Class Correspondents: The Next Generation & Beyond

Brainstorming Session
Current Role of Class Correspondent

Class correspondents submit class news through various options:

• Postal mail
• Online
• Email liaison or Alumni Relations
What More Could We Do?

- Full obituaries online
- Volunteers involved in organizing reunions
- Volunteers involved in local chapter/regional events
- Serve on committees (reunion, region, AIG)
- Volunteers serving as webmaster
- Stories on classmates
- Class Correspondent of the Year Award
Brainstorming

We want YOUR ideas!!!
The Beyond! We want you to…

- Be THE class contact for news!
- Bridge the gap between reunions, regions, AIG, and fundraising
- Become more involved and invested volunteers
- Increase volume of Class Notes, both print and online
- Create and maintain Class website and/or Facebook group
- Be creative… what is unique to your class?
Marketing Plan

• #1: Reminders from Correspondents to submit!
• Callout on Alumni Relations website, Facebook and Twitter (request and recruit)
• Recruit more correspondents!
• “Ad” in Carnegie Mellon Today in Class Notes section
• “Drop box” at major events
Follow Up

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