October 3, 2012 Alumni Engagement Working Group Meeting Notes

**Strategic Planning Committee Org. Chart:**

Steering Committee

↓

Task Force Groups (Total of 5): Student Success & Academic Excellence, Research & Creative Endeavors, Community Engagement, Diversity, Internationalization

↓

Working Groups: Our alumni engagement working group, along with 3 other working groups, falls under the Community Engagement Task Force

**December 1st** – alumni engagement working group initial report is due. Report will be posted online for public feedback. Final report due on **Dec. 14th**.

**Alumni engagement open forum**

The two questions posed in our charge letter will guide the discussion. (Questions will be distributed and displayed on a projector screen)

1. What initiatives can we pursue to strengthen our alumni network and increase alumni annual giving?
2. From a professional network/careerism perspective, what initiatives can we pursue to support the development of networks that will support the “Aztec Family”?

- Main role of the working group is to listen and absorb.
- Working group members will be expected to help provide background information, start the conversation and also keep the conversation focused.

**Noted efforts in alumni engagement currently in progress**

- Use of Aztec for Life theme to engage the campus community and alums
- Athletics, specifically men’s basketball, helping increase alumni engagement
- Every Aztec, Any Amount, Every Year – effort to increase number of annual donors
- Growth of life membership in alumni association

**Alumni Figures**

- 2% of SDSU alumni (degree holders) are current donors to the university
  
  *SDSU needs to be more assertive/bold in asking alumni to give.*

- We have 268,000 alumni of record (with a good mailing address). Of those, we have 75,000 email addresses.

- % of faculty/staff who are alumni and donors – this figure is being researched
Is alumni participation in university athletics & events really as “extensive” as the charge letter suggests?

In connection to the university tag line, “Leadership Starts Here”, how are we including alumni in leadership, development, service programs?

**Intersection of Community Engagement and Alumni Engagement**
- Revenue generating initiatives – matching gift programs with companies (Qualcomm)
- Collaboration of colleges (advisory committees) and companies in the community to shape curriculum and prepare students for employment.
- Mentorship programs with students and alumni

**Degree of engagement among alumni**

Have 3 groups:
- **The Engaged** – as students they were involved in student orgs, they are already donors (maybe not annually), they attend events, etc.
- **Middle group** – as students they were happy, but not necessarily engaged (maybe they lived off campus)
- **The Rejecters** – came to get their degree and want nothing else to do with the school

- How do we “wake people up” and target the middle group?
- Shift in culture from commuter to residential school How do we take advantage of that to engage alumni?
- Homecoming is not currently engaging alumni to the degree it should, but has the potential to do so.
- The current students are being instilled with school traditions, the Aztec for life pride, etc., but how do we give alumni that nostalgic feel and include them in these efforts?
- Use social media (video) to increase alumni engagement