Baby Boomers & Beyond: Finding Your Niche

Brainstorming Session
Where Do You Fit In?

There is a lot of talk about engaging young alumni, but what about older alumni?
Why Baby Boomer & Beyond Programming?

- Active undergraduates from 1940-1979 = 16,377
- Active graduates from 1940-1979 = 6,238
- Total = 22,615
- Last census counted almost 80 million in U.S. alone
Snapshot of a Baby Boomer. Is this you?

- Connection: a place to really fit in
- Passion: work, hobbies, want to make a difference
- Healthy Lifestyle: time to enjoy life
- Money: Living longer balanced with freedom of current lifestyle

*Baby boomers are unlike stereotypical retirees.*
Brainstorming

We want YOUR ideas!!!
Program Goals

• Steering/chair committee
• Rollout plan
• While not Pittsburgh centric, early-stage events may be focused on campus
• Integration. Work with colleagues in regions, AIG, development, schools, etc. to build program
Communication Goals

• Yearly print newsletter
• Bi-annual online newsletter
• Facebook group
• Website
• Email blasts
Follow Up

If you have questions or think of an idea, please contact Laurel Furlow at 412-268-2062 or bosshart@andrew.cmu.edu.