



# The New Rules of Engagement

Building the Next Generation of Alumni Leaders and Volunteers

Advancement Forum



# Thank You For Joining Us!

The Third in our “New Rules of Engagement Series”

## **The New Rules of Engagement: The Case for Investing in Volunteer Engagement**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 1*

May 5, 3:00-3:30PM ET

## **The New Rules of Engagement: Rule One – Make It Easy to Say Yes**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 2*

May 26, 3:00-3:30PM ET

## **The New Rules of Engagement: Rule Two – Meet Them Where They Are**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 3*

June 7, 2:00-2:30PM ET

## **The New Rules of Engagement: Rule Three – Broker Smarter Matches**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 4*

June 21, 2:00-2:30PM ET

## **The New Rules of Engagement: Rule Four – Embrace the “Me” Factor**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 5*

July 7, 1:00-1:30PM ET

## **The New Rules of Engagement: Rule Five – Cultivate Campus Allies**

*Building the Next Generation of Alumni Leaders and Volunteers: Part 6*

July 21, 1:00-1:30PM ET



# EAB Resources for You and Your Team

## Supporting Implementation

### [Alumni Leader and Volunteer Resource Center](#)



["The New Rules of Engagement" Infographic](#)



[Register for Upcoming Webconferences in this Series](#)



["New Rules of Engagement" White Paper](#)



[Practice Briefs and Implementation Manuals](#)

### *Archived Webinars*



**Applying the New Rules of Engagement to Campaign Leadership Webinar**



**Applying the New Rules of Engagement to Advisory Boards and Councils Webinar**

# The New Rules of Engagement

- 1 Make it Easy to Say Yes
  - 2 Meet Them Where They Are
  - 3 Broker Smarter Matches
  - 4 Embrace the “Me Factor”
  - 5 Cultivate Campus Allies
-



# Overworked and Overconnected

## Prioritize Regional, Workplace, and Online Channels

**Harvard  
Business  
Review**

### "Welcome to the 72- Hour Workweek"

"...60% of those [executives, professionals, and managers] who carry smartphones for work are connected to their jobs 13.5 or more hours a day on weekdays and about five hours on weekends, for a total of about 72 hours..."

Center for American Progress



### "The Three Faces of Work-Family Conflict"

"...Americans work longer hours than workers in most other developed countries, including Japan, where there is a word, *karoshi*, for 'death by overwork.' "

## How We Spend Our Time Online

**6+** Hours spent  
online daily

**55**

Minutes spent daily reading  
about or communicating with  
friends on social media

**49**

Minutes spent daily sharing,  
creating, or posting content  
on social media

### Rule Two: Meet Them Where They Are

Create convenient and accessible volunteer roles that allow alumni to participate in their regions, workplaces, or online



Source: "Alumni Attitude Study," CASE District III Presentation, [http://alumniattitudestudy.org/wp-content/uploads/2014/02/CASE-III-2014-Alumni-Speak\\_Findings-from-the-Alumni-Attitude-Study.pdf](http://alumniattitudestudy.org/wp-content/uploads/2014/02/CASE-III-2014-Alumni-Speak_Findings-from-the-Alumni-Attitude-Study.pdf); Deal, Jennifer. "Welcome to the 72-Hour Work Week." *Harvard Business Review*, Sept 12, 2013. <https://hbr.org/2013/09/welcome-to-the-72-hour-work-week/>; Williams, Joan, and Heather Bouchey. "The Three Faces of Work-Family Conflict: The Poor, the Professionals, and the Missing Middle." *Center for American Progress*, Jan 25, 2010. <https://www.americanprogress.org/issues/labor/report/2010/01/25/7194/the-three-faces-of-work-family-conflict/>



# If You Can't Beat'em, Join'em

## Increasing the Accessibility of Volunteer Opportunities

### We Must "Go Where They Are" to Get in Alumni Line-of-Sight



**Benefits of Workplace Engagement** 

-  Creates channels for career services, industry research, and corporate partnerships
-  Attracts higher-capacity constituents than traditional alumni programming
-  Amplifies individual giving with corporate match programs policies

**Where Convenience is King** 

"We're always saying to our alumni: 'come to this happy hour,' 'come to campus and see us,' 'come to us and do all these things.' For once, we thought, we should go to them. It should be about them and about what the university can for these companies and alumni in their own professional lives."

*Mollie Repetto  
Executive Director, Industry Partners Program  
Temple University*



# Going to Them in the Workplace

## Organizing Alumni Employees Into Corporate Chapters

### Diverse Institutions Experimenting with New Approach<sup>1</sup>



*Cleveland State University*

- Sherman Williams

*University of California-Berkeley*

- Google
- Wells Fargo

*Oklahoma State University<sup>2</sup>*

- Chesapeake Energy
- Devon Energy

*University of Georgia<sup>3</sup>*

- SunTrust
- Coca-Cola
- Home Depot

*University of Alabama-Huntsville<sup>4</sup>*

- Raytheon regional branch
- Lockheed Martin regional branch

1) Only select partners shown

2) Located in Oklahoma City, not in Stillwater campus

3) Located in Atlanta, not in Athens campus

4) 8 corporate chapters in total



# Engaging the Elusive Mid-Career Alumni

## Replicating Temple and Seattle Approaches

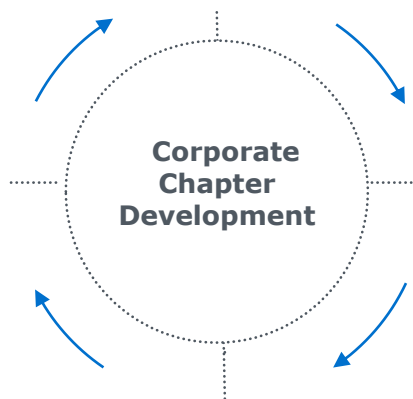
### 2. Design Partnership Structure

- Tailor volunteer roles to company culture
- Designate senior executive or HR staffer to serve as sponsor
- Forgo bylaws, website, newsletter, and other conventions of traditional regional chapters

### 1. Identify Champions at Alumni-Dense Companies<sup>1</sup>

Data sources to find individuals include:

- Advancement database
- Alumni volunteer rosters
- LinkedIn analysis
- Campus partner interviews

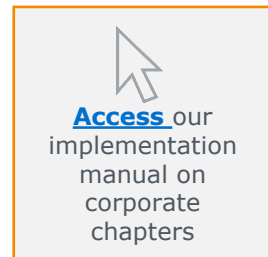


### 3. Customize Win-Win Activities

- Help members form valuable intra-company connections via social, mentorship, and professional development activities
- Develop university programs that help advance company goals

### 4. Scale Through Organic Growth and New Chapters

- Advertise partnership internally through HR-facilitated e-mails to all alumni
- Advertise externally to generate interest from other companies



<sup>1</sup>) To meet this threshold, Temple seeks minimum of 75 employees while Seattle seeks minimum of 250 employees.





# Multiple Bottom Lines

Chapters Lead to Increased Engagement, Partnerships, and Revenue



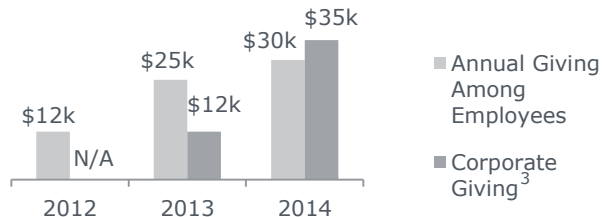
## A Look at One Chapter's<sup>1</sup> Results After Two Years

### Student Career Placements

**39** Jobs and internships in FY 2014

**45+** Jobs and internships projected for FY 2015<sup>2</sup>

### Philanthropic Gains



## Laying A Strong Foundation

"We're playing the long game:

- We've set up multiple recruitment and internship partnerships with Microsoft.
- Boeing sponsors many business school events, and sends hundreds of mid-career people and executives to them.
- We've created many deep relationships with alumni who have become go-to class speakers and mentors in our science and engineering college.

...We are excited about corporate chapters and their future."

*Susan Vosper, Assistant Vice President for Alumni Engagement*

1) Philadelphia branch of national professional services and accounting firm

2) Still calculating final figures, but on track to meet or exceed goal as of December 2014 with 32 hired

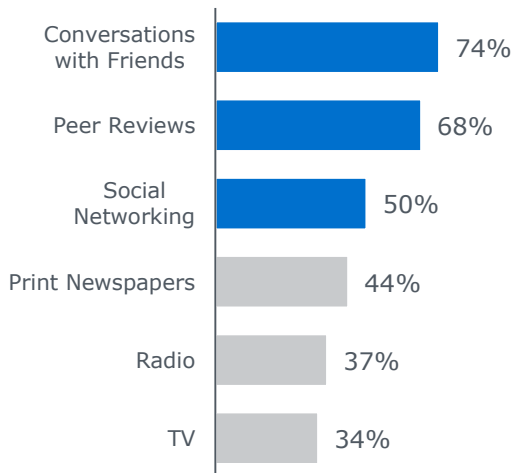
3) Financial literacy curriculum design project with education school

# Taking a Page From Corporate Brand Managers

## Leveraging Alumni Social Media Networks

### User-Generated Content More Persuasive

*Positive Millennial Responses to "Do You Trust Product Info From the Following Sources?"*



### A Range of Alumni Volunteer Options

#### Hashtag Testimonials

Promote event or initiative by Tweeting university-approved hashtag

#### Alumni Event Content Curators

Crowdsource picture taking and tagging to social media volunteers after an event

#### Giving Day Ambassadors

Help market one-day fundraising pushes to social networks

#### Social Media Ambassadors

Ask alumni to post or share university-instructed content to maximize reach and impact across constituents' networks



# Amplifying University Communications

## Cornell Harnesses the Power of Alumni Networks

### CornellSOCIAL Platform<sup>1</sup>

#### Mentions

#### Support Us Using Keywords!

Write your own messages using any of the keywords below. Use one or more of the following keywords in your status updates and/or tweets and start supporting us right now. Come back every day to show your support.

#Cornell150

#### Share More





< >

**Cornell Giving Day Short:**  
Spring at Cornell. What difference can one day make?  
#CornellGivingDay

**VIEW & SHARE**

Your Message: 116

Publish to:    

**PUBLISH**

On a weekly basis, the 330+ alumni social media ambassadors are asked to sent out a short content push regarding university activities to their networks


#### Global Charter Day events

Hi Keith,

Global Charter Day celebrations will soon be kicking off around the world. This link will help Cornellians who won't be coming back to Ithaca find Charter Day events nearer to them. Next week, we'll push the campus Charter Day celebration. Share below to start earning points.

#### SHARE NOW

Here's what will be shared on your networks:

 **Global Charter Day is Almost Here - Are You In?**

There are 73 gatherings to celebrate Cornell's 150th birthday around the world. Find one near you!

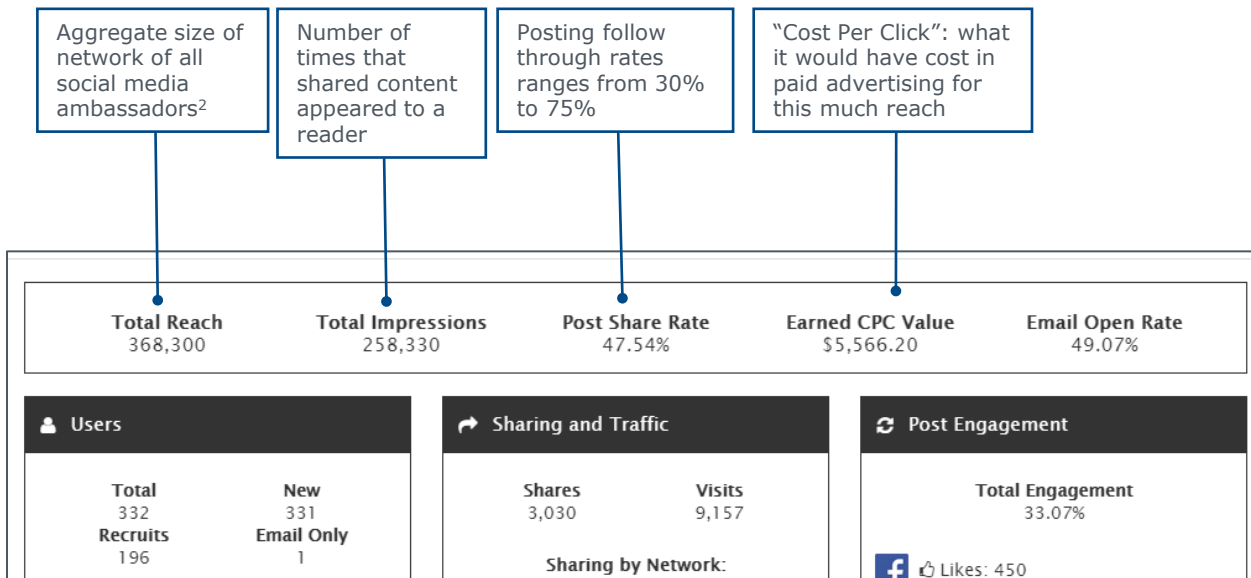


1) Powered by Social Toaster: \$2,500 setup fee and \$379 per month for up to 1000 ambassadors on the platform

# More Than Just Clicks, Likes, and Chatter

## University Staff Track Ambassador Reach and Calculate ROI

### CornellSOCIAL's Dashboard Displays Results in Real Time<sup>1</sup>

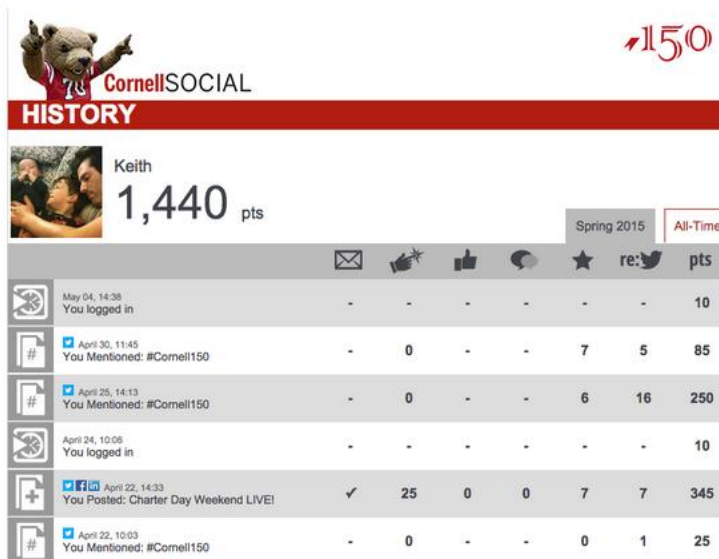


1) Above dashboard includes data from five-month period: January launch to June 4, 2015

2) Likely includes some double counting

# Introducing an Element of Competition

Cornell's Points System Results in Free Swag for Engaged Online Volunteers



## Key Details

- Each social media ambassador has a real-time scorecard
- Point totals are displayed on an interactive leaderboard, allowing alumni to see their standing and identify opportunities for additional points
- Ambassadors who participate are eligible for a random drawing of bookstore items at the end of predetermined periods

# The Next Frontier of Virtual Volunteering

## Empowering Alumni to Create Repackagable Content

### **Beyond the Walls of Campus**

“We can get so much more targeted when we don’t have to worry about physical boundaries... We recently surprised everyone when we got a high-profile alumna to speak at an event – we let her do it at 7 pm from her own apartment. It’s a game changer, especially for a rural school like ours.

Suddenly, that lets us produce amazing content we never could before.. And after we produce this content, we can archive it and build up a repository of these for various industry niches.”

*Andrew Gossen  
Senior Director of Social Media Strategy  
Cornell University*

# From Reposting to Creating Content

## RPI Lets Alumni Take Over Its Instagram Account for a Day

### Endless Potential for Application

#### Showcase Alumni with Interesting Jobs



IMAGE CREDIT: RPI.

RPI alum scales a climbing wall at Google

#### Highlight Institutional Priorities



IMAGE CREDIT: RPI.

Inside compostable bioplastics lab at RPI-supported entrepreneurial venture

#### Results

3x

More likes for alumni content versus regular RPI posts

10x

More comments received for alumni content versus regular RPI content

#### RPI's Next Steps

- Upcoming takeovers by senior executives at Harley Davidson, a Pixar animator, and a NASA Astronaut
- Use initiative as a stewardship touch for tech-savvy high-level volunteers
- Recruit alumni with large social media networks to cross-promote RPI content

# Anytime, Anywhere

## University of Arizona's Volunteer-Led Webinars Engage Speakers and Viewers

|                    | Cats in the Corner Office   | Alumni Career Webinars   |
|--------------------|---|--|
| Format             | Q&A style with opportunity for alumni and students to submit questions  | Lecture style presentations  |
| Volunteer Profiles | Senior executives and major donors or prospects   | Young professionals and leadership annual giving prospects or donors   |
| Topics             | Alumni journey from Arizona to their current industry and role  | Various topics such as Networking, Interviewing, and Building a Personal Brand   |
| Logistics          | <ul style="list-style-type: none"> <li>• 3 sessions in 2014-2015</li> <li>• 4 sessions planned for 2015-2016</li> </ul> | <ul style="list-style-type: none"> <li>• 5 sessions in 2014-2015</li> <li>• 9 sessions planned in 2015-2016</li> </ul> |

### Benefits of Volunteer-Led Webinars



Serves as cultivation or stewardship touch



Can be filmed on campus or conducted remotely online



Content is archived and available for the career center, alumni association, and academic units



# Reducing Barriers to Content Production

## UVA's HoosNetwork Crowdsources Alumni Insights and Wisdom

### Alumni-Crowdsourced Content Hub

- Gawker
- Personal Blogs
  - Yelp Reviews
  - Life Reflections
  - Thought Catalogue
  - Travel Reviews
- LinkedIn Pulse
- Reddit Elite Daily
- Travel Reviews Quora
- Buzzfeed
- Online Forums
- Huffington Post



RESEARCH PRODUCT INTERNET

**5 Things I've Learned in 10+ Years of Corporate Marketing**

**Bloggers Wanted!**

**Skillet Apple Pie (Adapted from Trisha Yearwood's recipe)**  
DMarie-Dining

**Western Weekend**  
September 4-6, 2015

**Helping Your Child Learn Autonomy Through Choice**  
Please and Carrots

**15 Fun Things to Do With Kids in San Antonio**  
Kidventurous

**Staying Fit While Traveling**

**4 Tips for Surviving Law School**

**Returning to College After Serving**

**The Cure for Career Confusion: Know What You Want in 5 Simple Steps**

**Gluten Free Vegan Brunch Menu**  
Veggie Quest

**What to Wear to a Summertime Wedding**  
A Touch of Teal

# Evaluating the HoosNetwork

## A Pilot with Promise

# #1

Most visited part on UVA's alumni website by click-through rates in first three months after HoosNetwork go-live

# 100

Articles published in first 3 months from **70** unique authors, two-thirds from class of 1995 or more recent

### Plans for Expansion



- Invite alumni entrepreneurs to submit content
- Target interesting alumni, prospects, or donors with "day in the life" or "coffee break" pieces



### A Multi-Purpose Solution

"Volunteering in this context is anything from 'can I repost this content you already created to the HoosNetwork' to 'will you be interviewed by me on a day in your life' for someone with an unusual career to asking a leadership annual giving donor 'will you write an article on this specific topic to share your experiences with the UVA alumni network?' as a form of stewardship... At its core, HoosNetwork is an idea exchange for 'Hoos that have knowledge to share and a platform to publish it. They love the exposure and we love the content."

*Ryan Catherwood<sup>1</sup>  
Director of Digital Strategy*

1) Ryan Catherwood now serves as Assistant Vice President of Alumni Relations at Longwood University



# From UVA to Your Institution

## EAB Recommendations for a Content Production Initiative

### **Create Formal Guidelines**

Offer clear parameters for content submission, allowing justification for editing or turning down submissions when necessary

### **Recruit Experienced Talent**

Target alumni who are regular bloggers and belong to various freelance groups as well as students in communications majors

### **Make Proactive Asks**

Recruit staff or student workers to conduct interviews with prospects or donors on specific topics of interest and post on the site

### **Drive Traffic Via Networks**

Share posts regularly on social platforms and encourage alumni to repost relevant content

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