Recruiting & Engaging Young Alumni

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The Ohio State University Alumni Association
What are your concerns about recruiting and engaging young alumni?
Agenda

• Definitions
• Why Engage Young Alumni?
• Common Concerns
• Sharing of Best Practices
• Q&A
## Defining Young Alumni: The Alumni Life Cycle

<table>
<thead>
<tr>
<th>Young (graduates in the last ten years)</th>
<th>Second (ages 32-42)</th>
<th>Mature (ages 42-62)</th>
<th>Legacy (ages 62+)</th>
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</thead>
<tbody>
<tr>
<td>• Millennials</td>
<td>• Gen X</td>
<td>• Baby Boomers</td>
<td>• Baby Boomers/ Traditionals</td>
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<tr>
<td>• Networking opportunities</td>
<td>• Family programming</td>
<td>• Some family</td>
<td>• Traditional Programming</td>
</tr>
<tr>
<td>• Social opportunities</td>
<td>• Career change</td>
<td>• Traditional</td>
<td>• Lifelong learners</td>
</tr>
<tr>
<td>• Connected through social media</td>
<td>• Graduated in ~1995-2005</td>
<td>• Programming</td>
<td>• Service component</td>
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<td>• Peer-to-peer</td>
<td></td>
<td>• May be empty</td>
<td>• Diversify timing of</td>
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<td></td>
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<td>nesters</td>
<td>programs</td>
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<td></td>
<td></td>
<td>• Graduated ~1975-1995</td>
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<td></td>
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<td>• Graduated ~before 1975</td>
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Why does this matter?

• Continuity of Organization
• Buckeye Strong
• New & Diverse Ideas
• Buckeye Alumni Community & Mentorship
Common Concerns

• Young Alumni Event attendance

• Communication to Young Alumni

• Volunteer Involvement on Board

• Retention of young alumni as club members and board members
Young Alumni Event Attendance

- Time & day - evening, weekdays
- Low cost
- Option to bring a guest
- Next event planned
- Variety of programming
Best Practices

Young Alumni Event Attendance

- BUCKEYES AFTER WORK
- Scarlet & Grapes
- BUCKEYE FiT
- Buckeyes in the Kitchen
Best Practices

Young Alumni Event Attendance

Be pART of the conversation.

Financial Wellness Workshop
How to manage your money after college

PRESENTED BY THE OHIO STATE ALUMNI ASSOCIATION

Masters’ in Life
Business Networking Etiquette
Communication to Young Alumni

- Connected through social media
- Peer-to-peer
- Marketing
  - Promotion of event
  - Confirmation Email 1-2 days before
    - What will happen within event
Volunteer Involvement on Board

- **Benefits:** new ideas, young alumni input and representation on board, create pipeline for future engagement/support with club and Ohio State

- Find volunteer opportunities well suited to young alumni, such as working at a college fair, or perhaps some less committal assignments like social media or a communications chair that they can do remotely.
  - Consider that maybe some would want to try their hand at volunteering before they sign up for a board role. By offering more one-off volunteer opportunities this might help in their decision to join the board.

- Identify new young alumni board members through a number of ways:
  - See who is already coming out to your events and game day watches
  - Utilize an OSUAA survey that we can send out to all young alumni in the area, for example: [https://osu.az1.qualtrics.com/jfe/form/SV_bDA2wKELM4U8GeF](https://osu.az1.qualtrics.com/jfe/form/SV_bDA2wKELM4U8GeF)
  - LinkedIn
  - Alumni Fire
  - Young Alumni events
“Find Alumni” Tool allows you to search for alumni by geographical area, industry, graduation date, and other criteria.

You can “connect” with other alumni and share messages.

You can create an alumni group on LinkedIn and direct alumni to do this.

[linkedin.com](http://linkedin.com)
● Ohio State student/alumni mentoring network
● osu.alumnifire.com
Retention of Young Alumni as Members and Leaders

- Form a Young Buckeyes Committee dedicated to creating programming and opportunities to keep young Buckeyes engaged.
- Dedicate several of your Category I events to young Buckeye events, and delegate to young alumni board member(s) to coordinate those events (Example=1 Networking, 1 Special Interest and 1 Lifelong Learning event)
- Provide tools including access to social media accounts, photos, website tab, and Regional Communication Services (e-mail, print, for example)
- Respect young alumni board members’ time, life circumstances and input and try to be flexible around board meeting attendance. While it is important that young alumni board members attend, depending on the frequency of board meetings they may not always make it.
- Be up front about commitment levels and expectations to set all parties up for success.
- Check-in after a few months and ask young alumni board members how things are going, where improvements can be made, etc.
What has worked for your groups in engaging and recruiting young alumni?
What We’ve Covered

- Continuity/Pipeline of Volunteers
- Variety of Branded Programming
  - Social Media/Digital Presence
- Provide Autonomy & Direction to empower young alumni volunteers
Q & A
THANK YOU!

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