Engineering ALUMNI

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Director of Alumni Relations

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Why YOU should think about alumni

The more that **everyone in the college** thinks about engaging alumni, the more we can...

- **Add value** to their degree and alumni status
- **Use alumni to benefit our college:** including our students, curriculum, culture, reputation, and funding
Engineering Alumni Relations

CEAS
Communications/AR Team:
Carol Rowe (Dir)
Jessica Schilling (Comm)
Courtney Stauffer (AR)
Engineering Departments and Programs

Alumni Association
Engineering Development (CUF)
AR Program Overview

• Events
• Communications
• Awards
• Volunteer Opportunities
• Young Alumni
Regional Events

• Fall 2012
  – Seattle 9/19
  – Washington, D.C. 11/14

• Spring 2013
  – Houston (Jan.)
  – Los Angeles (Feb.)
  – San Francisco (May)
Local Events

• Monthly Alumni Breakfast Series
  – Partnership with departments/Programs
• Engineering Awards Banquet
• Senior Breakfast
• Other local events

www.colorado.edu/engineering/alumni/events
On the Web

- Web site: alumni section
  - Map yourself!
  - Events
  - Social media

Engineering ALUMNI
Publications

• College **alumni e-newsletter**
  – 4\textsuperscript{th} week: October, February, June

• Department newsletters

• CU Engineering magazine

• **Alumni contact info**

• Harris/Advance lists and ecomm support
College Alumni Awards

• Distinguished Engineering Alumni Award
  – Deadline Oct. 31

• NEW! Young Alumni Award
Campus/System Awards

• Regents Awards
  https://www.cu.edu/regents/Awards/
  – Honorary Degree
  – Service awards

• Alumni Association Awards
  http://www.cualum.org/awards/
  – Outstanding alum
  – Young alum
  – Faculty/Staff

2011 Alumni Association Award
Winners: Can you find a CEAS winner in the crowd?
Alumni Volunteers

• Volunteer interest form and database
• Opportunities to engage volunteers
  – Meet a need
  – Enhance an event or existing program

What ideas do you have for engaging alumni volunteers?

Engineering ALUMNI
Young Alumni

- Graduation
- Senior Breakfast
- GOLD Advisory Board
  - Events
  - Young alumni award

Do you have ideas for engaging young alumni?
Let’s Partner!

• Coordinate an alumni breakfast (or other event) with your department
• Support regional events by offering ideas for faculty speakers and area alumni partners
• Identify/nominate candidates for awards
Let’s Partner! (cont’d)

• Work with me to invite alumni to your events
• Identify opportunities to engage alumni as volunteers
• Help update the alumni database
• Work with my team to produce department newsletters and other communications
Thanks for your time!

If you’re still awake …

• Do you have any questions?
• Ideas or suggestions?