

More Than Just Events: How alumni can add value to your firm and your school

Date: 4/20/2017

Time 2:15:00 PM-3:15:00 PM

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Alumni Relations Exercise – FIRM

Alumni Relations Best Practices:

Do you have a Vision/Mission Statement?
Whom do you consider alumni?
What are your core activities?
Are you utilizing all internal partners to best engage alumni?
How do you manage your alumni data?
Who accesses the database of alumni information?
Goal Setting: Quarterly, Annually, Long Term

Recruiting:

Which internal colleagues can assist with alumni relations?
What current firm personnel are alumni of the selected school?
What alumni in academia are friends of the firm?
How do you keep alumni informed to speak accurately about the firm?

Professional Development:

Are there alumni you could bring back to the firm to engage with current associates?
Are there alumni who could mentor younger associates?
Are there Alumni Clients who could provide growth opportunities for associates?
Are there alumni networking opportunities to assist in associate professional growth?

Career Services:

Do you offer career counseling for associates and alumni?
Do you host a job board?
Do you facilitate discussions for associates with recruiters or alumni?
Who could possibly partner with you to do these things?

Business Development:

Do you know what alumni are current clients?
Do you know what alumni contacts you have at potential clients?
Do you work on strategic engagement with alumni?
How do you provide targeted communication with your alumni?
With whom in your organization can you partner?
How might you contribute/collaborate on alumni business development initiatives?
How can you build on existing programs and structures to incorporate alumni?
How do you quantify return on investment?

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Alumni Relations Exercise – SCHOOL

Alumni Relations Best Practices:

Do you have a Vision/Mission Statement?

Who is included in the term “alumni”?

What are your core activities?

Are you utilizing all internal partners to best engage alumni?

How do you manage your alumni data?

Who accesses the database of alumni information?

Goal Setting: Quarterly, Annually, Long Term

Admissions:

Do your admissions officers know which internal colleagues can assist with alumni relations?

What alumni successes do you highlight in your admissions information?

Do you utilize alumni interviews?

Do you use alumni in other ways to engage prospective students?

Professional Development:

Are there internship/externship opportunities alumni can provide students?

Are there boot camps or special projects alumni can bring into the classroom?

Are there student groups that can invite alumni back to mentor students?

Are students invited to alumni events to network?

Do you have alumni who are adjunct professors?

Career Services:

Do you have a person designated to offer career counseling for alumni?

Do you separate more experienced alumni from recent graduates in career counseling?

Do you actively use alumni to assist in career services?

Do your alumni offer fellowships or positions?

Who could possibly partner with you to do these things?

Advancement:

Are you providing targeted giving opportunities to your alumni that speak to their interests?

Do you know which alumni prefer to volunteer, which prefer to donate, and which can provide job opportunities?

How do you provide targeted communication with your alumni?

With whom in your organization can you partner?

How might you contribute/collaborate on alumni fundraising initiatives?

How can you build on existing programs and structures to incorporate alumni?