



ALUMNI RELATIONS COUNCIL

5.5.17

INTRODUCING
John Tannous
Education Advisory Board

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



Q & A



ARC NEWS TO KNOW



- Alumni Census Launch in Late May (in partnership with OUD)
- Homecoming 2017 Update
- Unit Updates

ALUMNI CENSUS TOOLKIT



Encourage alumni to participate.
umalumni.com/census-toolkit

Resources include:

- Customizable logos
- Bicentennial Census platform
- Example Census form
- Launch timeline
- Copy & images for each phase (awareness, action, remind)
- Internal FAQs on Census project
- Census page: umalumni.com/census

Questions?

Contact Jennifer Janssen,
Marketing Manager,
janssenj@umich.edu



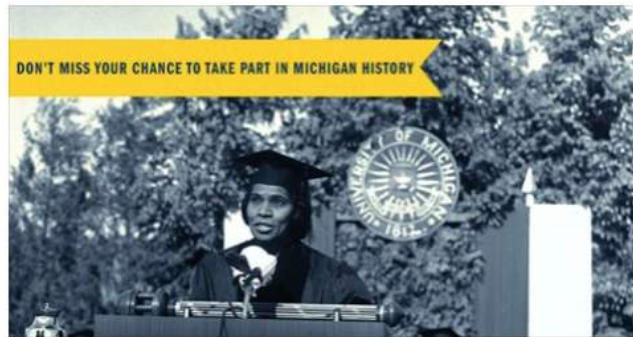
S/C/U COMMUNICATIONS

Spread the word via:
Dean's emails to your alumni
Newsletter items
Social media
Magazine stories or ads



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.

UNIT ANNOUNCEMENTS



New ARC Steering Committee Members

Cristina Frendo,
Director of Alumni
Relations, U-M Dearborn



Wendy Correll
Senior Director of
Alumni Engagement and
Development
Ross School of Business



- Alumni Relations unit updates/news

ARC NOTES



- Save the Date: ARC Dean's Panel – The Future of Alumni Engagement
 - Thursday, Sept. 7 – 12:00-1:30 p.m., Alumni Center
- Education Advisory Board resources
 - www.eab.com - Select “Log In Now”, then “I’m a New User”. U-M is an institutional member - register online to receive a confirmation code to access U-M’s Advancement Forum membership.