Reaching 100% Alumni Engagement

Dean James J. Valentini appointed a 13-member Alumni Relations Task Force in January 2013 to explore the ways to deepen and broaden the alumni experience.

University Trustee Joseph Greenaway CC’78 chaired the group, which also included:

- Kyra Tirana Barry CC’87 P’17: CCAA President, Board of Visitors, Athletics
- Tom Cornacchia CC’85 P’17: Board of Visitors, Athletics
- Jess Drabkin CC’79 P’09: CCAA Executive Committee
- Wei-Jen Hsieh CC’08, P&S’14: CCYA Board, Young Fund Development Council
- Eric Mendelson CC’87 BU’89 P’17: CCAA Executive Committee
- Rita Pietropinto-Kitt CC’93 AR’96: Columbia Alumni Association (CAA) Board
- Valerie Purdie-Vaughns CC’93: Assistant Professor, Psychology
- Roxann Smithers CC’99 LAW’02: CAA Board, Pres. Columbia Club of Atlanta
- Maria Sulimirski CC’13: Chair, Senior Fund
- Kathryn Yatrakis GSAS’81, P CC’94, ’96 ’05: Dean of Academic Affairs, Columbia College
- Bernice Tsai CC’96: Senior Executive Director, Alumni Relations
Our Challenge

How do we engage our Alumni for a lifetime?

What can we learn from other alumni associations about engagement?

What do our Alumni look for in a lifelong relationship with the College?

How can we be the best for who we are?
Who Did We Talk To?

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<th>Who Did We Talk To</th>
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<tr>
<td>Alumni in NYC and SF, who were a mix of engaged and unengaged</td>
<td>Columbia University Board of Trustees</td>
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<td>Current student leaders</td>
<td>College Alumni Relations and Development Staff</td>
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<td>Columbia College Alumni Association Board</td>
<td>University Alumni Relations Staff</td>
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<td>Columbia College Young Alumni Board</td>
<td>Office of Student Affairs</td>
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<td>Columbia Alumni Association (CAA) members</td>
<td>Center for Career Education</td>
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<td>Office of Undergraduate Admissions</td>
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What Did We Learn?

Programs and Benefits

• Alumni desire more Intellectual Programming, especially from Columbia
• A rich Columbia network is desirable, both for Career and Life aspirations
• The idea of more Columbia traditions is intriguing yet it’s hard to clearly articulate what Columbia College traditions are
• Alumni are interested in connecting across generations and through shared interests
• Students need to be welcomed into the Alumni community from the beginning

How We Execute

• Columbia has not always reached out and been warm, as other schools are
• Our communications and programming reflect the complexity of the University and can be confusing
• Non Tri-State alumni feel unattended to
Beliefs About Our Alumni

College Alumni are a deeply valued resource, crucial to Columbia’s success.

Our alumni are intellectually curious, independent thinkers who look for purposeful roles throughout their lives.

Our community embraces and connects students, alumni, faculty and parents, and shares a collective desire to make Columbia great for all Columbians.

Our Columbia connections are lifelong and provide a sense of belonging and enable diverse opportunities.

Alumni seek connections in varied ways, across the entire Columbia spectrum.
Ways to Engage Our Community

**LEARN**
- Reigniting the mind and senses:
  - Relive the Core
  - Faculty-led adventures
  - Virtual Offerings
  - Columbia brainpower at fingertips
  - Experiential programs

**CONNECT**
- Knitting a well-connected community:
  - User friendly online/mobile directory
  - Advance careers through open platform
  - Homebred and formal networking

**CELEBRATE**
- Memorable celebrations and alumni pride:
  - School traditions and history
  - Shout out community achievements and successes of the College

**SERVE**
- Leaders that change the world:
  - Deeply satisfying volunteer experiences
  - Service to school, society and world

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