Are the New Rules Really New?

Where to Focus and How to Succeed in Alumni Engagement

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What are the New Rules?

Education Advisory Board 2015

“5 Strategies for Building the Next Generation of Alumni Leaders & Volunteers”
#1
Make it Easy to Say Yes

- One-time or short-term roles
- Finite commitment
- Clear purpose
- Fewer “permanent structures”
- Alumni-centric
- Allows you to identify those ready for the next level
- Design and recruit for that next level
Meet Them Where They Are

- Convenience & accessibility
- Alumni can contribute from workplace, region or online
  - Social Media ambassadors
  - Corporate alumni chapters
- Alumni-centric
- As (and when) they are able
- What changed?
  - Where they are: Online and at work
#3
Broker Smarter Matches

- Match volunteer roles to volunteer skills

- Generational interest in customization
  - Enables greater impact

- Alumni-centric

- Similar to philanthropy
#4

**Embrace the “Me” Factor**

- Provide a two-way street
  - Show the value *they* receive
- Illustrate their impact

- Generational
- Alumni-centric
- Similar to philanthropy (investment ethos)
- *Cause vs. Organization*
#5
Cultivate Campus Allies

- Partner outside your silo for maximum impact
- Builds awareness & trust
- Activates diverse expertise, resources & methods
- Distributes the heavy lifting
- Supports *institutional* mission (not just advancement)
Vision
Mission
Goals
Strategies
Tactics
Action Plans & Metrics

Where to Focus (Why)
How to Succeed

Involve Partners in Strategic Planning!
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