



THE OHIO STATE UNIVERSITY

Recruiting & Engaging Young Alumni

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The Ohio State University Alumni Association



THE OHIO STATE UNIVERSITY

What are your concerns about recruiting and engaging young alumni?





Agenda

- Definitions
- Why Engage Young Alumni?
- Common Concerns
- Sharing of Best Practices
- Q&A





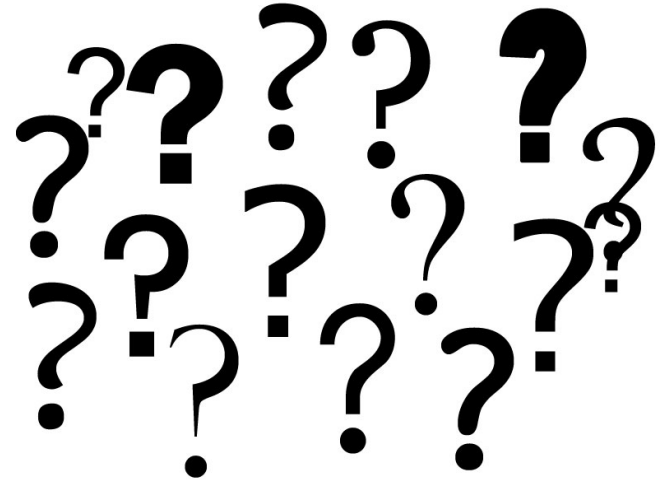
Defining Young Alumni: The Alumni Life Cycle

Young (graduates in the last ten years)	Second (ages 32-42)	Mature (ages 42-62)	Legacy (ages 62+)
<ul style="list-style-type: none">• Millennials• Networking opportunities• Social opportunities• Connected through social media• Peer-to-peer	<ul style="list-style-type: none">• Gen X• Family programming• Career change• Graduated in ~1995-2005	<ul style="list-style-type: none">• Baby Boomers• Some family programming• Traditional programming• May be empty nesters• Graduated ~1975-1995	<ul style="list-style-type: none">• Baby Boomers/ Traditionals• Traditional Programming• Lifelong learners• Service component• Diversify timing of programs• Graduated ~before 1975



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





Young Alumni Event Attendance



Be pART of the conversation.





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

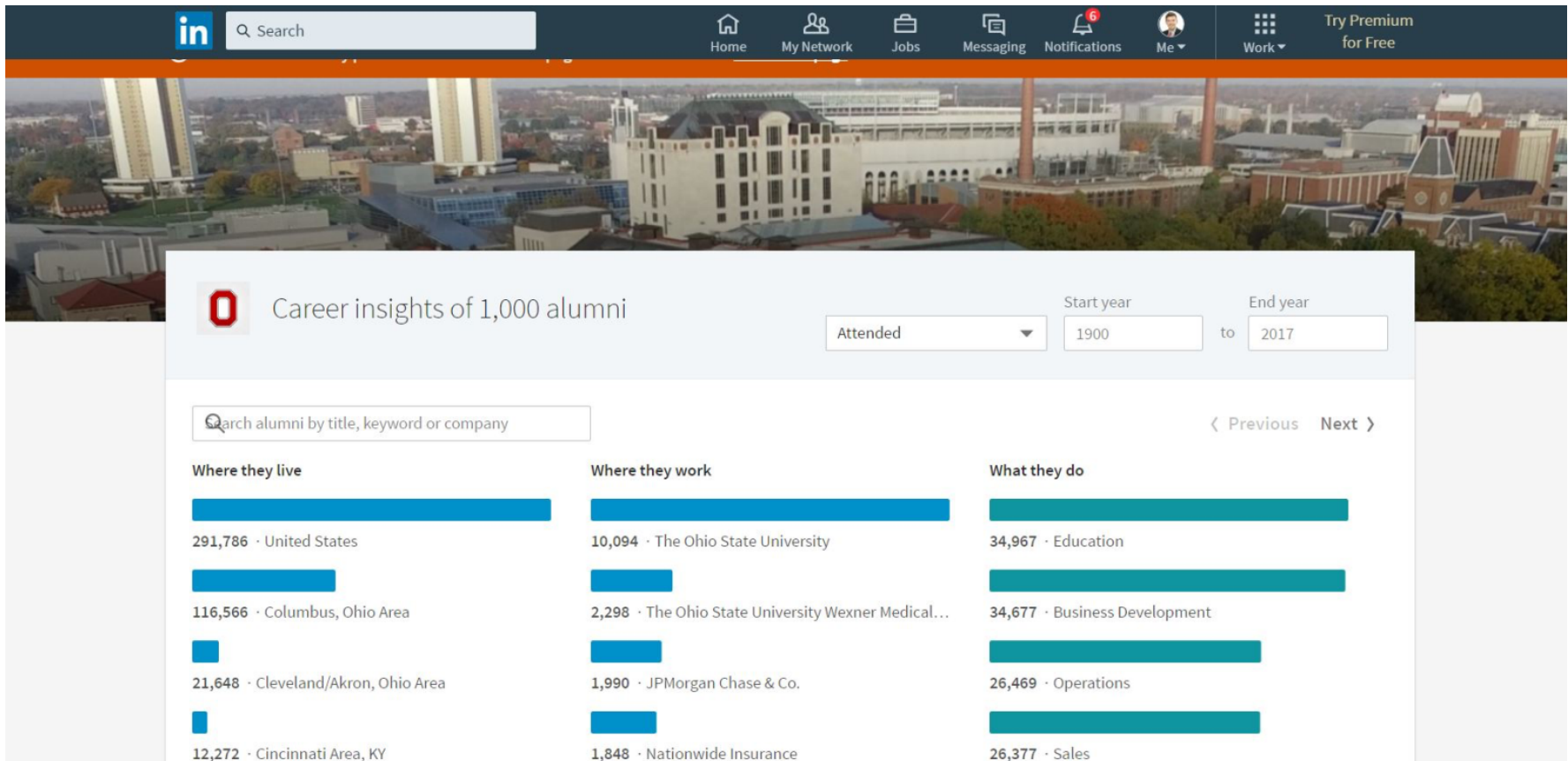


Volunteer Involvement on Board

- 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
 - 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](https://www.linkedin.com)





- Ohio State student/alumni mentoring network
- osu.alumnifire.com

The screenshot displays the Alumni Fire website's 'Buckeye Directory' search results for 'Charlotte, NC'. The interface includes a top navigation bar with 'Home', 'Ohio State', and 'Posts' links, and a user profile for 'Brendan Braaten'. The left sidebar features a search bar with 'Charlotte, NC' entered, and filter options for 'Locations', 'Degree Information', 'Dorms', 'Groups', 'Industries', 'What They Offer', and 'Whether They're Hiring'. The main content area shows a list of 21 'Buckeyes' (alumni) with the first three visible: Zakiya Collins '04, Brett Boston '15, and Craig Stern '92. Each profile includes a photo, name, graduation year, current role, location, and options to 'Save', 'Like', and 'Contact'.

Home Ohio State Posts ALUMNI FIRE Charlotte, NC Brendan Braaten

Buckeye Directory

Back home

Search Buckeyes

Search Jobs

Search Events

Charlotte, NC

Filter Buckeyes by Reset

Locations

Degree Information

Dorms

Groups

Industries

What They Offer

Whether They're Hiring

Buckeye Directory

Showing 21 Buckeyes below. Want more? [Invite your friends!](#)

Zakiya Collins '04
Assistant Manager / Inventory Specialist at Massage Envy Spa • Education Management • Charlotte, NC

I'm offering...
[General career advice](#)

Save 1 Like Contact

Brett Boston '15
Client Services Manager at Townsquare Interactive • Marketing and Advertising • Charlotte, NC

I'm offering...
[General career advice](#) [Resume reviews & feedback](#)
[Informational interviews](#)

Save Welcome Contact

Craig Stern '92
Peer support specialist at Little George service • Individual & Family Services • Charlotte, NC



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.



Alumni Club
of Atlanta

Young Buckeyes
of the Atlanta
Alumni Club

@YoungBuckeyesofAtlanta

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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



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