

2014 Annual Education Conference & Resource Center Exhibition

NALP in Seattle

Just Down the Hall:
Partnering with Development and Alumni Affairs for Employer Outreach

- Joe Christian, Univ. of Tennessee
- Alexandra Epsilanty, Syracuse Univ.
- Chris Smith, Elon Univ.




Development 101



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Development 101: Our Role

- Implementation of a Comprehensive Fundraising Program to Support College's Annual, Capital and Endowment Goals.
- Build Relationships with Alumni and Friends (Including Corporations and Foundations).

*The key is building relationships with those who can support the program with any/all of the three T's:
Time, Treasure, Talent*

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Development Office Structure

- **Major Gifts:** Develop and Manage Relationships for Solicitation of \$50K+ Gifts.
- **Annual Giving:** Program to Solicit Annual Gifts Via Direct Mail, Telefund, Personal Outreach, E-Mail, Social Media.
- **Alumni Relations:** Engagement for the Purpose of Establishing Mutually Beneficial Relationships.
- **Stewardship:** *Responsible Overseeing and Protection of Something Considered Worth Caring for and Preserving and Developing.*

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How Development Professionals are Measured

- **Number of Meaningful Face-to-Face Visits**
 - Identification and Cultivation of New MG Prospects
 - Solicitations Made
 - Solicitations Closed
 - Continued Stewardship
- **Total Dollars Raised**
 - Cash
 - Pledges
 - Deferred Gifts

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Interoffice Communication



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Why Share Information?

- Multiple parties can benefit
- Gains in efficiency
- Prevent duplication of efforts
- Avoid overwhelming particular alumni

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The Setup

- **Recognize varying interests**
 - Career interests vs. development interests
- **Break down barriers**
 - Demonstrate the benefits for both sides
 - What resources can you contribute?
 - Help them out

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Information Management

- **Which database(s)?**
 - Shared access to alumni database?
 - Multiple systems?
 - Custom solution?
- **Regular updating**
 - Automate this process?

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Coordinate Your Efforts

- **Set up a meeting or regular meetings**
 - Have an agenda
 - Get all parties at the table, if possible
 - Two-way exchange of information
 - **Collaboration Checklist**

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Collaboration Areas with Career Services

- **Programmatic Areas**

Mock Interviews	Lunch & Learn	Panel Presentations
Career Nights	Orientation Programs	Alumni Spotlights
Networking Programs	Alumni Profiles	On-/Off-Campus Interview Programs

- **Administrative** – Sharing updated contact info; info sharing regarding alumni visits to campus and career staff visits with alumni.

Back and forth communication is key; monthly meeting with both offices to ensure open communication and good working relationships.

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Collaboration Checklist



As a Career Services officer, be sure to ask Development about...

1. **Receptions and Other Events** (CLE's, reunion weekend, alumni events, orientation, etc.)
 - Calendar of events?
 - Who is the target audience?
 - When will attendee lists be available?
 - Can you attend and will you be introduced?
2. **Communication Pieces Planned for Alumni**
 - What publications (print and/or digital) are planned?
 - How can we mention Career Services efforts/needs in these publications?
 - Can we repurpose materials for employer distribution?
3. **Alumni Councils and/or Boards of Directors, Advisors, Trustees**
 - Who serves on these bodies?
 - How can we utilize them in Career Services?
 - New appointees?
4. **Alumni Visits**
 - Where are your key geographic markets?
 - Who is being seen?
 - Ask if there are employment opportunities (summer, externship, full time).
 - Anyone with whom we should follow-up with and/or visit?
 - In order to keep you in the loop, what type of feedback should we give you?

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Collaboration Checklist

As a Career Services officer, be sure that Development knows about...

- Employer Outreach**
 - Who we have visited lately, and who we plan to visit?
 - Be sure to highlight alumni that are involved in these visits.
 - Share the substance/outcome of these visits.
- Contact Information Updates**
 - Any changes in alumni employment to be aware of? (Positions, titles, or otherwise)
 - Is our current process for routinely sharing updates successful/efficient?
 - How else can Career Services be helpful or collaborative?
- OCI Timelines**
 - What employers will participate?
 - Will any alumni participate?
 - Provide an OCI schedule to Development.
- Mock Interviews**
 - Who will be conducting interviews, and does Development have any suggestions?
 - When will the alumni be on campus?



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Collaboration Checklist

As a Career Services officer, be sure that Development knows about...

- Programming**
 - Which programs will involve alumni, and who are they?
 - Which programs could be improved with alumni involvement?
 - Where are you struggling for the right people to invite?
- Graduate Employment Reporting**
 - What is your data collection timeline?
 - What information will be collected? Any changes this year?
 - Who are the students who need help?
 - What is the process for sharing information?
- Miscellaneous**
 - Ideally, involve the Development Office in engagement at the evolution of the process, not after the fact.
 - What other alumni are you engaging and for what purpose?



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Best Practices for Collaboration



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Paradigm shift

Take steps to overcome silo mentality

- Invite Advancement to speak to CPD staff
- Create quarterly data-push to Advancement

Show how you can benefit advancement

- Share leads on alumni who make partner (or other measures of career success)
- Ask who you can help engage via *Talent*

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Speakers

Start with Advancement's Contact List

- Current supporters
- Prospects
- Invite Advancement to the event
- Make it part of their engagement strategy

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Sharing information

Ideal – shared database

Reality for Most

- Regular data pushes in both directions
- Just talk!
 - Richer conversation
 - Fosters collaboration and trust

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Support Advancement

Attend advancement events

Encourage contacts to engage with Advancement

Spread message of "Time, Talent & Treasure"

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A Few Ideas From Us...



ELON UNIVERSITY
SCHOOL of LAW



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A Few Ideas From YOU!



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Career Services / Development Collaboration Checklist

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Career Services and Development can both benefit from a collaborative relationship resulting in an important exchange of information. Both areas must be purposeful about these efforts. We suggest scheduling a meeting (or even better – regular meetings). The checklists below include suggested topics for conversation.

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1. Receptions and Other Events (CLE's, reunion weekend, alumni events, orientation, etc.)

- Calendar of events?
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2. Communication Pieces Planned for Alumni

- What publications (print and/or digital) are planned?
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3. Alumni Councils and/or Boards of Directors, Advisors, Trustees

- Who serves on these bodies?
- How can we utilize them in Career Services?
- New appointees?

4. Alumni Visits

- Where are your key geographic markets?
- Who is being seen?
- Ask if there are employment opportunities (summer, externship, full time).
- Anyone with whom we should follow-up with and/or visit?
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1. Employer Outreach

- Who we have visited lately, and who we plan to visit.
- Be sure to highlight alumni that are involved in these visits.
- Share the substance/outcome of these visits.

2. Contact Information Updates

- Any changes in alumni employment to be aware of? (Positions, titles, or otherwise.)
- Is our current process for routinely sharing updates successful/efficient?
- How else can Career Services be helpful or collaborative?

3. OCI Timelines

- What employers will participate?
- Will any alumni participate?
- Provide an OCI schedule to Development.

4. Mock Interviews

- Who will be conducting interviews, and does Development have any suggestions?
- When will the alumni be on campus?

5. Programming

- Which programs will involve alumni, and who are they?
- Which programs could be improved with alumni involvement?
- Where are you struggling for the right people to invite?

6. Graduate Employment Reporting

- What is your data collection timeline?
- What information will be collected? Any changes this year?
- Who are the students who need help?
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7. Miscellaneous

- Ideally, involve the Development Office in engagement at the evolution of the process, not after the fact.
- What other alumni are you engaging and for what purpose?