additional details on pricing can be found at
www.gotowebinar.com

Q: How often do you present each webinar topic live before archiving?
Ans: We post our webinars within 24 hours to our YouTube channel and website. We find that many of our alums are unable to participate in the live session but want to access the archived webinar as soon as possible.

Q: How do you advertise webinars? Do you send handouts prior to each webinar?
Ans: We advertise our webinars via social media (Facebook, Twitter and LinkedIn), our website and online calendar, through Georgetown's monthly alumni e-newsletter and through our monthly email blast that specifically highlights upcoming webinars.

Q: What is the duration of your typical webinar?
Ans: All of our webinars are 60 minutes in length (typically 45 minutes worth of content followed by 15 minutes of Q&A).

For more information on Georgetown's success with **Webinars for Alumni**, this On Demand recording details the online programming series: Alumni Career Services: Developing an Online Programming Series. Academic Impressions will run an updated version of this webcast in October/November of 2012, more information will be available in the coming weeks.