



ALUMNI
ASSOCIATION

**ALUMNI RELATIONS
COUNCIL**

ARC Lunch and Learn Online Communities 2.0

Alumni Association - Transformation



*In today's world, there's no reason to limit our engagement with alumni based on where they live. We will expand our outreach to connect with them in deeper ways that are based on things like **interests** and **shared experiences**. From communities centered around everything from sports and culture to travel and tech, we can cultivate more meaningful engagement with our alumni.*

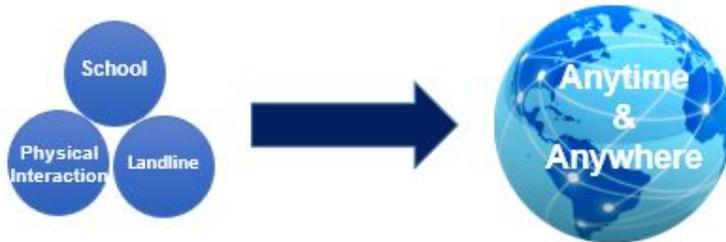
Bottom line, we want alumni to feel that we are with them all the time, in whatever way possible, by expanding organic and structured points of connection

Before the rise of technology, any connection was limited



- Before the rise of technology, any connection to others & the world was constrained, because of limits around how you can connect
 - Outside of physical interactions (e.g. work, school), you were disconnected
 - Main communication = land-line
 - Limited connection to the world (ex. News 1-hour a night vs 24/7)
- Technology has expanded the way you can connect

Example: Interaction with Friends



Online Communities in Action



- A current look at the community platform
 - [Dashboard](#) - Every alum/na has their own personal dashboard
 - [Alumni Directory](#) - A searchable directory only for alumni with over 590,000 alumni profiles available. In-mail feature allows alumni to connect with one another.
 - [Marketing video](#) that illustrates the power alumni have to connect with one another.
 - Number of communities to date - 11 and growing (see next slide)
 - [Wolverine Forum](#) -
 - Our largest community of 60K alumni that will grow to 150K by the end of Jan 2019
 - AAUM is doing the heavy lifting with with this community to expose many of your alumni to the community platform
 - Alumni are connecting with one another and we're seeing emerging themes: asking for help, giving help/advice, connecting in the digital space, connecting face-to-face

Current Communities



Campus Partner Communities

- Emergency Medicine - A community of 300+ EM alumni, residents, faculty, and staff
- Kinesiology - (Launching in Spring '19) A community of 6000+ Kinesiology alumni

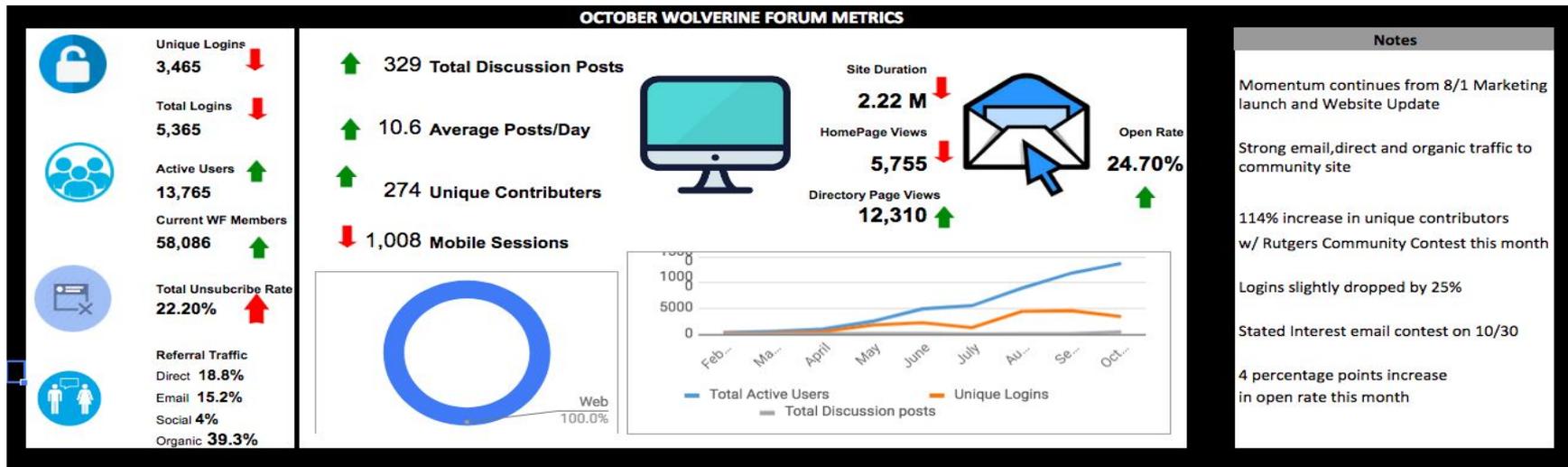
AAUM Communities

- Wolverine Forum - A topic-based community that all alumni have access to
- UMDC - A community of 10,000+ alumni that live in/near Wash DC
- Alumni Travel - A community 1,700 alumni that want to talk about travel
- “The CLUG” - A community of 1000+ alumni that volunteer their time to run the geographic based alumni club in their city
- Ticket Exchange - A growing community of 300+ alumni that sell/buy football tickets
- Men’s Soccer - A community of 300+ former men’s soccer players
- Alumni Association Board of Directors - A community that brings together our entire BOD and Executive Team
- Ambassador Community - A very important community that onboards, trains, and rewards volunteers that nurture community growth

Analytics



- 24/7 access to analytics through reporting system within Higher Logic platform
- Dashboard views of your community for your Executive Team



- 100% ad free environment
- All data controlled by you and not a 3rd party vendor

What Does A Partnership Look Like?



- Tech Resources

- Alumni Association tech team builds and maintains your site
- Higher Logic - Software as a Solution (SAAS) constantly evolving for better user experience

- Marketing Resources

- [Partner Community Toolkit](#)

- Human Resources

- Alumni Association Global Engagement team onboards you and your staff over a series of 5 meetings over 3-4 months
- Onboarding toolkit in digital along with a library of other digital resources
- Ambassador Community for your volunteers to be trained on how to take on community management duties

- The Alumni Association is very vested in your success