



DEVELOPING A STUDENT-ALUMNI CAREER CONNECTIONS PROGRAM

February 18, 2016 :: 1:00 - 2:30 p.m. EST

Learn how to best engage alumni and students with short-term career development experiences.

OVERVIEW

Learn how you can establish, maintain, and assess an effective student-to-alumni career connections program. You will get an in-depth examination of the Hoya Gateway, an award-winning, sustainable offering that effectively engages alumni as volunteer mentors, while providing meaningful experiences to students. Throughout the program you will gain valuable insight into building a program of your own, including:

- Structuring a successful program
- Objectives for alumni and students
- Recruiting alumni volunteers
- Generating and sustaining student interest
- Measuring return on investment

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<http://www.academicimpressions.com/webcast/developing-student-alumni-career-connections-program>



WHO SHOULD ATTEND

Alumni relations and career services professionals will learn how to develop an alumni mentoring program that engages alumni and prepares students for their future career paths.

LEARNING OUTCOME

After participating in this online training, you will be able to begin building an alumni-student career development experience program.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Conference Director at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



AGENDA

Thursday, February 18, 2016 :: 1:00 - 2:30 p.m. EST

- ➔ **Basic Structure for a Successful Program**
 - Objectives for alumni engagement
 - Objectives for student career development
- ➔ **Partnerships**
 - The role of alumni relations
 - The role of career services
 - Other key stakeholders
- ➔ **Recruiting Your Alumni Volunteers**
 - Building interest
 - Setting expectations
 - Developing a diverse alumni mentor pool
- ➔ **Sparkling and Keeping Student Interest**
 - Identifying need and defining value
 - Setting expectations
- ➔ **Ongoing Management of Your Program**
 - Platform selection and maintenance
 - Measuring return on investment
 - Maintaining student and alumni pipelines
 - Scaling a program for different institutional settings
- ➔ **Lessons Learned and Looking Ahead**

INSTRUCTOR

Bridget Bowers Holmes, Senior Director, Career & Regional Initiatives, Georgetown University

Ms. Holmes has spent more than fourteen years assisting alumni and students in reaching their career goals. In her current role, she has grown her office's reach from 300 to 6,500 alumni through the innovative use of one-on-one resources and technology to leverage the institution's broad alumni experience. Prior to arriving at Georgetown, she served as a career counselor and assistant director at Villanova University.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
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EARLY BIRD PRICING

Postmarked on or before February 11, 2016. After February 11, 2016, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express 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.

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