

# Get in Tune with Your Alumni

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# Alumni Involvement and your Organization

What do current  
interactions with alumni  
look like for you?

# Benefits of Working with Alumni

- Maintain station history
- Mentoring and networking
- Idea generation
- Social support
- Financial support

# Building your Alumni Program

- Alumni outreach
  - Academic programs
  - Alumni Association
- Maintain your database

# Engaging Your Alumni

- Alumni weekends
- Mentoring programs
- Newsletters
- Social media
- Homecoming celebration

# Managing Expectations

- Keep it Mutually Beneficial
- Direct the Energy
- Student Involvement

**Thank you!**

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