

THE 7 ESSENTIALS OF HIGHLY ENGAGED ALUMNI



COMMUNITY & NETWORKING

Staying connected to their community ensures your alumni's alma mater will remain relevant throughout their lives. There is no institution without the people it comprises, after all.



PRIDE & SPIRIT

A sense of belonging and shared experience is the glue that keeps your alumni community together. Make them proud to belong, and they'll make you proud in return.



PERSONAL CONNECTION

A close relationship with an individual professor or staff member anchors your alumni's connection to the institution in something human and emotionally real.



SENSE OF SERVICE

Civic responsibility spurs alumni to volunteer their time, talent, and treasure to their alma mater. They know they can serve society by serving the institution's mission.



LIFELONG LEARNING

Commitment to learning and personal growth keeps your alumni in tune with your institution's academic mission and ensures they see the value in its work.



CONNECTING WITH STUDENTS

Helping students is one of the most gratifying experiences and alumna can have. It's also an excellent way to give back to the institution.



GIVING AND CREATING LEGACY

Giving back to their alma mater keeps alumni invested. Some are interested in their own legacy, others only in that of the institution.

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