





Alumni Relations 2011 Club Leadership Orientation

John M. Sengenberger

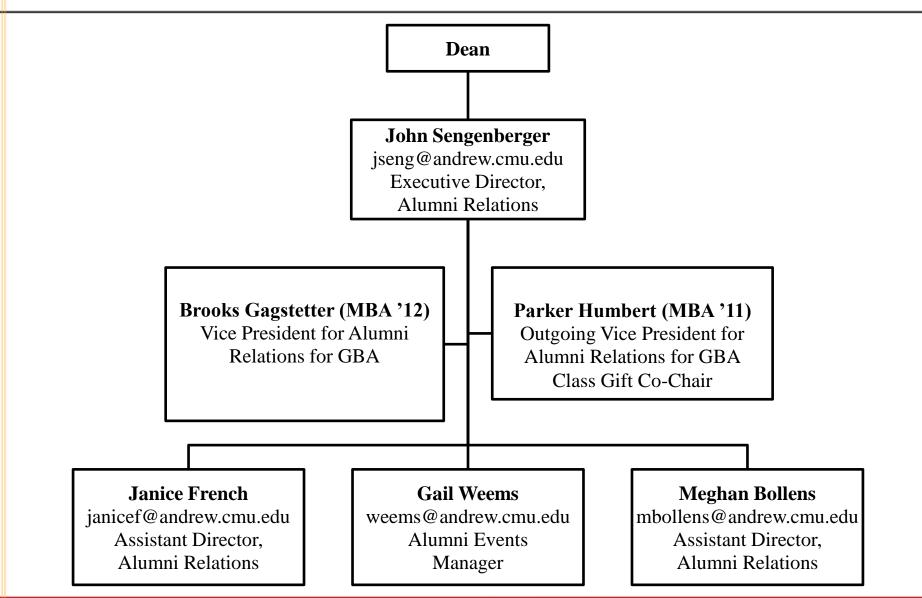
Executive Director, Alumni Relations



Tepper Advancement Team

- Development (Individual Giving/Annual Fund)
- Corporate Relations
- Marketing & Communications
- Alumni Relations
 - Regional Alumni Chapters, Affinity Groups and Events
 - Annual Alumni Reunions
 - Tepper Online Community Compass
 - Online Services (Lifelong Learning, Alumni Showcase, LinkedIn, Facebook)
 - Tepper School Alumni Board







2011 - 2012 Alumni Relations Roles and Responsibilities

John Sengenberger

- Chapter Leadership Development
- Alumni Board Management
- Tepper School representative at alumni events domestically and abroad

Janice French

- Compass, the online alumni database, and online services (LinkedIn, Facebook)
- Communication Strategy



2011 – 2012 Alumni Relations Roles and Responsibilities

Meghan Bollens

- Student to alumni transition
- Class gift
- Reunion Weekend

Gail Weems

- Events logistic and support
- Event promotion through e-communication
- Alumni gifts



The Tepper Alumni community is:

- A network for professional growth mentoring, recruiting, corporate visits
- A community with shared experiences social network, co-volunteers
- A cohort of insiders and experts speakers, panelists, admissions resources, resume reviewers
- A mission-driven group of stakeholders contributors of time, talent, resources



Tepper School Alumni Board 2010





Getting Involved as Students

- Attend alumni events in Pittsburgh and in your internship cities
- Access Compass to connect with alumni
- Network with alumni leaders who serve as recruiters, panelists, speakers, and hosts
- Participate in the Class Gift Campaign







Student Club Partnerships with Alumni Relations

On-Campus – Alumni Speakers

- What we can provide:
 - Contacts and introductions
- What we need from you:
 - Attend planning session on March 24 and April 28 to determine draft calendar for Fall 2011 and coordinate potential event topics with other club leaders
 - Provide event proposals by May through our <u>online resource</u>
 <u>page</u>
- * If you already know speakers you want to contact, please let us know which alumni will participate so we can help arrange other parts of their visits and make sure not refer them for other engagements that might conflict



Student Club Partnerships with Alumni Relations

Off-campus – Student Treks

- What we can provide:
 - Venue support
 - Potential alumni host contacts and introductions
 - Financial sponsorship
 - Gifts
 - Staff member liaison during Treks
- What we need from you:
 - Coordinate with COC
 - Fill out request form through our <u>online resource page</u>
 - Minimum of 30 days for venue and host support
 - At least 3 weeks notice for all other support



Upcoming Opportunities to Get Involved

- Join Brooks on advisory committee to help plan and launch spring event (April 1)
 - Leverage the Network: An Introduction to the Tepper School's Regional Chapters
- Plan, support and/or attend chapter welcome events in the summer for prospective students, interns and recent graduates
- Volunteer for reunion weekend (April 15 16), registering alumni for reunion activities
 - 3pm 5pm on Friday
 - 9am 11am on Saturday



Fall Expectations for Clubs

- Alumni Spotlight panel for club in Fall '11
- Robber Barons "Know an Alum"
- Gift bags for speakers / interviewers / alum / recruiters
- Coordinated with Alumni, COC, Marketing Offices
 - Increased variety and quality of speakers and alum
 - Promote greater attendance to events
- Leverage the Network



At the Tepper School,

you are students for two years, but alumni for a lifetime.