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
  o Academic programs
  o 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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