Volunteer Forum 2014

Beyond the Happy Hour

Saturday, June 7, 2014
Presented by: Ryan Freytag
Background Info

• The Office of Alumni Relations and Annual Giving defines “young alumni” as anyone 1-10 years from graduation. This includes both undergraduate and graduate students.

• The facts and figures referred to in this session are related only to events funded or sponsored by the Office of Alumni Relations and Annual Giving.
A Tale of Two Years

2012-13
Budget: $2,500
Number of Events: 3
Young Alumni Attendees: 9

2013-14
Budget: $2,500
Number of Events: 12
Young Alumni Attendees: 250
Solutions

• Make use of the recent graduates who were engaged as students and planned to stay engaged as alumni.

• Hold young alumni events in Alumni Chapter regions to increase accessibility.

• Offer discounts to certain events to make them more affordable for young alumni and to increase young alumni turnout.

• Do more to connect with Seniors before they graduate and maintain that connection after graduation.
The Young Alumni Volunteer Position

• Provide additional event planning capacity (with a focus on young alumni) to both the Office of Alumni Relations and Annual Giving and the local Alumni Chapter.

• Organize at least 2 events a year for local young alumni.

• Serve as the voice of the local young alumni to Chapter leadership.

• Commit to this role for at least 2 years.
Roles and Responsibilities

• **Alumni Relations**
  – Provide marketing and communications assistance.
  – Handle on-line registration / ticket sales.
  – Offer funding for some events.
  – Inform volunteers of upcoming opportunities.

• **Young Alumni Volunteers**
  – Identify attractive events.
  – Handle planning and logistics on site.
  – Serve as point person for contact with Alumni Relations.
  – Record event attendance and report it to Alumni Relations.
  – Keep Chapter leadership informed of program planning.
  – Ensure that CMU funds are not used to purchase alcohol.
Young Alumni Programming 2013-14

- This year we planned young alumni events around 5 basic criteria.
  - Price
  - Accessibility
  - Level of interest
  - Age of fellow attendees
  - Events with CMU connections
Subsidized Events 2013-14

- **CHI** – Lecture with Thanassis Rikakis ($20 Subsidy)
  - 36 Total attendees; 10 Young alumni

- **HOU** – Wine Tasting with the AAB ($20 Subsidy)
  - 60 Total attendees; 16 Young alumni

- **BOS** – Witness Uganda Performance and Talkback ($28 Subsidy)
  - 25 Total attendees; 13 Young alumni

- **PIT** – Pittsburgh Pirates Baseball Game & Fireworks ($8 Subsidy)
  - 70 Total attendees; 44 Young alumni

- **DET** – Sweets Night Out ($15 Subsidy)
  - 30 Total attendees; 13 Young alumni

- **PIT** – Scottish Beer and Ale Tasting ($20 Subsidy)
  - 28 Total attendees; 13 Young alumni
Sponsored Events 2013-14

- **BOS – Annual Clambake**
  - 71 Total attendees; 25 Young alumni

- **NYC – Young Alumni Happy Hour**
  - 12 Young alumni attendees

- **DC – CMU Connect Young Alumni Happy Hour**
  - 19 Young alumni attendees

- **BOS – Alumni Bowling**
  - 40 Total attendees; 38 Young alumni

- **NYC – Brooklyn Boulders Rock Climbing**
  - 18 Young alumni attendees

- **DC – Spring Young Alumni Happy Hour**
  - 29 Young alumni attendees
Summary of Young Alumni Programming 2013-14

Subsidized Events

- Spending: $1,500
- Number of Events: 6
- Young Alumni Attendees: 109

Sponsored Events

- Spending: $1,000
- Number of Events: 6
- Young Alumni Attendees: 141
Young Alumni Programming Goals 2014-15

• Expand the number of Chapters with a Young Alumni Volunteer.
  – We recently secured a volunteer for the Bay Area Chapter.
  – We have already identified and planned to contact potential volunteers in Atlanta, Charlotte, Cincinnati, Cleveland, Dallas, Houston, Los Angeles, and Philadelphia.

• Expand the number and type of events that we support.
  – Service events like 1000plus.
  – Unique, local or regional activities.
  – Multi-university networking and social events.
  – More events with a CMU Connection
  – Graduating Student Virtual Q&A Events with young alumni in different cities.
    • Chance to ask questions about a new city before you move there.
    • Connect to the local Alumni Chapter before graduation.
    • See the benefits of staying involved with the Chapter and the university.

• Expand the role of the Young Alumni Volunteer to include social media reporting on events (tweeting, posting pictures, etc.).

• Bring giving into the conversation via registration website and other means.
Things to Remember

• You do not have to have a Young Alumni Volunteer in your chapter in order to hold young alumni events.

• Any event can become a young alumni event. Just add a second, lower price point to your event registration.

• The Young Alumni Volunteers are part of chapter leadership today and are likely to become the alumni chapter Presidents of tomorrow. It’s important to include them in decision making whenever possible.

• There can be more than one young alum helping to plan events in your Chapter. The formal volunteer role exists as much to give us a point person for communications as anything else. Encouraging others to step up will help to avoid volunteer burnout.
Break Outs

- What events or activities are unique to your city or region? Which of these might be of interest to young alumni?

- What is your Alumni Chapter currently doing to welcome / support / retain young alumni involvement and what can you do to improve upon that?
Contact Me

Ryan Freytag
Assistant Director of Campus Programs
rmf@andrew.cmu.edu
412.268.7389