



ALUMNI RELATIONS COUNCIL

06.17.16

WHY WE'RE HERE

Leading the transforming alumni engagement through Alumni Relations forum.

- ARC kickoff – April 18
 - 53 attendees representing 21 schools/colleges/units
- Feedback
 - Value in networking across units
 - Interest into diving deeper into AR topics (volunteer management, tracking engagement, leveraging data, etc.)



UNIT ANNOUNCEMENTS



- New Alumni Relations Council Members

AAUM



James Corey,
AAUM

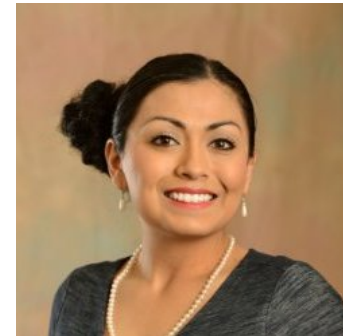


Shelly Conner,
AAUM



Stephen Burns,
AAUM

ARC Advisory Committee



Angel Hernandez,
Ross



Brent Nickola,
UM Flint

- Alumni Relations unit updates/news



UNIVERSITY OF MICHIGAN
BICENTENNIAL

ALWAYS LEADING. FOREVER VALIANT.

KEY MILESTONES



SPRING FESTIVAL

APRIL 6-8, 2017

SUMMER FESTIVAL

JUNE 26-27, 2017

DETROIT FESTIVAL

SEPT 22-23, 2017

FALL FESTIVAL

OCT 26-28, 2017



1-2-4 ALL: BICENTENNIAL EDITION

Goal: engage in content and idea sharing across unit around Bicentennial planning.

Instructions:

Step 1 (Individual reflection, 1 minute):

Think about a current project or event your unit is currently planning for the Bicentennial. Write it on the notecard.

OR

Think about an idea or project you would like to pursue (within your unit, or across units) for the Bicentennial. Write it on the notecard.

When you're done, flip the card over and write your name and unit on the back.



1-2-4 ALL: BICENTENNIAL EDITION

Step 2 (Pair and share, 2 minutes)

Find a partner (someone you don't know) and share your plans or ideas. Ask questions, offer feedback, share ideas! Anything is possible.

Step 3 (Foursome chats, 4 minutes)

Share and develop ideas from your pairs in foursomes. (make note of themes and differences).

Step 4 (All)

Each group shares one idea or theme with the larger group.



1-2-4 ALL: BICENTENNIAL EDITION

Debrief

How were you inspired to engage alumni around the Bicentennial?

Is there an opportunity for you to work with other units?

Please give your notecards to an Advisory Group member. We will document and share with Gary and the ARC listserv.

U-M CENSUS UPDATE



- PURPOSE

- Due to the scarcity of employment/business information recorded for alumni in the DART system, funding was requested and granted by the Provost to reach out and collect information directly from the alumni.
- Obtaining this information will not only provide data for identification and support for existing U-M gift opportunities, but also serve to bolster alumni networking.
- Historical Alumni Census response rates are down from 39% (1979) to 32% (1994).
- The Census is still seen as a valuable tool, and gains in technology since 1994 provide an opportunity for a more robust response.

- ACTIVATING A TWO-PRONGED STRATEGY

- Direct response via email/mail
- Local/unit outreach via individual S/C/Us – we need your help!



ARC NEWS TO KNOW

- Next ARC meeting scheduled for September
- Academic Impressions membership – free and open to all U-M staff
 - Option 1: Email ayannam@umich.edu for link
 - Visit academicimpressions.com/_aipro
 - Enter your umich email address
 - AI Pro code: **AIPRO_3C63DA**