

UC Advancement Meeting 3-6-20

UA Newsletter system

- have to pay to use
- Burden on the folks that are writing

Two departments - Polymer Science and Polymer Engineering

- Maintain active list, and alumni office does get updates
- Periodic alumni letter (2-3 times per year)
- Updates to college / faculty grants, etc
- They interview students (student spotlights)
- Presence on LinkedIn, Facebook
- Hold an alumni industry day
- encourages alumni to attend
- They make sure to use the alumni office
- Need to come up with recommendation to help standardize how these communications happen
- They want to know other ways / best practices on how to use social media, etc.
- They have a dedicated Alumni page (stay connected)
 - Survey link from dept should go to alumni affairs

Suggestions:

- Show how to cross post to help streamline
- Adding Alumni button to the gold bar navigation (Morgan) - Poly Sci - Works with Bliss Inst.
 - Higher priority
 - All department homepages use the SAME Qualtrics survey
- Social media training
 - Ask communications faculty
 - Rhiannon Kallis - McKennon Vietmeier - Juan Contreras - Julie Caijas - Alexa Fox
 - Reach out to these faculty to ask about whether they would like to help us develop this workshop - STEVE email faculty
 - Ask students to co-teach it
 - High impact / low cost (minor changes)
 - Open it up to students to attend as well
 - Would benefit them as well
- Talk to UC Communication committee
 - Social media marketing workshop series
- Perhaps make it a 4-part series (focus on different areas)
- Softwares, networks, etc.
- Workshop should also know how to track their data analytics, percentage response rates, etc.

Many departments noted they don't have staff to handle maintaining data for alumni relations

Question: How much involvement should faculty have with this?

Currently hiring two positions in development to help manage alumni relations / special events

- Request to have a these new positions help push out these recommendations

For April meeting - please have Willy show us his draft alumni policy