Volunteer Forum 2014

From Tech to Maggie Murph: Creating Programs for Mature Alumni Beyond Reunions

Brainstorming Session

Saturday, June 7, 2014
Discussion lead: Laurel Furlow
Mature Alumni Program
Session Outline

I. Mature Alumni Overview

II. Mature Alumni Program Goals

III. Think Tank Brainstorming

IV. Next Steps: What YOU can do!
Mature Alumni Program
Snapshot of Silent/Traditional Generation

• Born: 1925-1942/1945
  – Classes of 1947-1964/1967

• Key Values: Loyalty; adaptation; discipline; hardworking; traditional

• Culture: involvement in local social groups (i.e. faith communities, fraternal organizations, neighborhoods); 95% of generation retired
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Snapshot of Baby Boomer Generation

• Born: 1943/1945-1960/1964

• Key Values: Loyalty; independence; success; connection/involvement

• Interests: health and wellness; community; some entering into second career; continued education; travel
Mature Alumni Program
Carnegie Tech to Carnegie Mellon

• Silent/Traditional
  Active Alumni: 6,188

• Baby Boomers
  – Active Alumni: 14,694

• Combined Active: 20,882
  – 23% of all alumni (89,302)
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Networks

• Pittsburgh
  – 27% (3,991) of all alumni: (14,700)
  – Silent Generation
    • 1,172
  – Baby Boomer
    • 2,819
  – Focus Schools
    • Margaret Morrison: 551
    • CIT
    • CFA

• St. Petersburg, Florida
  – Total: 46% (176) of all alumni (380)
  – Silent Generation
    • 68
  – Baby Boomer
    • 108

• West Palm Beach, Florida
  – Total: 48% (148) of all alumni (307)
  – Silent Generation
    • 63
  – Baby Boomer
    • 85
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Phase One Goals: July-December

- Form steering/chair committee for Mature Alumni Council
- Finish benchmarking peer institutions
- Create and distribute survey
- Pinpoint top needs to create reflective programs
- Identify roles
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Phase Two Goals: January-June

• Launch website

• Host network events
  – Pittsburgh
  – St. Petersburg
  – West Palm Beach

• Hold events/programs during large campus weekends
  – Expand existing program track
  – Volunteer opportunities
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Communication

- Website
- Quarterly e-newsletter
- Facebook page
- Cross promote
- Email
  - Silent: 31% (1,913 of 6,188)
  - Baby Boomers: 50% (7,316 of 14,694)
  - Combined: 44% (9,229 of 20,882)

FUN FACT!
Seniors are fastest-growing demographic on social media!
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Brainstorming Considerations

- **Events/Programs**: What would appeal most to each generation? What would be meaningful? What do they need from CMU?

- **Communication**: How often should we outreach? How best to reach?

- **Volunteer opportunities**: What role(s) would be most appealing and/or rewarding?
Mature Alumni Program

Next Steps

→ Consider serving on the Mature Alumni Council

→ Become a Communication Agent
  - Personal outreach to classmates
  - Write/edit information for website, email, Facebook

→ Provide Feedback

→ Volunteer!
THANK YOU!

If you have questions and/or are interested in learning more about the program, please contact Laurel Furlow at 412-268-2062 or bosshart@andrew.cmu.edu.