



Purdue Alumni Leaders Conference 2020

Connecting with Young Alumni

Who we are

Sara



College of Liberal Arts

2011

Political Science

Communications, United Airlines

Chellie



College of Liberal Arts

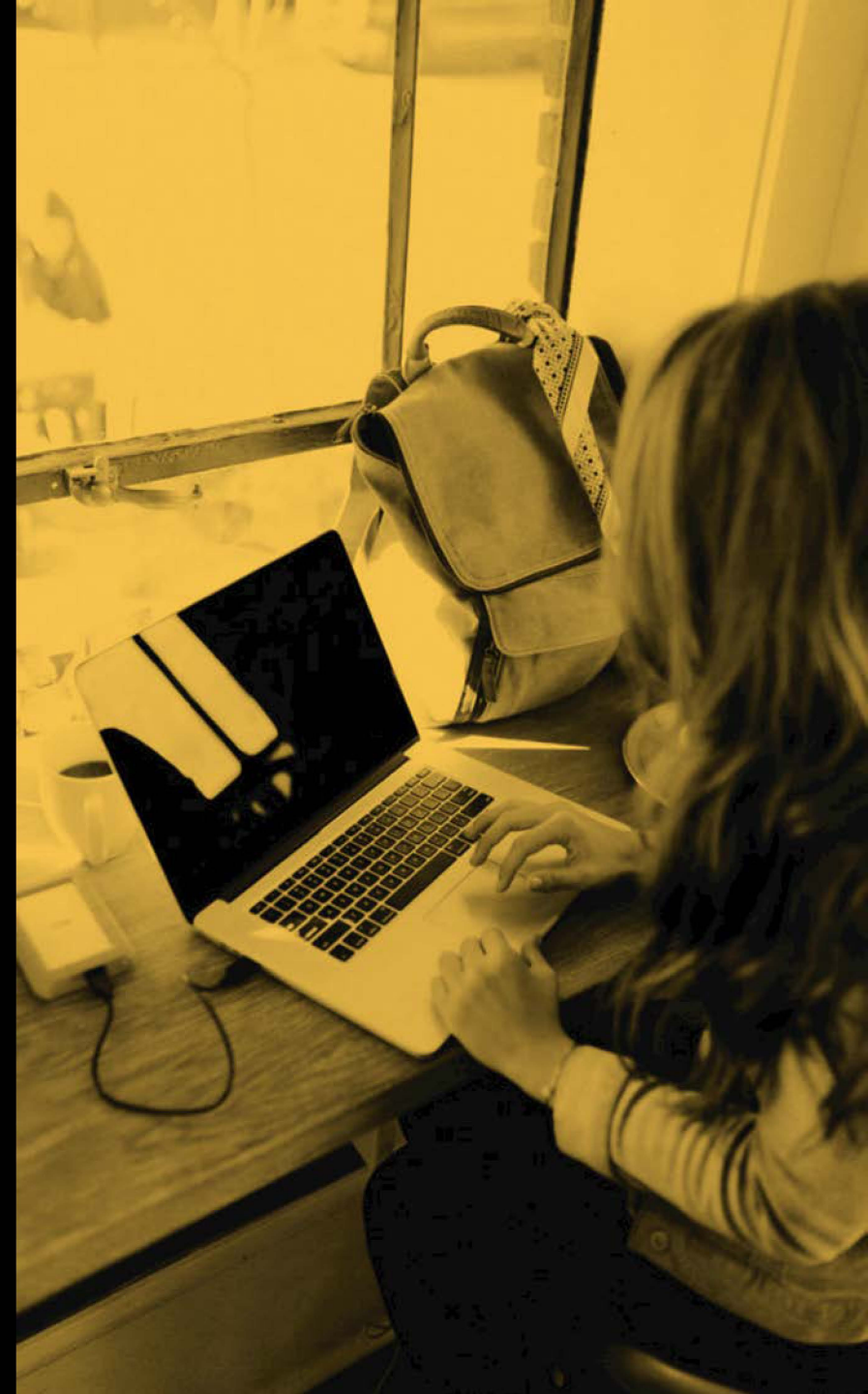
2011

Brian Lamb School of Communication

Management Consultant, Accenture

3 Key Areas to Consider

- ① Club Purpose and Mission
- ② Engaging Events
- ③ Effective Communication



Club Purpose and Mission



Alumni Association

- “Improve members' personal, professional and intellectual well-being”
- Career development

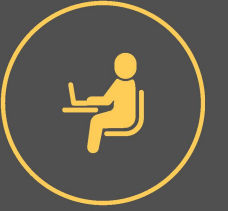
Alumni Clubs

- Connect with Purdue and Alumni
- Local outreach

Share your Success

- What works for your club?
- What are your biggest challenges?
- What are your goals?

Engaging Events



- **Open door to visitors**

Make membership inclusive

Promote events regionally and nationally

- **Crowd source ideas**

Conduct surveys with current members

Discover what your members are comfortable doing now and in the future

- **Do what works for you**

Understand what your members find valuable

Cities will be different than rural areas

- **Coordinate on-campus outings**

Young alumni are all about the experience

Take recent grads back to campus with their new group of Purdue friends

- **Access Events**

Leverage local alumni to provide access to recent grads

- **What are your most successful events?**

Effective Communication



1

Traditional & Digital

Email
Text
Snail mail
Social Media

3

Analytics

Study engagement rates and impressions on social media
Track open rates for emails

2

Best Practices

Collect relevant contact information
Trial and error to discover what works for your audience

4

What works for your club?

Keep in Mind

- Identify young alumni influencers
- Invite individuals to board meetings to present
- Host events at companies to provide access
- Debrief after events to determine successes and opportunities for improvement



A black and white photograph of the Purdue University archway. The archway is a large, dark metal structure with the words "PURDUE UNIVERSITY" inscribed in a serif font across its top. It is supported by two tall, multi-tiered stone pillars. The left pillar has a plaque that reads "CLASS OF 1958" and the right pillar has a plaque that reads "CLASS OF 1959". A wide, paved walkway leads from the foreground through the archway into the distance, flanked by green lawns and trees. In the background, several large, multi-story brick buildings are visible under a clear sky. The word "Questions" is overlaid in the center of the image in a large, white, sans-serif font.

PURDUE UNIVERSITY

Questions

Thank
you!

Let's connect!



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