

BEST PRACTICES, Alumni Affairs

Title: Hoyas Online - Alumni Directory

242

Source: Georgetown University

Co Area:

Addl Info: <http://www.educause.edu/000/1244>

Abstract: Georgetown needed to build an electronic, worldwide community to foster communication among and with her 125,000 alumni. Accepting Newman's challenge in The Idea of a University to "know her children one by one," the university responded with an appropriate, long-range solution for the information. The resulting Hoyas Online, named after the university mascot, is a password-protected and secure online community that transforms a traditional alumni directory a unique Web-based resource. The service provides all alumni with an @georgetown.edu e-mail address for life, worldwide access to the alumni directory, career networking services, professional services directory, online discussions for various schools and classes, event information, and news.

The new service grew out of a trilateral partnership of the Georgetown Alumni Association, University Information Services, and an external directory service provider, leveraging the strengths of each. The project is notable in a number of ways: It focuses on a very strategic constituency, the largest and most enduring at any higher education institution. It uses rigorous authentication processes that will have long-term benefits to this and other institutions, and was implemented extremely efficiently, using existing resources with minimal expenses for outsourced database hosting and delivery.

Nearly 8,000 alumni claimed NetIDs in less than three months, with over 15,000 users today. All 12,500 students also have access to career networking with more than 14,000 alumni who have volunteered to mentor or provide job opportunities.

See <http://alumni.georgetown.edu/site/PageServer>

Title: Award-winning programming for Alumni Association affiliate groups

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Source: Penn State

Co Area:

Addl Info: <http://www.alumni.psu.edu/awards/guide/guide.pdf>

Abstract: As part of its annual recognition program, the Penn State Alumni Association will present awards to alumni societies that have distinguished themselves through exceptional alumni program offerings. The awards will recognize societies and their programs that most effectively support the four purposes of a society as set forth in the Penn State Alumni Association bylaws as follows: stimulate continued interest in the University; act as informal advisory board to college/campus; provide additional avenues for identification, contact, and representation of alumni; provide alumni means to join together for the enrichment of their college/campus. An award will be given in each of two categories: those which are new, innovative, and creative as the first category, and those which have a proven record of success and can be viewed as an outstanding accomplishment of the society as the second category.

Covers various awards over several years.

BEST PRACTICES, Alumni Affairs

Title: Best Practices for Alumni Association of the University of Michigan Alumni Clubs # 420

Source: University of Michigan **Co Area:**

Add Info: <http://alumni.umich.edu/best-practice/>

Abstract: Our more than 70 regional alumni clubs are an important connection between the Alumni Association and our alumni across the United States. To help regional clubs reach alumni in their area as effectively as possible, we developed this set of "best practices," based on input from clubs across the country. We hope that these examples will help describe what a model alumni club should look like and give you ideas for ways to improve upon your current club structure and activities. Each of the following areas is important to having a club that is first and best for all alumni.

- Club Mission
- Club Events
- Collaboration
- Leadership Succession
- Scholarship and Student Support
- Public Relations and Promotion
- Membership
- Financial Basics

Title: Best Practices from Alumni Clubs # 733

Source: University of Notre Dame **Co Area:**

Add Info: <http://alumni.nd.edu/> (Original URL No longer valid)

Abstract: Lists goals of clubs related to:

- Continuing Education
- Community Service
- Current Students
- Camaraderie
- Catholic/Christian Spirituality
- Communications

BEST PRACTICES, Alumni Affairs

Title: Alumni Chapter Best Practices # 734
Source: Beta Gamma Sigma, Inc. **Co Area:**
Addl Info: <http://www.betagamma sigma.org/alumni/bestpractices.htm>
Abstract: Using local restaurants for events, which keeps the cost down, events run at close to break-even. (Boston)
Finding administrative person at local colleges to work with regarding induction ceremonies - easier to make contact with this person as opposed to a professor or a dean. (Boston)
Make a contest between the area collegiate chapters for the scholarship program. (Boston)
Applying cost for entry at event toward membership fee at the meeting has proven to be worthwhile. (Denver)
Providing panel-format discussions regarding current "hot" topics. (Houston)
Continued involvement of former Board members provides a degree of continuity and history. (Houston)

See above website for additional practices

Title: Benchmarks and Best Practices Survey Report # 735
Source: EACE Alumni Career Services **Co Area:** Campus Rec & CDC
Addl Info: <http://www.eace.org/networks/alumni/EACEAlumniReport.pdf>
Abstract: The EACE Alumni Career Services Network created, distributed, received and tabulated a survey earlier this year to establish benchmarks and best practices for providing services to alumni. With a staggering economy, increased layoffs, and a number of other factors, the number of alumni utilizing career services was on the rise. In an effort to establish benchmarks and identify best practices the survey was emailed to all EACE college members and was returned by 74 college and universities.

Title: Best Practices Make Perfect # 736
Source: Northwestern University **Co Area:**
Addl Info: http://www.alumni.northwestern.edu/files/best_practices.ppt
Abstract: PowerPoint presentation covers Membership, Programming, Communication. Ideas from Discussion Forum, Leadership Conference 2001, Northwestern Alumni Association

Documented strategies and tactics employed by highly admired companies. Due to the nature of competition and their drive for excellence, the profiled practices have been implemented and honed to help place their practitioners as the most profitable, and the keenest competitors in business.

BEST PRACTICES, Alumni Affairs

Title: Principles of Practice for Alumni Relations Professionals at Educational Institutions # 737
Source: Council for Advancement and Support of Education **Co Area:**
Addl Info: <http://www.case.org/Content/AboutCASE/Display.cfm?CONTENTITEMID=2394>
Abstract: Education at all levels has never been more essential to the well-being of the global community. Yet, educational institutions face an increasingly challenging environment in which to attract students, faculty, and benefactors, as well as to earn alumni allegiance, government support, and public respect. As a result, alumni relations professionals perform increasingly strategic and complex roles serving their institutions and alumni including: championing the institution's mission, encouraging and fostering alumni involvement with their institutions, building long-term relationships with alumni and other constituencies, and collaborating with the advancement team to maximize efforts on behalf of the institution and its alumni. The principles below are intended to assist alumni relations professionals in fulfilling their role in a manner that will benefit their institution, its alumni, their profession, and the academic community.

Title: Alumni Relations Task Force # 738
Source: University of Virginia **Co Area:**
Addl Info: <http://www.virginia.edu/virginia/artf/>
Abstract: In the fall of 2003, University President John T. Casteen III convened the Alumni Relations Task Force. Comprising alumni volunteers who represent schools and programs across the Grounds, the Task Force was given the charge of developing a comprehensive proposal for cultivating meaningful and lasting ties with an increasingly diverse body of alumni. The Task Force was also asked to propose an organizational structure, a financing model, and an implementation plan for realizing its goals. To fulfill its charge, the Task Force developed a set of recommendations aimed at creating the ideal alumni relationship. The Task Force's report was delivered to the Board of Visitors in June, 2004. The Board endorsed the recommended programs and services. Currently (November 2004), the University and the Alumni Association are discussing an implementation model.