



We Can't Do it Alone!

Effectively using your
Alumni Office to Meet
Career Centre Needs

What Will I Learn?

- Steps to developing a relationship with your alumni office
- Why you should develop this relationship
- How to use this relationship to best serve your clients/students

How Do I Make Friends?

- How do you develop a relationship with your alumni office? Simple! You already have so much in common!
 - You are at the same institution
 - You serve similar clients (students, alumni, employer, etc.)
 - The grads you are working with today are the alumni of tomorrow

How Do I Make Friends? cont.

- Introduce yourself!

- Find someone in the alumni office that you can connect with.

- Are you an alumni of the school you work at? Attend one of their events!

- Find someone in their office who does similar work as you; if you work with employers, find someone in the alumni office who works with employers, if you are an event planner find that person in their office

How Do I Make Friends? cont.

- Introduce the decision makers!
 - That might be you! If you are a decision maker in your office connect with your counterpart in the alumni office (ie. manager, director, etc.)
 - Not the top decision maker in your office? Make sure the decision makers meet! At the end of the day they might have the final say on this relationship so make sure they are on the same page!

How Do I Make Friends? cont.

- And last but not least, if you got it...flaunt it!
 - Career centers have a lot to offer. The alumni office might have the strong alumni connection but you can get them the 4-1-1 on what's happening with the student population
 - The alumni office may want alumni to feel a connection to the institution, you can help them do that!

Why did I just do that?

- Remember a couple slides ago when I said the grads of today are the alumni of tomorrow? Well it's tomorrow!
 - Those students you worked with 5,10 and 15 years ago may now be the employers you work with today
 - Want to connect with a certain employer but don't have a contact? Check with your alumni office, they might!

Why did I just do that? cont.

- Horses don't lie! So if it came from their mouths it must be true.
 - Alumni have been through what current students are going through, so the students might see more value in advice if it comes straight from the horses mouth
 - If alumni have or are using your career center, they could be your best promoters!

I have a new friend...now what?

- The hard part is over...right? Not so fast! You've built the relationship and you see the benefits, but how do you reap the rewards of this relationship?
- We've already established that you have similar clients. So how can you bring all these clients together while providing them a service?
- Still at a loss? If so, just think WWMUD...

What Would Memorial University Do?

- ◉ Dining Etiquettes
- ◉ Career Skills Workshops
- ◉ Job Fairs
- ◉ Mentoring
- ◉ Forum for Excellence
- ◉ Employer Breakfast
- ◉ Promotional Opportunities

Dining Etiquettes

- Students get to wine, dine and network with alumni and potential employers while receiving tips on dining do's and don'ts
- How is Career involved? Sometimes networking events involve dining. We want to make sure that our students/graduates can have meaningful conversations with potential employers without the employer being mesmerized by the gravy stain on the student's shirt.

Dining Etiquettes cont.

- Why bring alumni in? They bring esteemed alumni and employers from the community to serve as table hosts. Sometimes we even see local celebrities such as Jane Adey(CBC) and Dennis O'Keefe(Mayor of St. John's)
- The table hosts(alumni) keep the conversation flowing at the tables.
- Besides being a great learning experience and networking opportunity for students and alumni alike, it's also a ton of fun and you get a great meal out of it

Career Skills Workshop

- This is a full day of PD fun for our new grads and alumni
- How is career involved? Well it is called the Career Skills Workshop...almost all the PD is around career and job search, from resume writing and interview skills, to social media branding and the multigenerational workforce. We cover as many aspects of career as we can manage in a day

Career Skills Workshop cont.

- Why involve the alumni office? This is a great opportunity for alumni in different levels of their careers, and those alumni who have been out of school for several years comprise about half of the participants. We wouldn't necessarily have the power to get that message out to that group on our own
- The alumni office's community outreach usually helps in nailing down presenters

Career and Job Fair(s)

- Every year we hold our annual Career and Graduate School Fair in the Fall
- What is our involvement? This is our event so we are 100% vested in it's success.
- What about alumni? Most employers come to speak with students and new grads about entry level opportunities, however, we invite alumni to this event as well so they also have an opportunity to network with exhibitors

Career and Job Fair(s) cont.

- Alumni will send out promotion for exhibitors as well, as many alumni will now be employers
- What's new this year? Alumni is holding a Reunion for its alumni with many different events happening across campus. As part of the reunion, we will be hosting a job fair for alumni only! This event will be for employers looking to fill higher level positions

Mentoring

- Mentoring is offered to our science students through ScienceM@tters, a national award winning program that helps students see the value in their degree, while receiving career advice
- How are we involved? This program is offered through our office by our Science Career Development Coordinator, and contains many aspects of career such as resume writing, interview skills, networking, etc.

Mentoring cont.

- And what about the alumni office? The alumni office helps track down mentors. The mentors have to be graduates of Memorial and must hold a Bachelor of Science
- By sending out e-mails, speaking with alumni over the phone and promoting the opportunity through their e-newsletter, the alumni office is able to track down potential mentors for the program

Forum for Excellence

- This is an all day career event created for the nominees to the dean's list within the Faculty of Arts
- Held once a year, the day consists of presentations, workshops and an alumni panel
- How is career involved? Our Arts Career Development Coordinator is the main organizer for this event, in partnership with the Faculty of Arts

Forum for Excellence

- And the Alumni Office? They help find the alumni for the panel. The alumni need to have a arts degree, but they come from a variety of backgrounds and have followed different career paths
- Again, the alumni office is able to draw out some well known and esteemed individuals, such as Chris Curran, Registrar of the Supreme Court of Newfoundland, who served on the most recent panel

Employer Breakfast

- This event is based on the highly successful Toast to Hire Learning format which brings together students and employers for a discussion on working expectations of this generation.
- Students have a chance to share their opinions on today's work environment and employer get information from the next generation of employees
- Career's involvement? Bringing together interested groups in the university, gathering student panelists, promotion to employers as well as planning and logistical aspects

Employer Breakfast

- What does alumni do? As a partner they promote the event to graduates (who are now our employers), bring sponsors on board and provide staff to assist with the event.
- Fostering a relationship and being visible to students is important for alumni. In a few years these individuals will be your audience and increasing their awareness of you early is important
- Also, alumni can increase their presence in the employer community by making new connections and reconnecting with their own past graduates

Promotional Opportunities

- Besides promoting our regular events such as our career fair, dining etiquette, career skills workshop, etc. we also work with our Alumni office to send out other information regarding career and job opportunities
- This might include job postings for higher level positions, the career services we offer to alumni, or information on other events we might be holding

How Does the Alumni Office Feel?

- This isn't a one way street! There are many benefits for the alumni office in this partnership
- With roughly half of Memorial's alumni living in the area, teaming up with us gives the alumni office the ability to provide additional opportunities for alumni to stay connected with the university
- Also, it allows the alumni office to stay connected with current students and build an affinity with them, as one day they will be the alumni

And the Moral of the Story Is...

- Be creative! Not every post-secondary institution has 50% of their alumni close by, but there are still ways to connect (ie. social media, online events, etc.)
- Connect with today's students, tomorrow's alumni! Develop those relationships now so that you can benefit from them for years to come.
- Help the alumni office build their affinity! This is a mutually beneficial relationship. Alumni are your employers, event sponsors and your promoters.