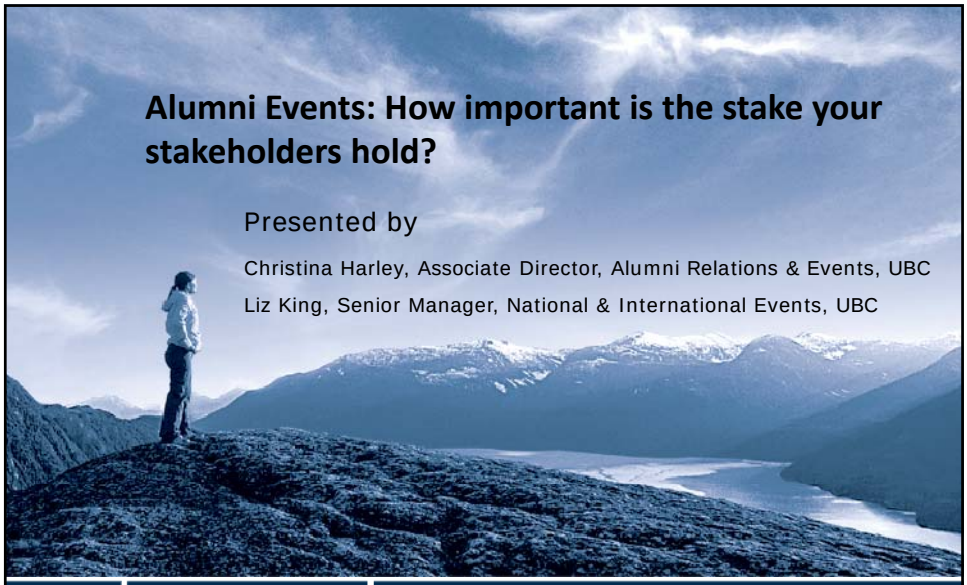

Alumni Events: How important is the stake your stakeholders hold?

Presented by

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Who are our stakeholders?

- Alumni & friends
- Internal colleagues (alumni and development)
- Academic campus partners (faculties and departments)
- Non-academic campus partners (Athletics, Bookstore, Parking, etc.)
- Internal & external media

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How important is it to include them?

We think it is extremely important to connect with and include stakeholders in order to plan successful alumni events.

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Why?

- Gives us knowledge of what is important to them
- Allows for more alumni volunteer engagement
- Helps align priorities throughout the university
- Partnering brings together different groups that can benefit from being together
- Joining budgets means you and partners can do more

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3 Recurring Themes that all connect to our priorities

- Communication
- Volunteer Engagement
- Budget

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Communication

- Committees/Teams (internal and external)
- Social networks (NING)
- Intranet/Internal Newsletters
- Post-Event Surveys
- Focus Groups

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Volunteer Engagement

- Alumni in networks
- Speakers
- Event Support/Planning

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Budget (shared priorities = shared budget)

- Development
- Faculties and other campus partners
- Community Partnerships

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Small Group Work (10 min)

1. Split into smaller groups based on size of your school's alumni population
2. Each group will be assigned to think as a stakeholder group (alumni, internal colleagues (alumni/dev't), academic campus partners, non-academic campus partners, internal media/public affairs)
3. Discuss the question: From the point of view of your assigned stakeholder, what are the benefits of your stakeholder group being involved?

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Large Group Work (10 min)

1. Each table will bring most important benefits back to the large group
2. Discuss possible risks of involving stakeholders from the point of view of an alumni team
3. Final thoughts

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Thank you for your participation and opinions!

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