

2018

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# ALUMNI LEADERS CONFERENCE

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*Kat Braz (LA'01)*  
*Senior Director, Creative Communications*









# MOTION P

## Secondary Mark

- Intercollegiate Athletics
- Athletic student booster clubs
- Co-Rec (Intramurals)
- Sport-related student clubs
- Academic/Administrative promo items only

## ALUMNI CLUBS/NETWORKS

- **Not for club/network use**
- Should use Purdue Alumni logo, not Motion P





TM









®









PEOPLE'S BREWING COMPANY  
1 PINT  
**BOILER GOLD**  
ALE

PEOPLE'S BREWING COMPANY  
PINT  
**BOILER GOLD**  
GOLDEN ALE  
People's Brewing Company  
Bloomington, IN

**PEOPLE'S BREWING COMPANY**  
1850 GARAGE

Boiler Gold American Golden Ale is brewed by People's Brewing Company using ingredients researched by Purdue University and grown by local farmers. As Purdue alumni, we are proud to support fermentation, brewing, and agriculture through our collaborations. A portion of the proceeds from this beer directly benefit programs at Purdue University.

**COLLEGE LIFESaver**  
6 PACK

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE AND MAY CAUSE HEALTH PROBLEMS. (3) FOR PEOPLE WHO DRINK RESPONSIBLY.

PEOPLE'S BREWING COMPANY  
**BOILER GOLD**  
ALE









# BOILERMAKER SPECIAL

## Secondary Mark

- Official mascot of Purdue
- Intercollegiate Athletics
- Athletic student booster clubs
- Sport-related student clubs
- ~~Academic or administrative units~~

## ALUMNI CLUBS/NETWORKS

- With permission from trademarks and licensing
- DOES NOT replace Purdue Alumni logo
- Purdue Alumni adopts athletic gold









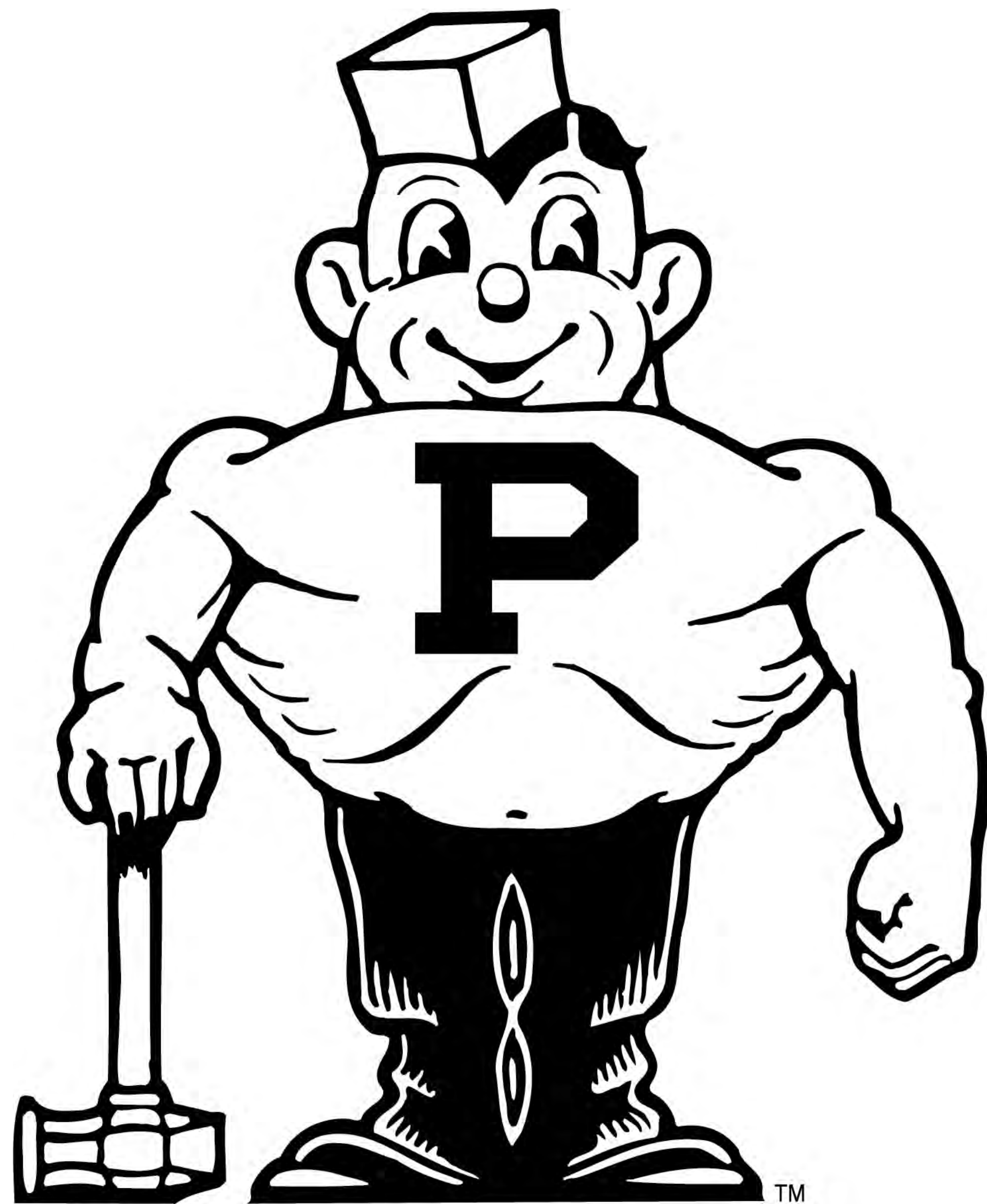
# PURDUE PETE

## Secondary Mark

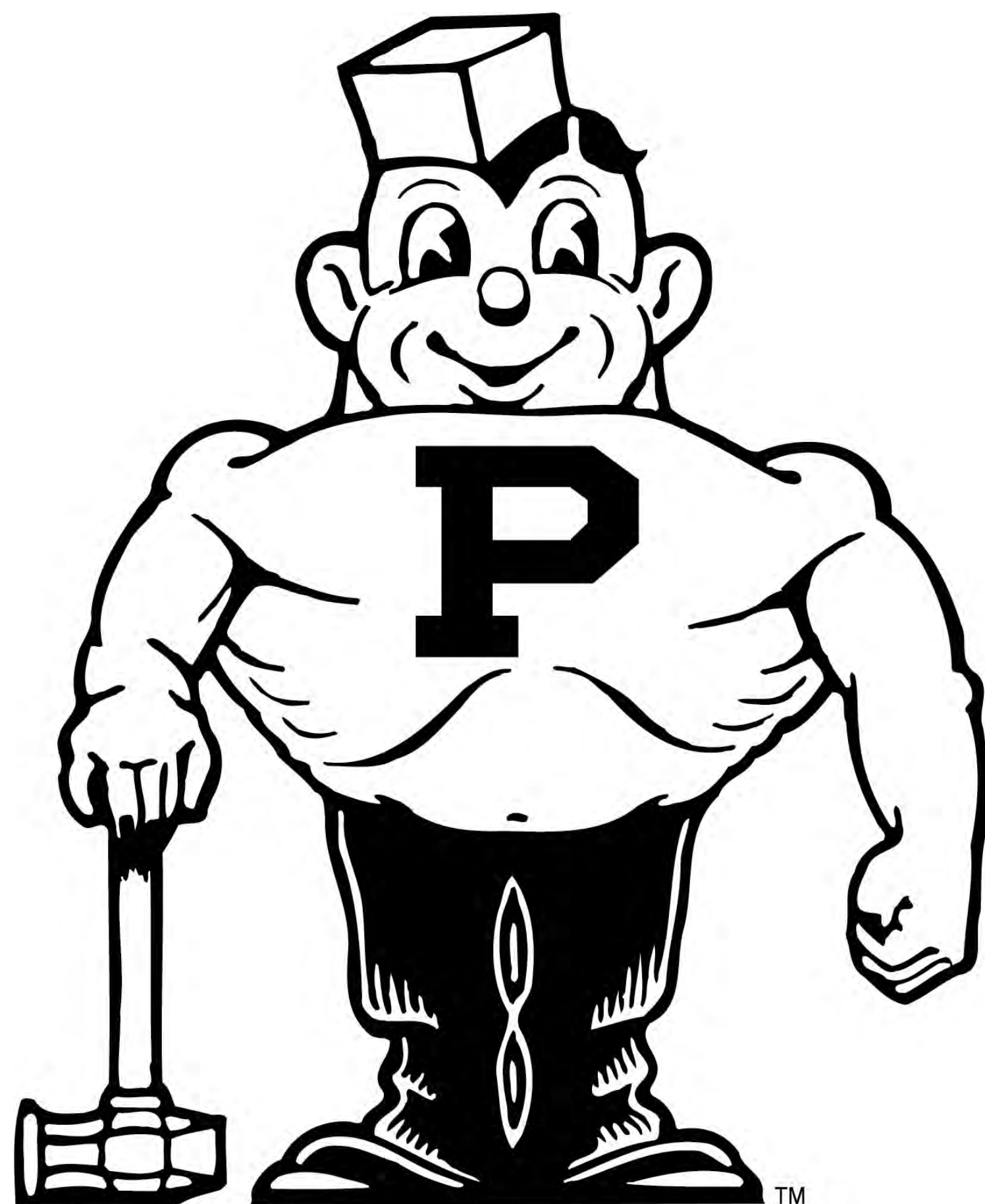
- Primarily intercollegiate athletics
- Student organizations

## ALUMNI CLUBS/NETWORKS

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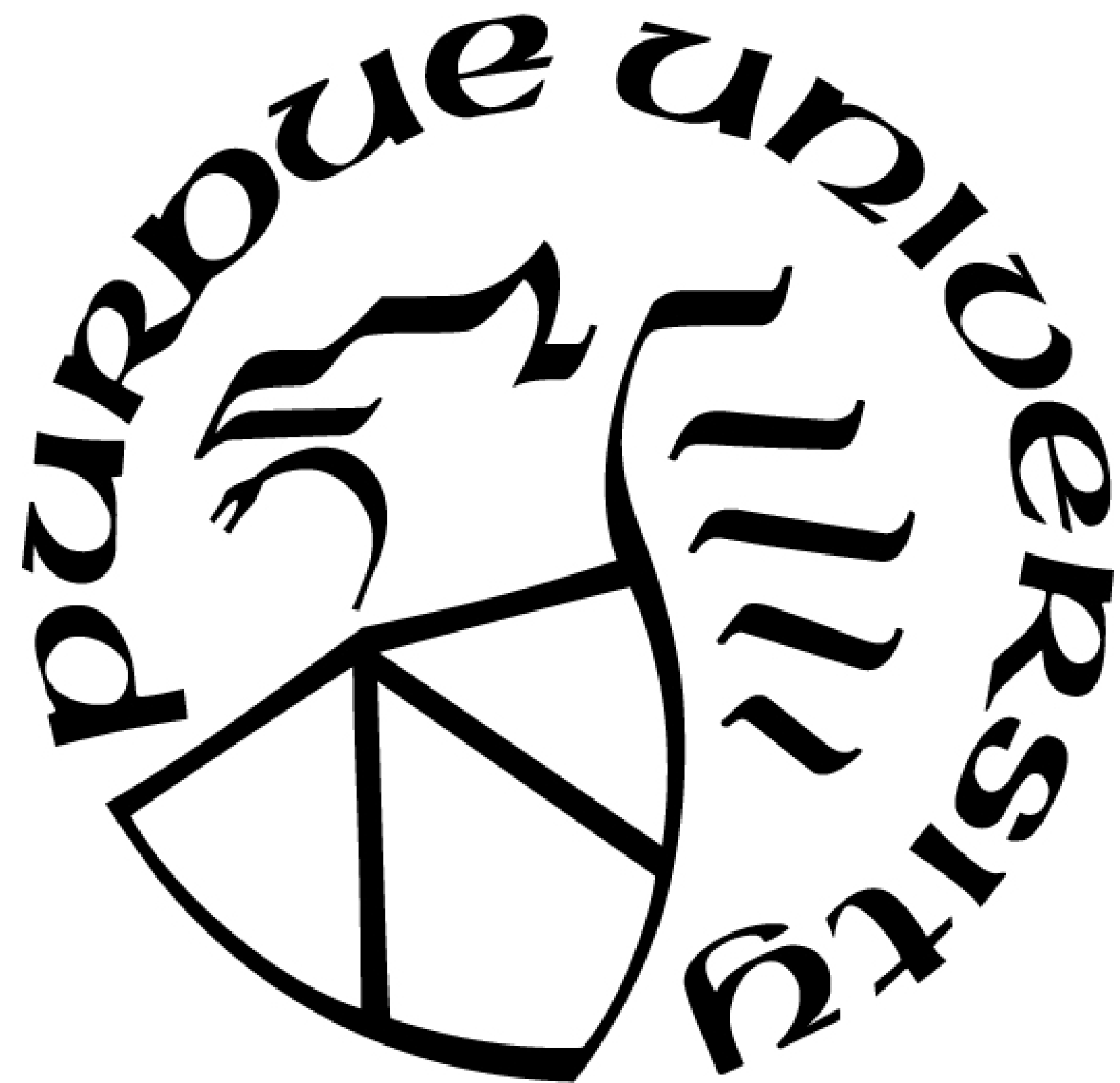
# VINTAGE LOGOS

**Very rare usage**

- Only with permission from trademarks & licensing







# PURDUE SEAL

## Official use only

- Diplomas & commencement banners
- Letters of acceptance
- Class rings and other jewelry
- Top-tier recognition plaques

## ALUMNI CLUBS/NETWORKS

- NOT permissible for club/network use



Tippecanoe County





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ALUMNI™

Tippecanoe  
County







**BOILER**

**UP**







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ALUMNI



**PURDUE**  
A L U M N I

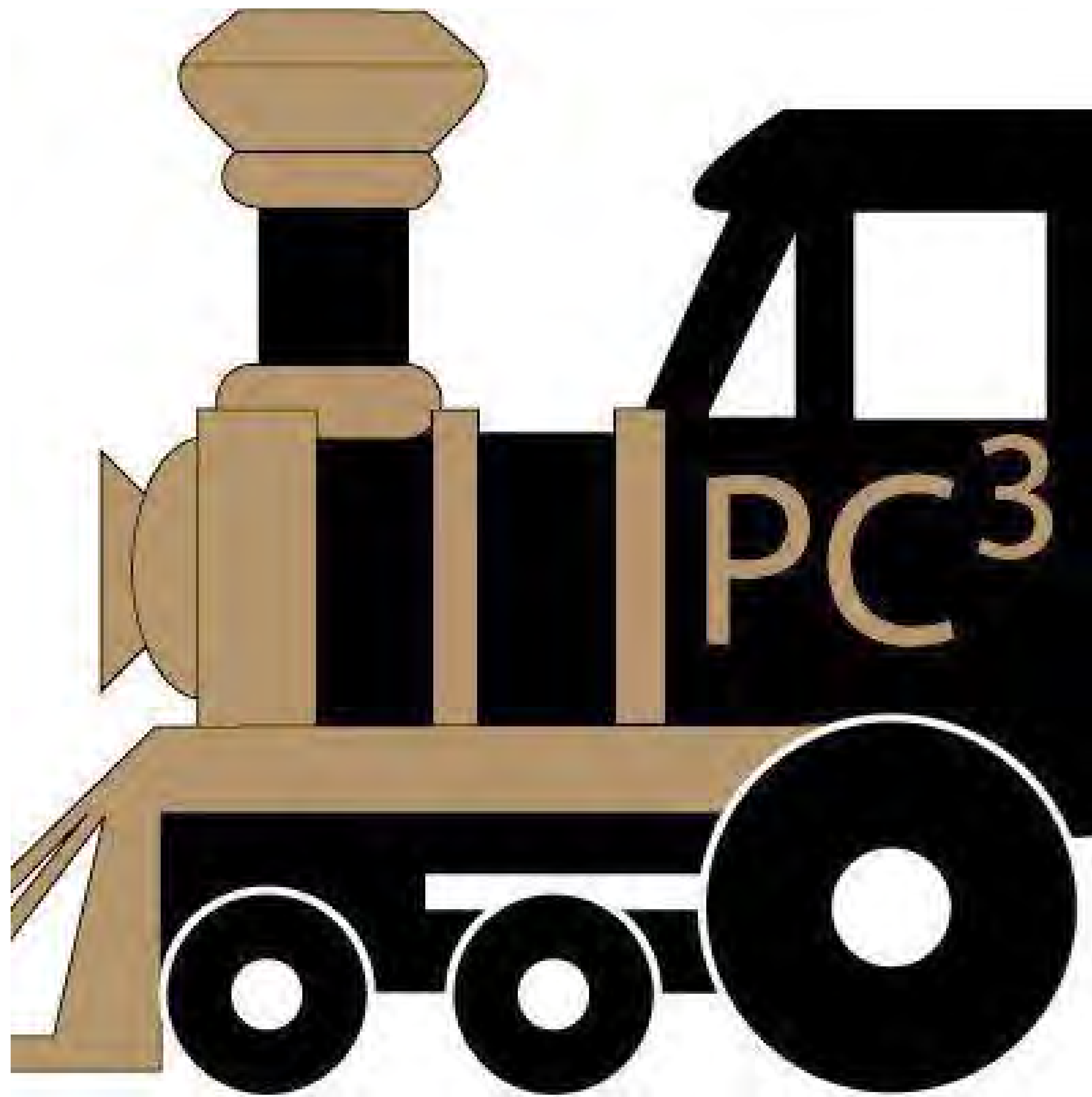






















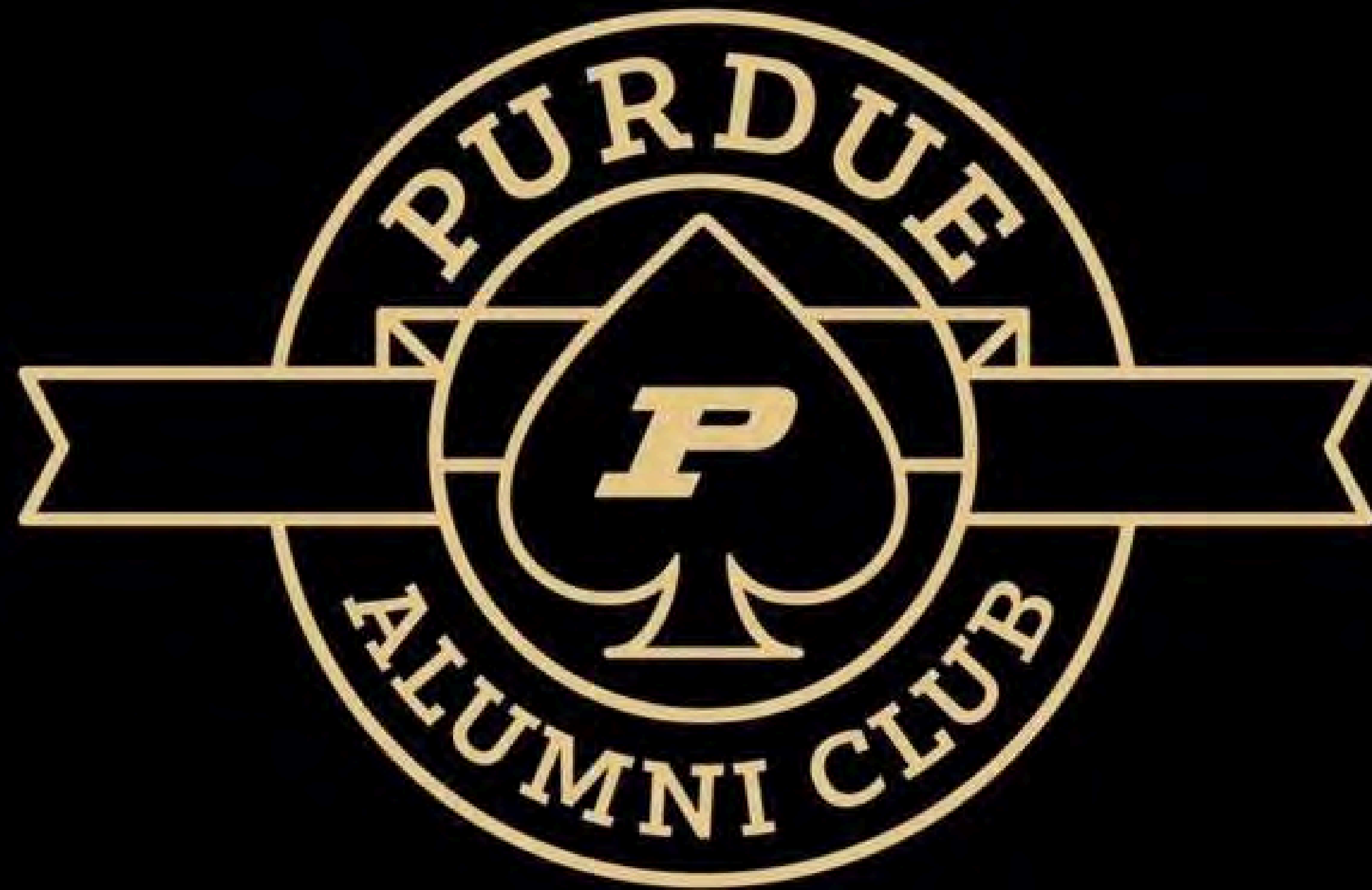


Purdue Club





PURDUE  
ALUMNI CLUB





# Why does it matter?

# Why does it matter? ...

Logos have the power  
to convey message and image.



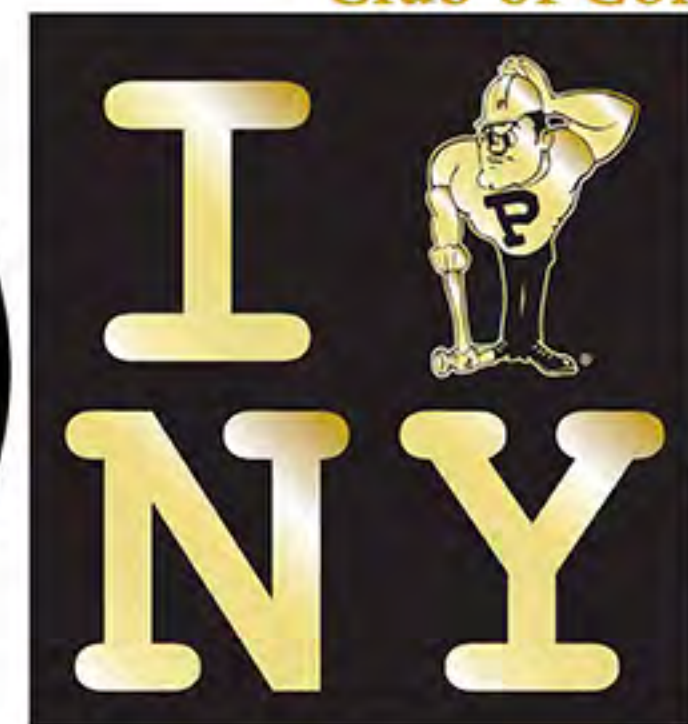
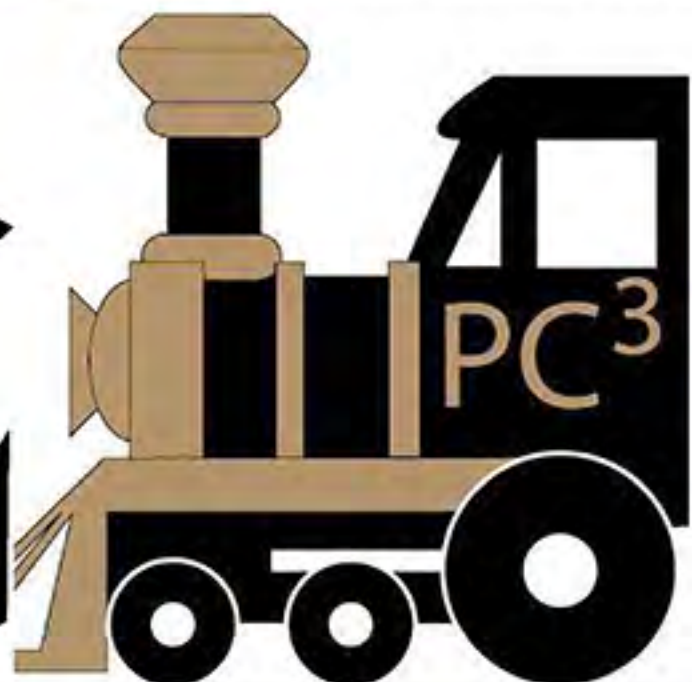
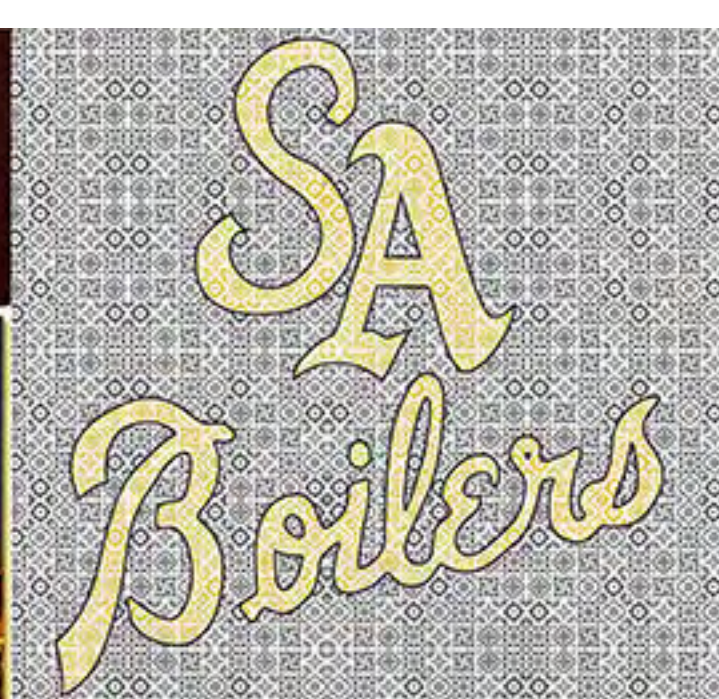














# Using the same logo is important ...

- Maintains the integrity of the Purdue Alumni brand
- Achieves consistency across all markets
- Lends credibility to club/network activities
- Clearly establishes a connection between club/network and Purdue Alumni Association

## A note about promo items ...

All items bearing any Purdue marks, including apparel, *MUST* be produced by an officially licensed vendor.

[purdue.edu/trademarks](https://purdue.edu/trademarks)



# THANK YOU!

For everything you do to promote  
Purdue Alumni and share the Purdue  
spirit across the globe.

Way to be a brand champion!

2018

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# ALUMNI LEADERS CONFERENCE

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*Gary Melliere M'90*  
*VP, Marketing & Communications*





# New Membership Tiers

# Why New Memberships?

- Current model: 1 membership, various prices

# Why New Memberships?

- Current model: 1 membership, various prices

One size  
does **NOT**  
fit all.





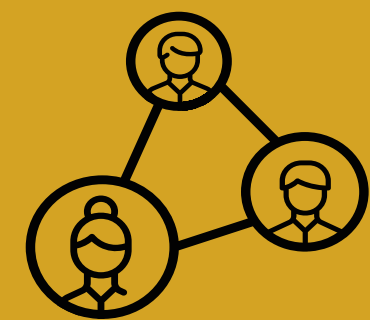
# Today's Reality

- Diverse alumni population, differing needs
- Clubs challenged in acquiring new members
- Professional growth = major opportunity
- Financial considerations
  - Professional programs, resources, tools require funding
  - Pay for what you need/get
  - Challenges of Life Membership accounting

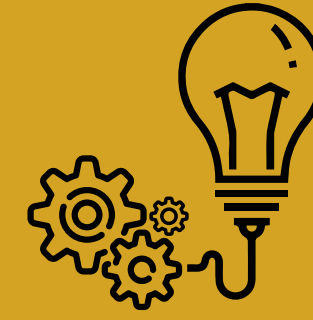
# Membership Strategy

Introduce a new multi-tier membership model that:

- Enhances & supports Value Proposition pillars



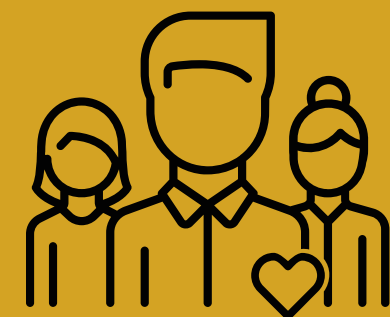
Connections



Growth &  
Development



Pride &  
Camaraderie



Legacy &  
Traditions



Savings

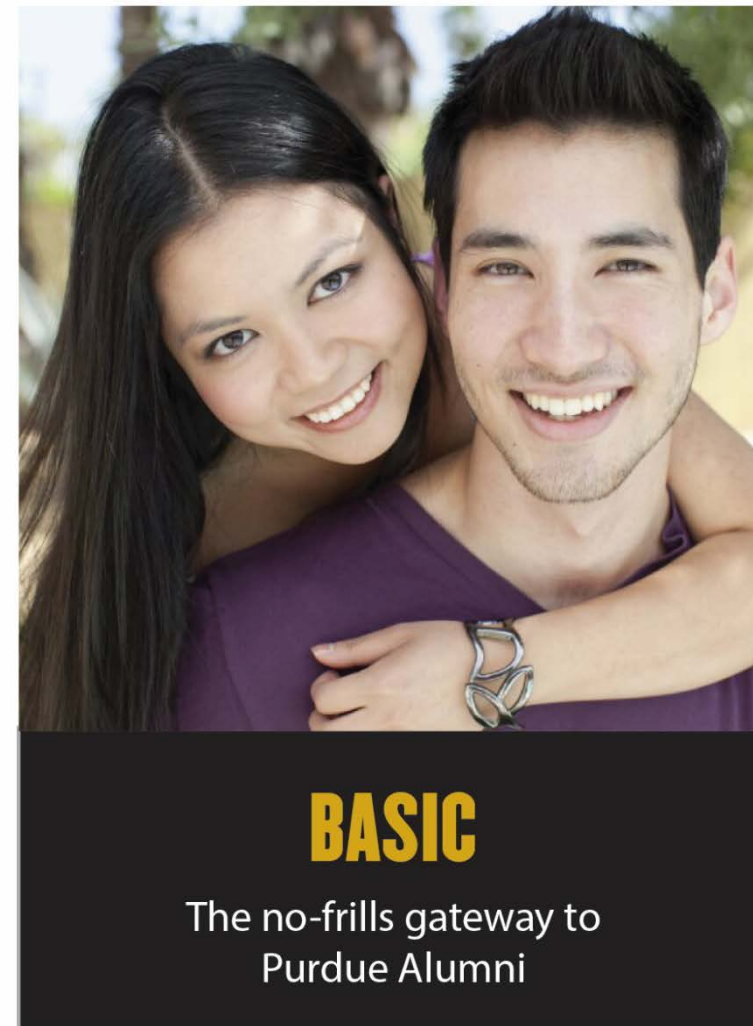
# Membership Strategy

Introduce a new multi-tier membership model that:

- Enhances & supports Value Proposition pillars
- Addresses #1 barrier to membership (cost)
- Provides “conversation starter” for clubs
- Establishes offerings targeting professional alumni
- Introduces multi-year membership to reduce cost/effort of annual renewals



# New Membership Portfolio: BASIC



## Key Benefits

- Access to **members-only** events
- Discounted **member pricing**
- Discounts on **Purdue gear and merchandise**
- **Online networking** events
- Online **alumni directory**
- **Downloads**, desktop calendars
- Access to **Purdue Alumni travel** programs and experiences

**1-Year: \$25**

- Entry-level, “no frills” membership
- Coincides with emphasis on member/non-member pricing at events
- “Membership starting at just \$25!”
- Primary Value Prop Pillars:
  - *Pride & Camaraderie*
  - *Legacy & Traditions*

# New Membership Portfolio: PLUS



## Key Benefits

All BASIC MEMBERSHIP benefits plus:

- Award-winning **Purdue Alumnus** magazine
- Customized **e-newsletter**
- Cultural, leadership, and **affinity networks**
- **Discounts up to 50%** at thousands of national retailers
- **John Purdue Club** priority points

**1-Year:** \$59

**3-Year:** \$149 (Save 16%)

**10-Year:** \$469 (Best Value!)

- The “traditional” membership
- “Stay connected...and save!”
- Multi-year incentive pricing
- Primary Value Prop Pillars:

- *Connections*

- *Savings*

(still includes Pride & Camaraderie and Legacy & Traditions)



# New Membership Portfolio: PROFESSIONAL



## Key Benefits

All PLUS MEMBERSHIP benefits plus:

- **Online course discounts** (Purdue Global, Six Sigma, Proj. Mgmt.)
- **Online career resources & tools**
- Career Development **webinars**
- 10% discount on **Fridayd**
- **CareerShift** job search resource
- **CliftonStrengths** leadership assessment tool – base version
- Online **research databases**

**1-Year:** \$99

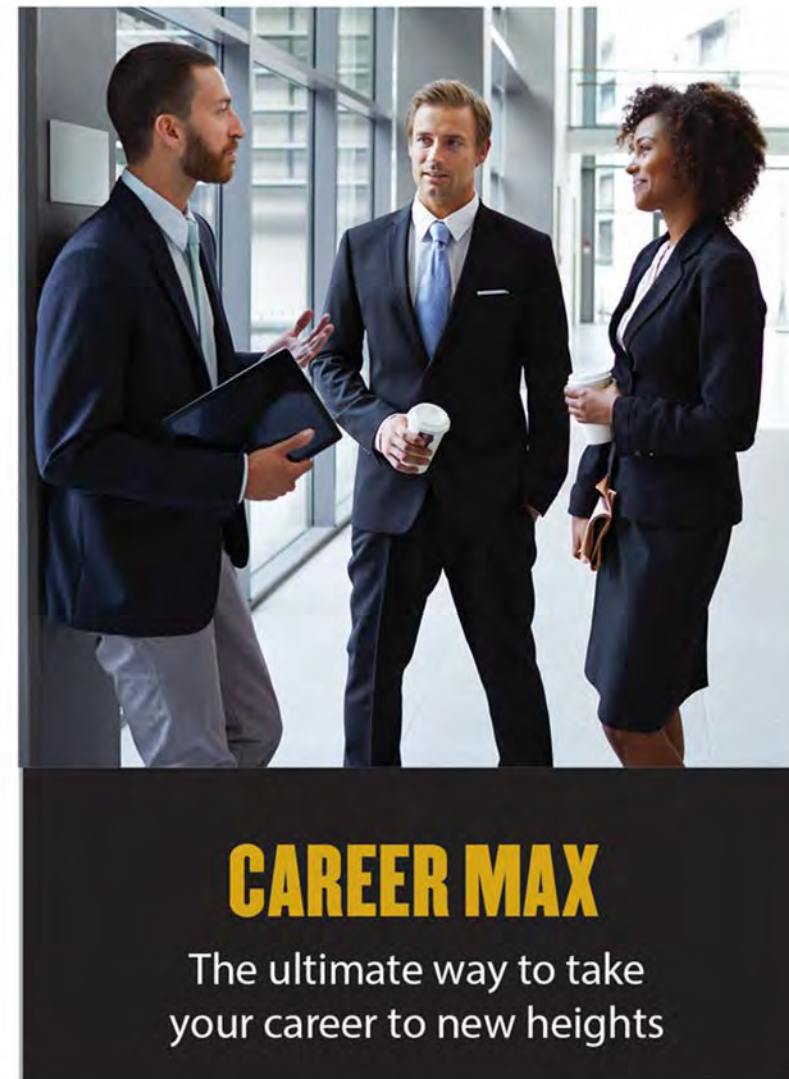
**3-Year:** \$249 (Save 16%)

**10-Year:** \$769 (Best Value!)

- “Jump-start your career!”
- Perfect for those looking to round out or enhance their professional skills
- Multi-year incentive pricing
- Primary Value Prop Pillars:
  - *Professional Growth & Development*(still includes Pride & Camaraderie, Legacy & Traditions, Connections, and Savings)



# New Membership Portfolio: CAREER MAX



## Key Benefits

All PROFESSIONAL MEMBERSHIP benefits plus:

- **LinkedIn Learning** on-demand learning (unlimited access)
- **Higher discounts for online courses** (Purdue Global, Six Sigma, Proj. Mgmt.)
- 15% discount on **Fridayd** job search resource
- **CliftonStrengths** leadership assessment tool – full version
- **Resume** review
- 1:1 **career counseling** session

**1-Year:** \$199

**3-Year:** \$499 (Save 16%)

- “Take your career to new heights!”
- For those looking to maximize their career potential
- Multi-year incentive pricing
- Primary Value Prop Pillars:
  - *Professional Growth & Development...on steroids*

(still includes Pride & Camaraderie, Legacy & Traditions, Connections, and Savings)





## BASIC

The no-frills gateway to  
Purdue Alumni

### Key Benefits

- Access to **members-only events**
- Discounted **member pricing**
- Discounts on **Purdue gear and merchandise**
- **Online networking** events
- **Online alumni directory**
- **Downloads**, desktop calendars
- Access to **Purdue Alumni travel** programs and experiences

**1-Year:** \$25



## PLUS

The perfect way to stay  
connected and save

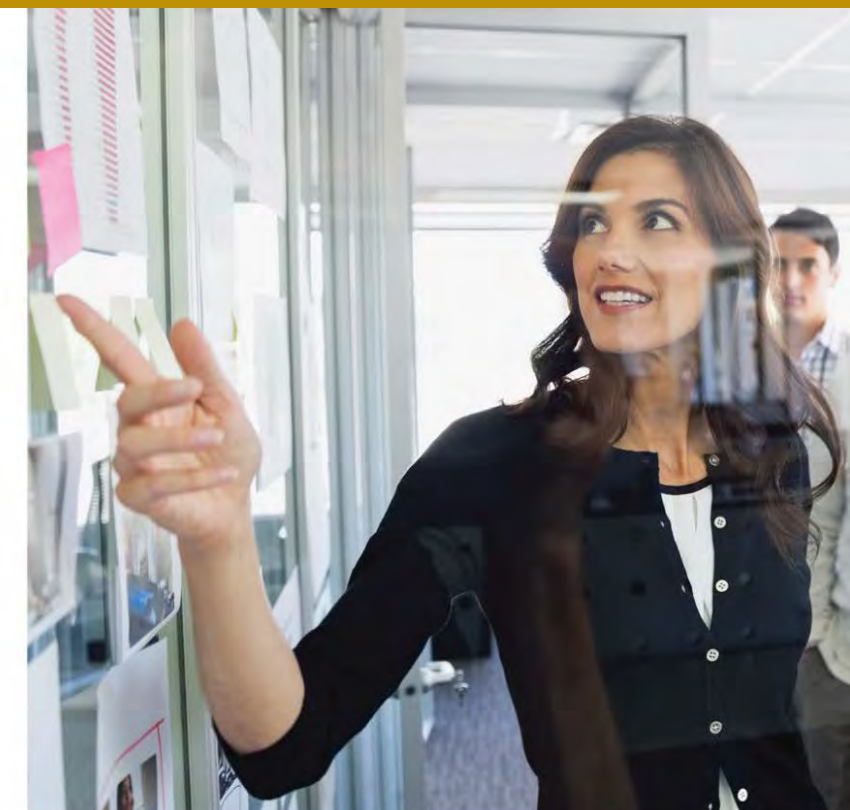
### Key Benefits

- All BASIC MEMBERSHIP benefits plus:
- Award-winning ***Purdue Alumnus*** magazine
  - Customized **e-newsletter**
  - Cultural, leadership, and **affinity networks**
  - **Discounts** up to 50% at thousands of national retailers
  - **John Purdue Club** priority points

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## PROFESSIONAL

The membership to jump-start  
your career

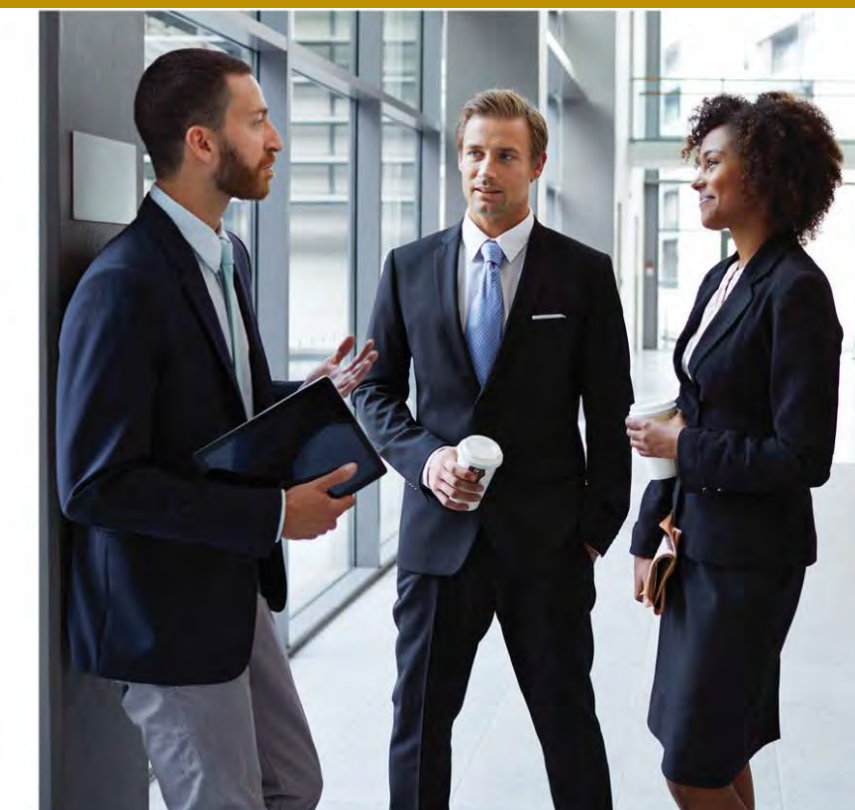
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  - **Online research databases**

**1-Year:** \$99

**3-Year:** \$249 (Save 16%)

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## CAREER MAX

The ultimate way to take  
your career to new heights

### Key Benefits

- All PROFESSIONAL MEMBERSHIP benefits plus:
- ***LinkedIn Learning*** on-demand learning (unlimited access)
  - **Higher discounts for online courses** (Purdue Global, Six Sigma, Proj. Mgmt.)
  - 15% discount on ***Fridayd*** job search resource
  - ***CliftonStrengths*** leadership assessment tool – full version
  - **Resume** review
  - **1:1 career counseling** session

**1-Year:** \$199

**3-Year:** \$499 (Save 16%)

\* Discounted rates for PLUS, PROFESSIONAL, and CAREER MAX memberships are available to recent grads (those who received their first Purdue degree within the last 5 years)



# A “Win” for Everyone!

## Alumni:

- ✓ More options to meet their needs & budgets

## Clubs:

- ✓ Membership growth
- ✓ Revenue growth

## Purdue Alumni:

- ✓ Membership growth
- ✓ Revenue growth for additional programming





# Additional Info

- Life Membership no longer offered
  - Existing Life Members transition to PLUS membership (retain life member status!)
  - Existing Life Members can upgrade to PROFESSIONAL or CAREER MAX tiers for an annual upcharge of \$39 or \$139, respectively
- Young Alumni discount (35 and under) replaced by Recent Grad discount (graduated within last 5 years)
- Joint Memberships only discounted at the PLUS level
- No changes planned to main PASE membership
  - PASE Family Life – life membership likely replaced with a 10-year membership (TBD)

# Launch Plan

- August 1: Communication to Life Members
- August 8: Communication to Annual Members
- August 15: New Memberships “Go Live”
- September 1: Marketing Begins
- TBD: Webinar(s) to educate club leaders on new benefits

**Q & A**