



ALUMNI RELATIONS COUNCIL

6.16.17

Agenda



- Welcome & Introductions
- ARC FY17 Snapshot
- New Rules of Engagement Overview
- Building Strategic Next Steps
- Unit Updates

ARC Welcome & Introductions



- Welcome New ARC members and guests

- Matt Bueby, U-M Flint,

- Janice Glander, Law School, Director, Annual Giving

- Kyah Dubay, Rackham, Development Communications Officer

- Erin Vestrand, Office of University Development, Stewardship Assistant

- Deborah Willis, Rackham, Manager of Graduate Student Career Exploration

- Alexa Wutt, School of Natural Resources

- Mia Milton, Eastern Michigan University, Asst. Director of Alumni Relations & Communications

ARC Welcome & Introductions



- ARC Steering Committee Introductions

- Steve Burns**, *Alumni Association*, Director of Global Engagement
- Wendy Correll**, *Ross School of Business*, Senior Director of Alumni Engagement & Development
- Cristina Frendo**, *U-M Dearborn*, Director of Alumni Relations
- Lara Furar**, *Law School*, Director of Alumni Engagement & Programming
- Ayanna McConnell**, *Alumni Association*, Senior Director of University Relations & Student Engagement
- Brent Nickola**, *U-M Flint*, Manager, Alumni Relations and Annual Giving
- Jeanine Poore**, *LSA*, Director of Alumni Relations and Annual Giving
- Dave Schueler**, *Alumni Association*, VP of Alumni Engagement
- Melanie Zael**, *Engineering*, Senior Director of Alumni and Campus Engagement

Alumni Relations Council Snapshot



- ARC Recap

- Launched in April 2016

- Provide leadership and community for U-M staff who engage alumni;

- Establish forum to share information, best practices and foster AR collaboration across units and campuses

- FY17 Meeting Themes

- Data Analytics & Mgmt.

- Engaging Future Alumni (Students)

- New Trends in Alumni Engagement

- Participation summary

- 30 s/c/u, 3 campuses

- 90 unique attendees

- 101 Academic Impressions users

- 135 listserv members

*The New Rules of Engagement:
Building the Next Generation of Alumni Leaders and Volunteers*



5 New Rules of Engagement



- #1 Make it Easy to Say Yes
- # 2 Meet Them Where They Are
- #3 Broker Smarter Matches
- #4 Embrace the “Me” Factor
- #5 Cultivate Campus Allies



New Trends in Engagement – Key Takeaways

Building Strategic Next Steps



- Step 1: Reflect on an alumni engagement challenge or priority you have to tackle in FY18.
- Step 2: Identify one *New Rule* that resonated most with you.
- Step 3: Form roundtable groups based on New Rules

Roundtable Discussion



- Step 1: Pair & Share
 - Name, s/c/u, and why this rule resonated with you
 - What is one alumni engagement priority (or challenge) you want to overcome?
- Step 2: Group discussion (scribe needed)
 - Why is this new rule relevant to transforming alumni engagement? (Vision)
 - How can you begin to take action on applying the rule to your work? (Action)
 - What will success look like? (Results)
- Step 3: Share key themes with large group.

Combating Barriers to Success: TRIZ



1. First alone, then in your small group, compile a list of to-do's in answer to:
“How can we reliably keep alumni from supporting the university?” Go Wild! 10 min.
2. First alone, then in your small group, go down your list and ask:
“ Is there anything we are doing that resembles items on our list?”
Make a second list of those activities & talk about their impact. Be unforgiving. 10 min.
3. First alone, then in your small group, compile the list of what needs to be stopped.
Take one item at a time and ask:
“How am I and how are we going to stop it? What is your first move?” 10 min.

Tips for moving ideas to action



1. Articulate the value proposition for change.
 - a. Why is it necessary?
 - b. Who benefits? Who doesn't?
 - c. What happens if change doesn't occur?
2. Identify stakeholders, constituents, allies and gatekeepers.
 - a. Follow the new rules to engage stakeholders.
3. Leverage data to make the case for change.
4. Identify and celebrate small wins.
5. Share success and failures.



Resources for Changing Ideas to Action

1. ARC Peer Groups
2. Education Advisory Board (EAB)
 - a. New Rules and Strategic Alumni Relations report
 - b. [Alumni Leadership Volunteerism Resource Center](#)
 - c. [EAB Webconferences](#)
 1. *Converting Almost Givers* - June 21, 2-2:30 p.m.
 2. *Cutting Through the Noise* - July 12, 2-2:30 p.m.
 3. ***Connecting Alumni to a Cause* - July 19, 2 - 3 p.m.**
3. [CASE \(Council for Advancement and Support of Education\)](#)
4. [Liberating Structures](#)

Updates and Announcements



- 2017 Pan-Asia Reunion Recap
 - Event held 450 registrants;
 - Cross-campus collaboration between AAUM, OUD and 10 schools/colleges
- Online Communities
 - [Higher Logic](#) vendor secured (18 years of industry experience)
- ARC Leadership Panel: Perspectives on the Future of Alumni Engagement
 - September 7, 2017, 12-1:30 p.m.
- U-M Census Project
 - Launching June 2017 - more information @ umalumni.com/census.

S/C/U COMMUNICATIONS

Spread the word via:

Dean's emails to your alumni

Newsletter items

Social media

Magazine stories or ads

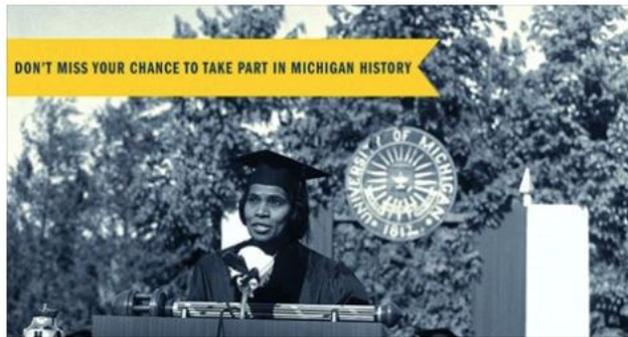


University of Michigan School of Natural Resources and Environment

April 12 at 10:12am · 🌐

Wolverines, the official bicentennial Alumni Census is coming! Don't miss your chance to be part of Michigan history. Learn more at umalumni.com/census.

Alumni Association of the University of Michigan



Like Comment Share



Take Your Place in History

To celebrate the bicentennial, the University of Michigan is taking a snapshot of our entire Maize and Blue family with an official alumni census. Our hope is to have a permanent record of our 575,000+ living alumni, including you. Please keep an eye out for an email or postcard from the Alumni Association announcing the launch.

Your participation assures that you will make your mark in the history books of Michigan — and will keep the Medical School up-to-date. Let's ensure we preserve our community of Medical School alumni long into the future. Learn more at umalumni.com/census. Thank you!



Your Association

STAND UP, BE COUNTED

To celebrate the bicentennial, the University is taking a snapshot of our entire Maize and Blue family with an official Alumni Census. Soon, you can make your mark on the history books. Learn more at umalumni.com/census. Count yourself as a proud Wolverine.

Enjoy your summer!

