

“Educating Students in Becoming Alumni”

CCAIE – June 4, 2007

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Seek to Understand...then be Understood

- 1. Institutional Impact**
- 2. Current State**
- 3. Audience**
- 4. Values**
- 5. Connections**
- 6. Communication**
- 7. Building a Program**

Keeping Your Eye on the Prize

Institutional Goal:

Start and retain a lifelong relationship

Shared Goal (Institutional and Students' Association) :

Promote our students and provide them with continued educational, career & networking opportunities

Let Us Ask You...

1. Which schools currently involve students in alumni programming?
2. How involved should Alumni Relations/Association be with students and why?
3. Why would you want to involve students in alumni programming?

The Scope of Investing in Alumni

- **Reputation**
 - 83%* (word of mouth, student referrals, alumni success)
- **Repeat Business**
 - #1 Target Market – Continuing Education
- **Financial Returns**
 - 73%*&** (donations provide financial sustainability)

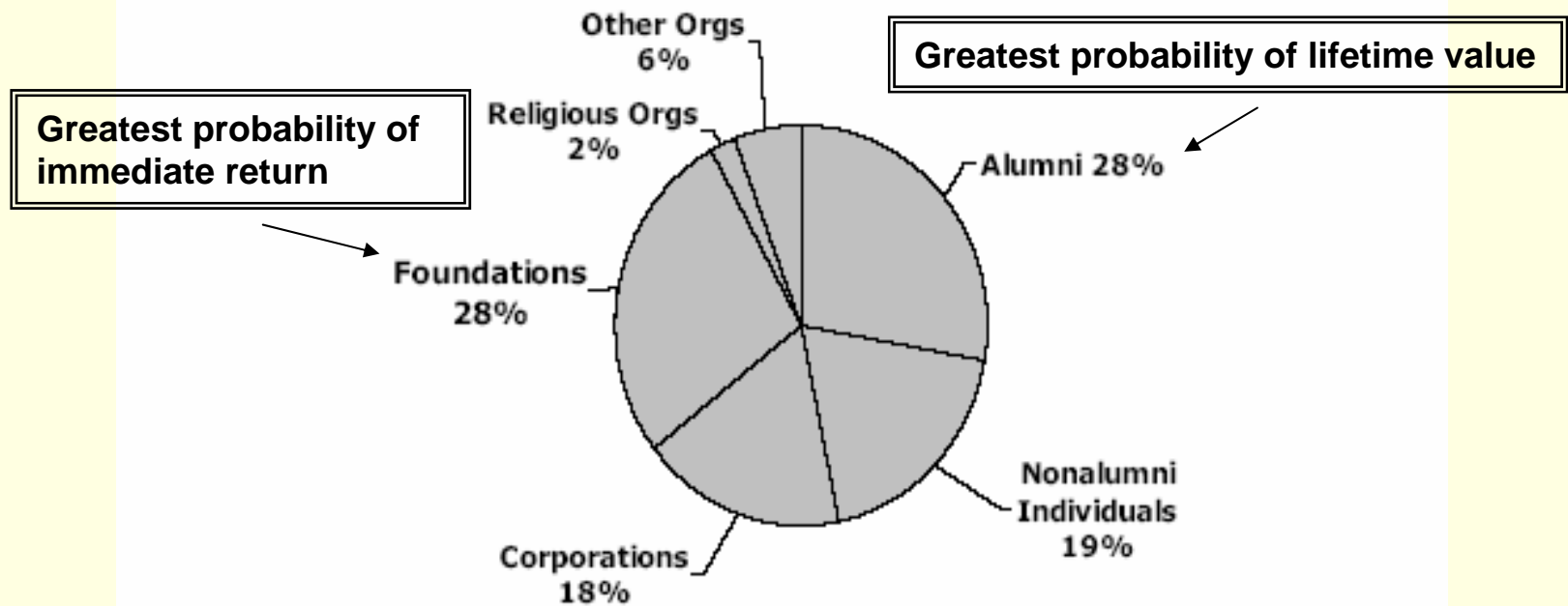
Sources:

* *Noel-Bentley, 2003 North American Survey*

** *CASE 2003 Higher Education Survey*

Overlooked Potential

Voluntary Support of Higher Education by Source, 2003 Total: \$23.9 Billion



Source:

* CASE 2003 Higher Education Survey

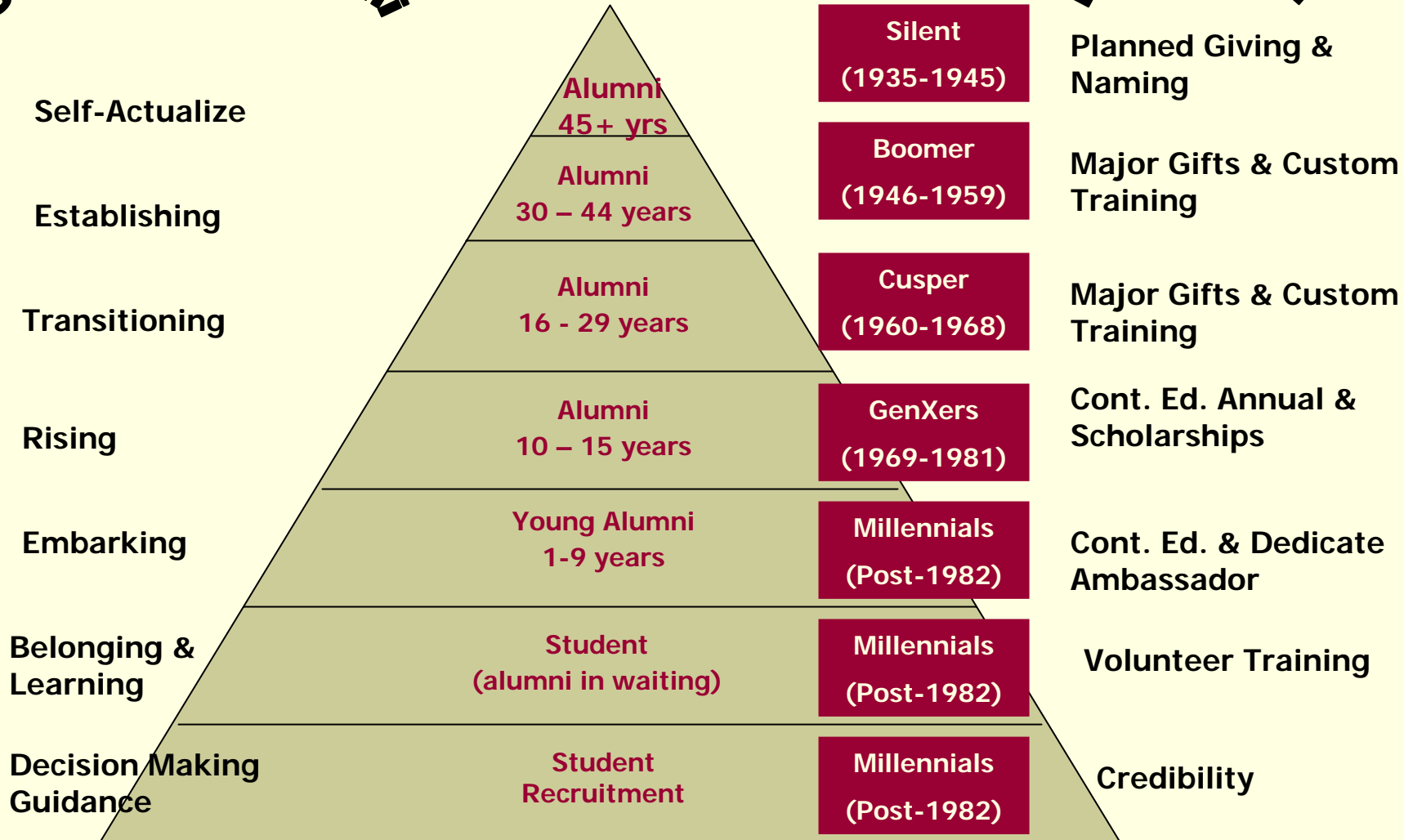
Needs Based Approach

I N S T I T U T I O N A L

I M P A C T

Students & Alumni

Institution



Taking the Easy Road

Assumptions

1. More effective to communicate with the individuals as captive audience closest to us (i.e. students)
2. Students are our future alumni – the same alumni with the greatest likelihood to support institution, financially and otherwise

Action

3. We must engage and communicate more effectively with potential champions and key prospects while they are at the institution

Easy as $1 + 2 = 3$

Working with All Stakeholders

“73% indicated alumni had greatest impact on financial sustainability”

Internal Stakeholders

- 87% of senior executive and management were seen to support fundraising objectives

Yet, little support from those closest to the classroom

- 90% indicated students NOT supportive
- 77% of faculty and staff NOT supportive
- 55% of academic leaders NOT supportive

External Stakeholders

- 51% alumni NOT supportive
- 64% business community NOT supportive

Source:

Noel-Bentley and Sollis, 2007 Advancement Survey

Stakeholder Importance

- 32% - Students 2nd Most Important Stakeholder

Communicating with Students

- 91% NOT successful in communicating fundraising objectives to students
- 81% NOT successful in communicating fundraising successes

Student Engagement*

- 84% Involvement with Current Students
 - 80% - Student Recruitment
 - 4% - Event Attendance (Alumni Activities)

(* 50% responded being involved with students)

Sources:

Noel-Bentley, 2003 North American Survey

Noel-Bentley and Sollis, 2007 Advancement Survey

Know Your Audience



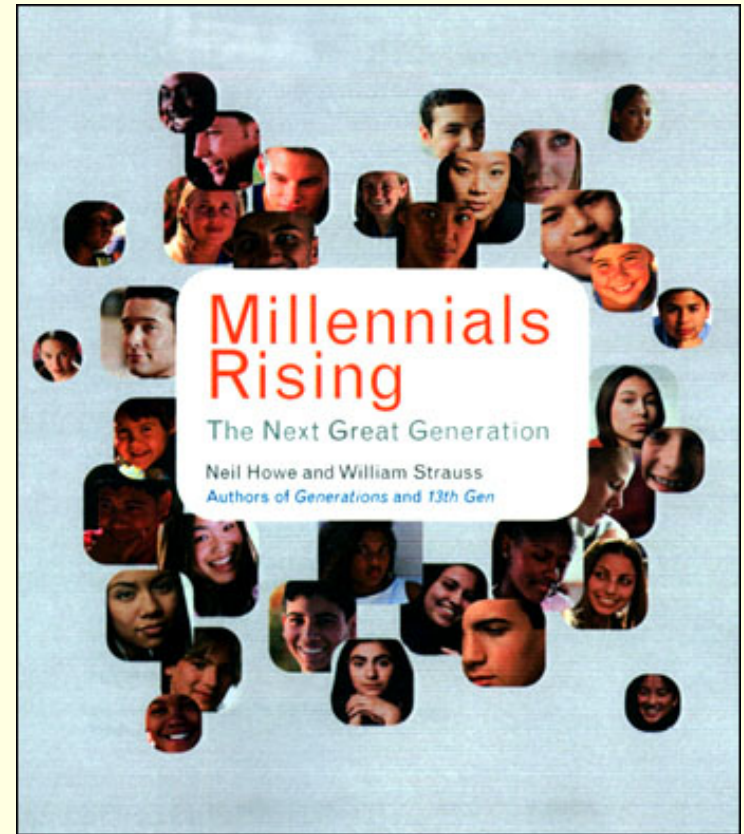
Key Demographic Cohorts

Cohort	Birth Date
Silent	1925 - 1942
Baby Boomer	1943 - 1960
Generation X	1961 - 1981
Millennial = Students and Young Alumni	1982 - present

The Cohort In Front of Us: Millennials

Unlike any other youth generation in living memory:

- *More numerous*
- *More affluent*
- *Better educated*
- *Ethnically diverse*



Who Are the Millennials?

Shaped by the Events of this Generation

- September 11, 2001
- Columbine High School Massacre
- Oklahoma City Bombing
- The Death of Princess Diana
- War in Kosovo
- Clinton/Lewinsky Scandal

Famous Millennials

- Avril Lavigne
- Britney Spears
- Sidney Crosby
- Mary Kate and Ashley Olsen
- Prince William
- Lindsay Lohan

Generational Cousins...

Generation X



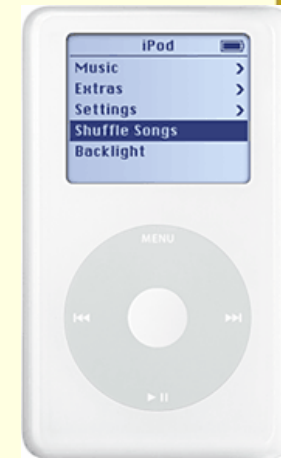
- Accept diversity
- Pragmatic/practical
- Self-reliant/individualistic
- Reject rules
- Killer life
- Mistrust institutions
- PC
- Use technology
- Multitask
- Latch-key kids
- Friends important; not family

Millennials (Students/Young Alumni)

- Celebrate diversity
- Optimistic/realistic
- Self-inventive/individualistic
- Rewrite the rules
- Killer lifestyle
- Irrelevance of institutions
- Internet
- Assume technology
- Multitask fast
- Nurtured
- Friends = family

...And What Do They Look Like

- Chosen Ones
- Sheltered
- Confident
- Team-oriented
- Conventional
- Pressured
- Achieving



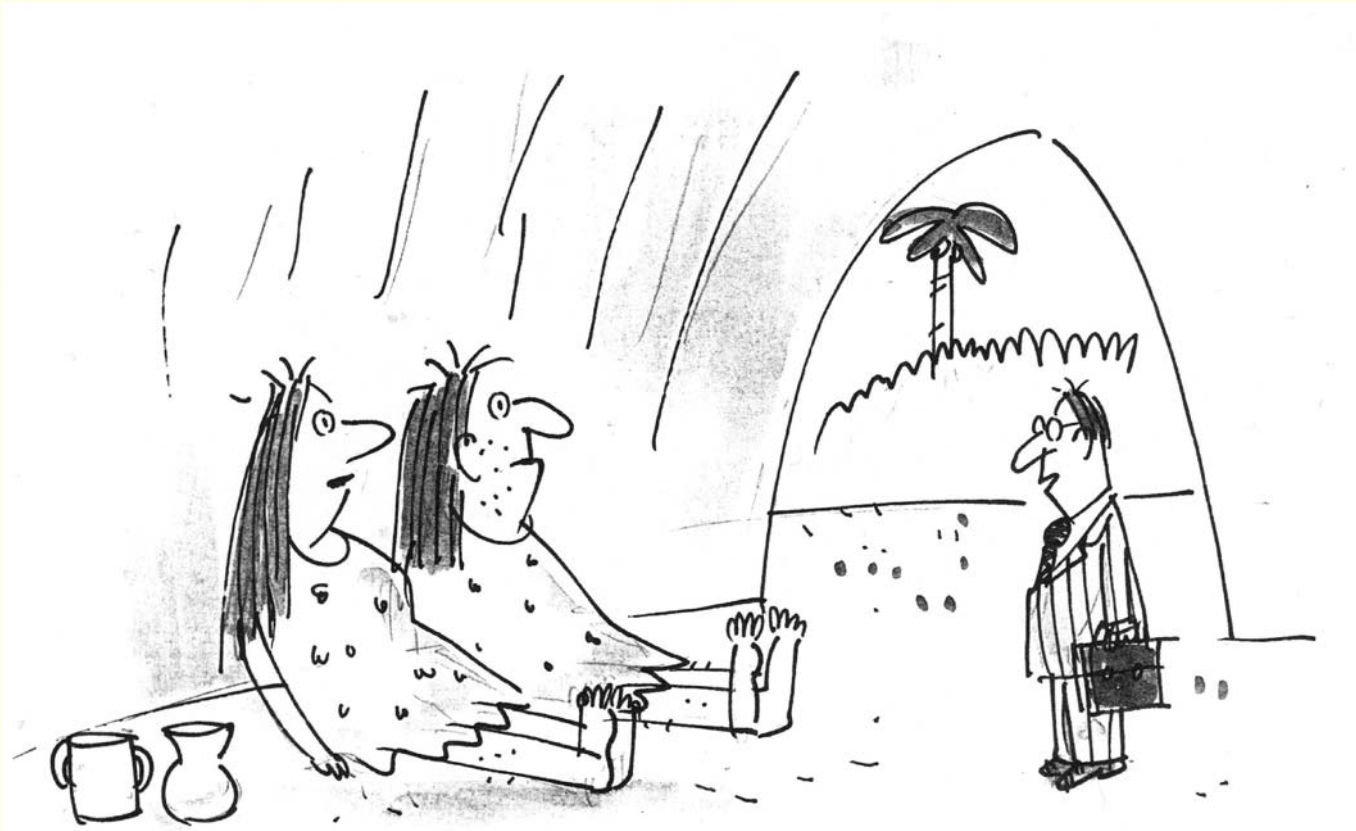
How They Socialize with Others

- Performance focused – grades are critical
 - Think it's cool to be smart
- Pro - math and science; Con - humanities
- Feel close to their parents
- Peer pressure produces positive rather than negative behaviour
- Prefer directness over subtlety, action over observation

Many 'values' have their roots in demographics...

- Fewer siblings = **reliance on friends**
Our goal: Provide networking opportunities
- Single parent households = **greater self-reliance**
Our goal: Design appropriate activities
- Six-pocket syndrome = **more as-needed cash**
Our goal: Recognise need for instant gratification
- Immigration = **colour blindness and diversity**
Our goal: Integrate cultural richness

A Merger of Values



"IT'S NOT THAT I REJECT YOUR VALUES, MOM AND DAD. IT'S JUST THAT I'VE EVOLVED AND YOU HAVEN'T."

Influencing Our Students

#1 Influencer...Faculty & Staff



Conduct Market Research – Assisting faculty and staff by sharing what students or customers are demanding

Create Shared Goals – Develop targets between Academic Departments and Alumni & Development

Showcase Success – Refocus our events to profile faculty and students achievements in the classroom

Impact on Culture – Transformational Change

1. Entrench Importance of Service Departments

- Investment in Alumni Relations (Funding and Space)
- Deans and Directors as Peers

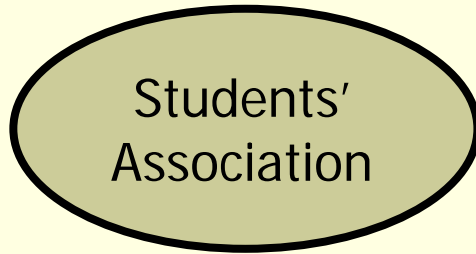
2. Break Down Silos

- Value to Academic Departments (Speakers and Joint Events)
- Student Club & Alumni Board Memberships
- Funding of Student Industry Nights
- Shared Market Research (Students and Academic)
- Collaborative Goals

3. Combat Student Apathy Towards Organisations

- Establish Connection from Beginning

Let's Discuss: Common Goals



Needs Focus

Instill Pride & Commitment

- Voice of Membership & Advocate for Stakeholder Group
- Liaison for Membership with Institution & Others
 - Gather and Disseminate Information to Membership
 - Clear, Consistent, Concise Communication

Self-Sustaining

- Revenue Generation
- Independent Governance
- Permanent Networking

Engage & Involve Members

- Volunteerism
- Leadership Opportunities (Active/Participation – Alumni & Student Clubs)
- Event Participation

ASCENT – Alumni Student Council

Sustainability from the Start: Secure Buy-In

Support from Senior Leaders

1. Instill Pride & Commitment

- Strengthen Position of Both Groups
- Enhance Visibility

2. Self-Sustaining: Lifelong Commitment

- Change Alumni Perspective
- Change Students' Perspective on Staying Connected
- Create a Culture of Giving – Financial Sustainability
- Enhance Bargaining Power

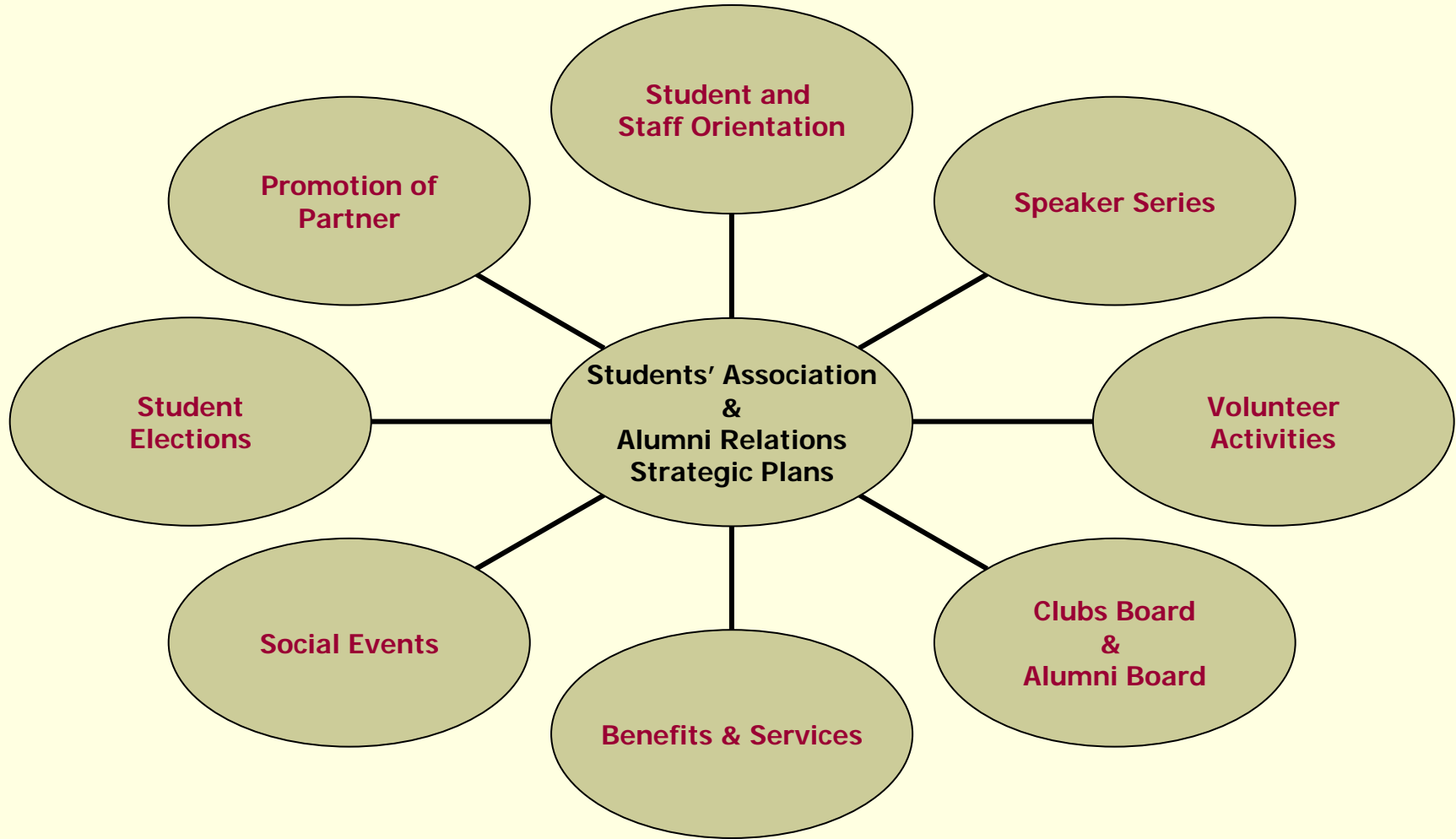
3. Engage & Involve Members: Expanded Reach

- Start the Relationship at the Beginning

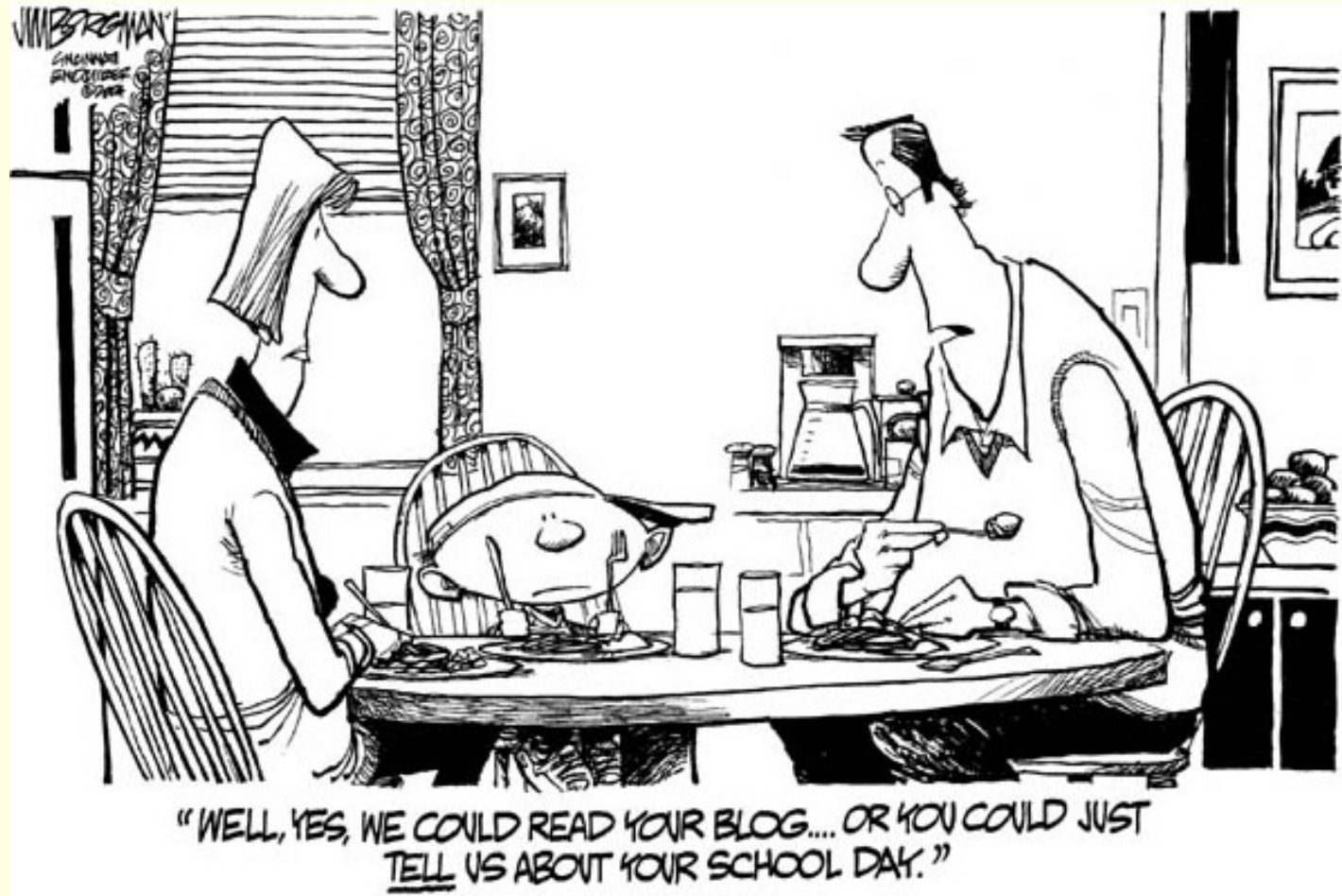
Building an Effective Partnership

- 1. Secure Leadership Support & Resources**
- 2. Identify Mutual Benefit - Needs Based Approach**
- 3. Build Trust**
 - Identify Meaningful Services/Offerings
 - Communicate Appropriately
 - Events to Provide Social Capital
 - Create Community/Network Building
- 4. Continually Evaluate Benefits**

Working with Students: Opportunities



Leverage Trust: Speaking with Each Other



Your Message Emerging from the Quagmire

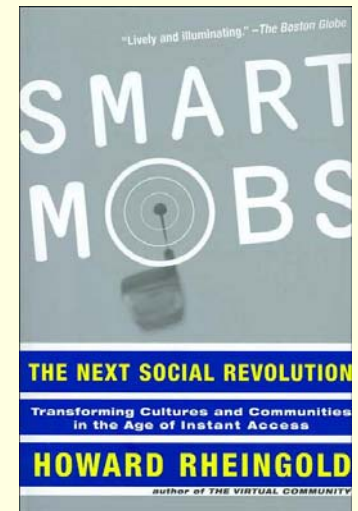
Be effective - audience needs to receive message comfortably

To communicate with our students:

- Graphics oriented, see text as supporting visual material
- A picture is worth a thousand words
- Thrive on change
- Variety = a few things that change frequently
- Demand quick, if not instant, gratification
- Appeal to their "intellectual authority" over parents and teachers
- Have "hypertext minds" that prefer to leap around rather than follow a linear thought process

The Power of Technology

- Get news instantly – Internet primary medium
 - 1/3 of their life on the Internet
 - The average student has 2 email addresses!
- First generation to grow up with computers at home
 - Using computers since nursery school
- Totally "plugged in"
 - Cell phones, PDAs
 - Music downloads, MP3 players
 - Instant messaging



Electronic communication is required

“If you can’t communicate via email...what’s wrong with you?”

Will Your Message Reach Them?



Students of Influence

Partner with “Student Connectors, Mavens and Salespeople”¹

Work with your student government to connect to:

- Student Leaders within SU or SA
- Student Athletes
- Social Leaders (look within student clubs or uncover by speaking to faculty)

Goal:

Maximize reach of communications, events and services.

“Influence the influencers”

¹ Gladwell, Malcolm, *The Tipping Point*, 2000

Communications

First year Journals at Furman University - Microsoft Internet Explorer

File Edit View Favorites Tools Help defax

Address http://www.engagefurman.com/diary/ Go

HOME FURMAN

Relevance →

Brand Building ←

Give a Voice to Students →

Create Community ←

FIRST YEAR JOURNALS

Their first year at Furman-

Experience it as it happens

[Click to see video of our journalists](#)
*Flash Plugin required

Christina

I'm a Survivor!

Feb 28, 2005
I was an "Independent Woman" comes Valentine's Day, had to deal with chicks that I don't "Fancy" on Monday, felt...

Amber

Movies and Me

Feb 22, 2005
During the past two weeks my life has mirrored that of a Blockbuster explosion, which has been a pleasant change...

Alex

Fast Facts
Academics
Life on Campus
Sports
Beyond Furman
Visit Campus
Apply
Financial Info

Check out our new foreign-study journalists!

Katie in Santiago, Chile

Or Deas in Waseda, Japan

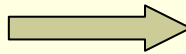
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Parties, Parties, & More Parties

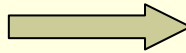
Design events with students in mind

Values

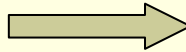
Performance Focused



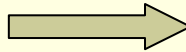
Social Networks



Peer Engagement



Family Commitment



Events

- Team-Based Competitions
 - sports and academic focus
- Case Studies & Individual Competitions
- Guest Speakers
- Class Giving

- Industry Nights
 - local corporations, alumni business leaders
 - mentoring circles

- Social Events
- Geographic-Based Events
- Student Conferences

- Parental Involvement
- Scholarship Campaigns

Customer Service: More than Saying “We Like You”

Choice

- Student (and parents) as customers who actively compare programs and make choices

Service

- 24x7 customer service culture - always on, always connected, anytime, anywhere
- Cyber service and instant response
- Cashless campus – use debit or credit cards for everything, expect to conduct secure online transactions with credit cards

Expectations

- Millennials accept authority and respect institutions. With this comes “zero tolerance” for institutional failure

Three Things to Take to the Bank

1. Know the Audience

- Evaluate characteristics and values
- Listen and adapt

2. Empower the Customer

- Give students a voice to tell stories
- The unfiltered truth
- Integrate everywhere (print, email, in-person, institutional swag, institutional messaging)

3. Deliver on the Promise

- Link student values with institutional goals
- Keep your finger on the pulse
- Demonstrate return on investment
- Complete brand experience
 - Every touch point is meaningful

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