Network Business Meeting

Saturday, May 16, 2015
Presented by: Your Staff Partners
Common Agenda

• Leadership’s increased expectations (ROI)
• Annual Plan
• Annual Events
• Welcoming New Students
• Network Grants
• Network Volunteer Training
Leadership’s increased expectations (ROI)

- ROI! ROI! ROI! This is coming from the 6th Floor of Warner Hall
- AGAR is advocating for more investment
- Networks need to evaluate programming using an ROI lens
  - What are the results given the investment of time, effort and dollars
- Alumni annual giving, particularly undergraduate alumni giving is a very high priority for Dr. Suresh
- CMU has the opportunity to alter the dialogue around graduate student engagement and giving
- We anticipate that fundraising goals will be set in the top populated regions and in our most active interest networks (Network Philanthropy).
ROI continued...

• Action items to consider
• Use your time wisely (does this mean fewer, but more substantial events?)
• Are your events diverse to attract different people?
• Do your activities feed into your plan (cue next slide....)
Annual Plan

• DEADLINE: Labor Day – Monday, September 7
• Common Goals to consider
  – Increase the number of unique alumni participants by x%
  – Increase the number of two-time attendees by x%
  – Increase number of volunteers who have made a gift to 100%
  – Identify new strategies in engaging students, gift stewardship, Loyal Scot recognition
  – Identify new strategies in partnering with other CMU alumni groups, on-campus events, year-long reunions
Annual Plan cont....

• Why will we do this event?
  – NOT just because, why not? or because a volunteer offered
  – Because it addresses xyz goal/strategy
Annual Events

• Globally Plaid – September 2015
  – Welcome the newest alumni to your area
• Tony Watch Parties – June 2016
  – High-level university sponsorship and branding
• Love a Donor – February 2016
  – Donor stewardship opportunities in your areas
• 1000plus – April 2016
  – Partner with student organization to do global community service
• CMU Connect – year round
  – Professional development programming tailored to what is of interest and need in your areas
• New Student Engagement
  – Summer or winter programming
Welcoming New Students

• **Summer**
  – Most summer events are led by the individual giving office with a few exceptions
  – More like business meetings with MANY questions about daily life on campus
  – Students and parents are focused on the transition
  – China is going virtual with webinars

• **Winter Break**
  – Students have a semester under their belts
  – Can talk about their impressions and experiences
  – Will be more comfortable engaging with alumni because they aren’t worried about finding buildings, learning where to eat or buying a coat.
Network Grants

• These will continue into next year on a rolling basis until we exhaust available funds
• Overall grant – up to $1,500
• Young Alumni grant – up to $600
• Right now, our best way to get additional resources to the networks
Network Volunteer Training

• Webinars are recorded and posted on the Volunteer Resource page

• Question #1: What are the training topics you would like to see addressed?

• Question #2: How would you like to receive and learn training materials?

• Initial thoughts on a closed FB group for network volunteers?
Wild Card

• What are the burning questions you have of us or each other to discuss now and throughout the rest of the day?