
University of Dayton Alumni Association

Value Proposition

The alumni association board continually discusses the value of an education at UD and the value of being an alum. In 2016, we asked ourselves, what could UD provide to alumni that would be unique and add significant value? After several brainstorming sessions we focused on the following initiatives and created working committees for each. The Life After College Handbook and Welcome to the Alumni Communities initiatives are well into implementation. The Education for Life, Career Connections and Enrollment Connections initiatives will take more research and development, as well as partnerships across campus, to provide the value we believe is important to our alumni.

Education for Life

This committee is focused on researching other institutions; determine best practice and topics, or series of topics, to provide to UD alumni. Committee members will strive to use the expertise of alumni to support this initiative and provide something for each life stage. Decisions will be made on how these programs will be delivered and promoted.

- **ALC17 Update:**

- Continual promotion and support of current opportunities for Education for Life: Center for Leadership (Columbus event March 2017), Osher Lifelong Learning (partnering with an alum to bring a half-day workshop on reinventing retirement in Oct. 2017) and launched Financial Avenue for young alums (to help build personal financial knowledge).
- Additional Education for Life offerings will be a grassroots effort to distinguish UD from others and utilize the expertise of alums through TED talk type programs. Virtual Learning Community For Faith Formation has proposed a possible UD Chaminade Lecture Series beginning with UD professors. This will expand to alum lecturers, and include a Marianist component to allow experts to discuss life applications of specific Marianist principles and values.

Career Connections

This committee's focus is on connecting alumni to students for internship and job opportunities. The short term goal will be to pilot programs in three geographic areas based on job growth and market trends. In the long term, we strive to connect students and alumni in meaningful ways as they enter the job market or change careers.

- **ALC17 Update:**

- Kelsey O'Rourke, Assistant Director, Employer Relations in the Career Services office traveled to Chicago, New York and Denver to connect with potential employers.
- Career Services retired Hire A Flyer and moved to a new job search platform, *Handshake*, to better serve students and employers. They also entered into a one-year trial of an interview preparation tool called *Big Interview*. This platform allows users to create custom mock interviews as well as provides other resources to help prepare for an interview. *Big Interview* is accessible to alumni.
- On-going conversations with Career Services are aimed at gaining a better understanding of their process and finding ways to engage alumni in job and internship placement.

Welcome to Alumni Communities Committee

This committee created a process to welcome alumni into the alumni communities. They considered recent graduates and those alumni who move from one community to another. It was determined that an automated email with specific information related to the community is the best plan of action.

- **ALC17 Update:**

- A welcome email for each alumni community has been created and will be sent to an alum when they move into an alumni community.
- Email: The email will be sent two months after the change in address within UD's database and will have a disclaimer "we recently became aware of your move". It will include a welcome from the alumni leader and helpful information about the city i.e. grocery stores, dining...
- Survey: To gather information needed for the email content, a survey was completed by 110 individuals.

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Enrollment Connections

The focus for this committee is to explore opportunities to involve alumni in the recruitment process. Conversations with Enrollment staff are well underway and the process has been outlined. The committee will need to research other institutions for best practices and work with Enrollment to find what works at UD. The goals of this committee will be determined after more conversation and will need to be aligned with the goals of the Vice President of Enrollment.

- **ALC17 Update:**

- Worked with Jason Reinoehl and Rob Durkle to create an alumni and admitted student dinner in April 2017. Admitted students were invited to a dinner with alums that were handpicked by alumni relations and given talking points to host their table. The result was a 40% increase in deposits following the event and by May 1st. The connection between alums, students and their parents was invaluable. We will repeat this event in Dayton and expand to Cleveland, Chicago and Indianapolis. *Alumni testimonial:* “My experience at UD was life changing for me. It can be life changing for others too and if a potential student is on the fence about committing to UD, talking about what it has done for me and even some of my fellow Flyers personally and professionally is a great sales tool!”
- Committee will continue to work with enrollment to look at best practice programs in which alumni connect with prospective students. Work towards building a robust and sustainable program that has shared ownership and is authentic to the UD experience, the realities of our admission and alumni relations practices and that align with our needs and goals.

Life After College Handbook

This committee reviewed the life after college handbook produced by Cap & Compass (used at multiple institutions; Vanderbilt, Stanford etc.), discussed options for UD and determined a digital resource would be best for our alumni.

The concept of “city guides” was presented and in collaboration with the Welcome to Alumni Communities committee produced updated alumni community webpages.

- **ALC17 Update:**

- Committee decided not to move forward with a hard copy of a Life After College Handbook. Instead, an online resource, or city guide, was created and lives on the alumni community website pages. Creating an online resource ensures it can be updated on a regular basis with minimal budget impact. In addition, an online resource is more likely to be utilized by new grads and young alumni. We are meeting them where they already are.
- In collaboration with the Welcome to Alumni Communities Ad-Hoc Committee, the same survey information was utilized to create the city guides. Alumni can also add recommendations on the webpage.
- These guides are pushed to graduating seniors through the Grad Fair and Senior Picnic. Upon graduation, they receive an alumni folder in the mail which includes a link to the city guides as well as a link within the alumni association welcome email or when they move from one alumni community another.