Setting the Standard

Group Expectations

and Event Modules
Setting the Standard

What?  Why?  How?
Overview

- Increase the number of alumni engaged with Emory
- Create substantive programs that draw a diverse alumni audience; diversity includes various life stages, interests, school/unit affiliations, and backgrounds
- Improve volunteer leadership development, adding value to professional and personal skills as well as group management
- Enhance regional alumni involvement in association- and University-sponsored programs, including the Emory Career Network (ECN), Alumni Admission Network (AAN), and school/unit activities
Value

• The association empowers chapters and interest groups by providing tools, ideas, and support so that groups can achieve their respective goals
• Success for a chapter or interest group
  = Success for Emory, and vice-versa
• Participation in volunteer leadership training creates ripple effect
Group Expectations

• Conduct a quantity and range of local activities based on size, cycle, and vigor of the group
• Participate in an annual planning process with staff liaison
• Attend volunteer leadership training and activities
• Provide comprehensive event feedback to the association to inform strategic planning
Modules

- Activity modules based on consistently successful chapter and interest group programming will help your group conduct a range of programming
  - Social Module
  - Service Module
  - Student Module
  - Educational Module
  - Professional Module
  - Philanthropy Module
- Chapters and interest groups vary by size and region, and so do expectations of local activities
Defining “Event Best Practices”

- Innovative
- “Exclusive”
  - (not necessarily expensive!)
- Special Access
- Multi-Dimensional
  - ‘Broad appeal with a unique feel’
Social Module

- Connections on multiple levels
- Ease in planning and generating ideas
- Flexibility with regard to social goals

Value to Chapter:
Creates local community;
immediate network of familiar faces
EMORY ALUMNI ASSOCIATION

“Welcome to NYC” Happy Hour

Thursday, September 13
Hudson Terrace Rooftop Bar

• Introduced new graduates to the alumni chapter
• Provided a built-in community for newcomers
• Served as a volunteer recruitment opportunity
Service Module

- Extends commitment to service
- Strengthens ties to your local community
- Positively impacts perceptions of Emory

Value to Chapter:
Opportunities for meaningful service; positive public relations within your immediate community
Emory Cares: Miami

Saturday, November 10

Crandon Park Beach Cleanup

- Unique to beach community
- Family-friendly
- Integrated social component
- No cap on attendance
Student Module

• Encourages the most qualified and talented students to apply to Emory
• Improves knowledge in your community of Emory and admission criteria
• Provides an opportunity for alumni to stay up-to-date with the University by serving as a local ambassador

Value to Chapter:
Increases visibility in local high schools; allows alumni to connect directly with students; helps to recruit the best and brightest
Los Angeles Let’s Go Emory!

Saturday, August 11
Roxbury Park Ice Cream Social

- Casual atmosphere encouraged mingling
- Invited current students
- No cap on attendance
Educational Module

• Establishes strong link to Emory academics
• Highlights faculty and local talent
• Provides opportunities for “special access”

Value to Chapter:
Allows for varied programming; can reach a diverse group of alumni that might otherwise have different social and/or professional interests
AWE Atlanta Book Club

Ongoing

- Cross-generational appeal
- Opportunity for intellectual discussion
- Regular schedule provides consistent touchpoint
- Features alumni authors when possible
Professional Module

- Opportunities to grow professional network
- Lifelong learning and professional and leadership development
- Opportunities to advise or mentor fellow alumni or students

Value to Chapter:
Builds community and local network; can be tailored to local chapter industries; provides co-sponsorship opportunities
Washington, DC Alumni Panel

Wednesday, October 24
“Understanding Health Reform”

• Addressed a timely topic
• Appealed broadly in terms of class year, school representation and industry
• Leveraged local alumni industry leaders
• Capitalized on school partnerships
Philanthropy Module

• Critical to Emory’s success
• Raises awareness about opportunities for transformational giving
• Positively impacts perception of Emory

Value to Chapter:
Enhances quality of Emory degree; increases Emory’s visibility in your area of the country
GALA Atlanta Blue Jean Brunch

Sunday, September 29
Homecoming celebration and annual fundraiser

• Revitalized fundraiser by combining with existing social event
• Drew attention to lesser-known funds
• Appealed to unique interests of the community
• Created appeal codes to track giving
• Utilized host giving levels to recognize and encourage donors
Pulling it all together

- Combine elements of multiple modules for a more dynamic event
- Engage a more diverse group of alumni
- Expose alumni to a module they may not otherwise have participated in
“Georgia on My Mind”

Thursday, February 5
Houston Wine & Art Event

• Wine tasting demonstration led by a local alumna
• Professional networking opportunity for local artists and art collectors
• Hosted at alumni family-owned art gallery
• Invited local alumni from all Atlanta-area universities enhancing Emory’s reputation in community
Questions