ALUMNI CLUB LEADERS FORUM

May 21, 2025

PURDUE FOR LIFE
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Purdue Alumni Clubs Forum

Reminders & Instructions

- **This forum is being recorded to share along with slides and chat content**

- **Participants will be muted**

- **Questions should be submitted using the chat function**

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Purdue Alumni Clubs Forum

Agenda

- **University Updates**

- **Purdue for Life Foundation Updates**

- **Alumni Clubs Updates**
  - Summer Send-Offs/Events
  - Updates to the Event Request Form
  - Social Media Best Practices
    - MaKayla McCartan, Social Media Chair, D.C. Club
  - Reminders

Purdue Alumni Clubs Forum

University Updates

- **Spring Commencement**
  - Ten ceremonies were held with over 10,000 degrees conferred
  - 7,997 undergraduates
  - 2,167 graduates
  - 220 professional students

- **World Record Breaking Purdubik's Cube**
  - ECE students build a high-speed robotic system that solves a Rubik's Cube in 0.103 seconds
  - Previous record was 0.305 seconds set by Mitsubishi Electric engineers in Japan

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Purdue for Life Updates

- **Purdue Women's Conference – Chicago Awaits! Connect with Women Boilermakers**
  - June 12-13, 2025
  - Convene 311 W. Monroe, Chicago
  - https://www.purdueforlife.org/womens-conference/
  - Still time to register!

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Alumni Clubs

PURDUE UNIVERSITY®

Student Send-Offs/Summer Events

- **Start planning those events!**
  - We need to allow two weeks to pull student/parent emails
    - Good news! This is a week less than previously required
  - Who are you inviting? Incoming freshmen/current undergrads/current graduate students/parents?
    - Indicate this in the notes section of the event request form
- **Venues**
  - Indoor or Outdoor? Consider a shelter if using an outdoor location
  - Do attendees need to provide their own chairs?
  - Directions/Parking
  - Charge to attend?
    - Option to charge everyone or just alumni (students attend free)

Involving Non-Purdue Parents

- **Non-Alumni Parents Love Purdue!**
  - Ways to help them connect with the Purdue community
    - Add them in the invitation to send-offs (include that population in the Notes section of the form)
    - Allows them to connect with other Purdue parents and alumni
  - At Send-Off Events
    - Consider inviting parents to be on a parent panel
    - Depending on your venue – split into parent and student groups for panel/Q&A
    - Create a flyer to hand out advertising upcoming club events

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Student Send-Offs - Sharing

- **Utilize the Chat or Un-mute**

- **Its our first event, what suggestions from the group?**

- **We've held events for years – this is what works**

Updated Email/Event Request Form

- **A new form is in our future!**
  - **Updated submission form for events, emails, newsletter & game watch requests**
    - Estimated launch date: July 1st
    - New form virtual trainings will be offered

- **Update for Student/Parent Emails: Communications need two weeks notice, down from three weeks**

- **Reminders**
  - Please make sure all necessary details on the events/emails form is completed
    - Date/Time for the Event
      - Note: the current form glitches at times, please include these details in your write up and/or notes section
    - Location, including zip code
    - Who you are inviting in the "Additional Notes Section" (i.e., only freshmen, all students, grad students, parents, alumni)
    - If multiple ticket prices, include how many should be allotted to each option in the notes section

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Social Media Tips

- **MaKayla McCartan, Social Media Chair, PAC Washington D.C.**

  Contact info: makayla.mccartan@gmail.com

Tools:
Canva
ChatGPT
MetaSuite
Buffer

Social Media:
Facebook
Instagram
LinkedIn
X/Twitter

LinkTree

When in doubt: YouTube

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business.facebook.com/latest/posts/published_posts/?business_id=194445741850268&asset_id=109669824147470

Content

Schedule, publish and manage posts and stories, and more.

Export data | Create reel | Create post

Now you can export data found in the table below. Select export data to give it a try.

Published | Scheduled | Drafts | Expir...

Post type | Filter | Clear | Last 90 days: Feb 18, 2025 – May 18, 2025

Title	Reach	Likes and reactions
Help us show the world what it means to be ... Photo · DC Boilers [Boost] [...]	2	0
Help us show the world what it means to be ... Photo · dcboilers [Boost] [...]	82	9
DC Boilers added a new photo. Photo · DC Boilers [Create ad] [...]	2	0

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publish.buffer.com/all-channels?tab=queue

Create | **Publish** | Analyze | Engage | Start Page

Set up two-factor authentication: For added security and easier logins, we recommend setting up a two-factor authentication. Learn more | Set up now

Link shortening is now turned off by default. You can re-enable link shortening in your channel settings. | Read more

All Channels

Share Feedback | List | Calendar | + New Po...

Queue 0 | Drafts 0 | Approvals | Sent 95 | Channels ⌄ | Tags ⌄ | New York

No posts scheduled

Schedule some posts and they will appear here

+ New Post

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business.facebook.com/latest/content_calendar?business_id=194445741850268&asset_id=109669824147470

Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Create ad | Create post

Week | Month | < | Today | > | **May 2025** | Content type: all | Shared to: all

Sun 18	Mon 19	Tue 20	Wed 21	Thu 22	Fri 23	Sat 24
			Bike to...		Monday...	

Goals | More

8:00 PM

3:00 PM

🏆 Goals

Set a prog helpf

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publish.buffer.com/all-channels?tab=queue

Create | Publish | Analyze | Engage | Start Page

Set up two
authentica

Link

Create Post

Add Tags

Customize for each network →

Above All: Consistency in Branding

Social Media Tips

- **MaKayla McCartan, Social Media Chair, PAC Washington D.C.**

  Contact info: makayla.mccartan@gmail.com

Tools:
Canva
ChatGPT
MetaSuite
Buffer

Social Media:
Facebook
Instagram
LinkedIn
X/Twitter

LinkTree

When in doubt: YouTube

Board Reminders

- **Ways to Recruit**
  - Survey (we can create for you)
  - Create a call-out virtually or in-person
  - Utilize an email request, newsletter, and social media posts to advertise open positions
- **Timeline**
  - May: hold elections
  - June: leadership transition
    - June 15 – leadership roster due to Alumni Clubs Team
    - June 25 – Club Agreement signed by President and Treasurer and Statement of Integrity signed
  - July 1: new fiscal year starts and new board members officially begin
    - Transition of bank account to new club president and/or treasurer

ACES/ALVC Reminders

- **Engagement funds may be used to subsidize travel expenses for club leader(s) attending ACES/ALVC**
  - In-State: Up to $150 total and Out-of-State: Up to $300 total
- **Funds may be used for**
  - Hotel/Food (breakfast/lunch/dinner/snacks)
  - Mileage or Rental Car
- **Funds may not be used for**
  - Registration fees for ALVC: $18.69 for all ALVC activities (no charge if you are just attending ACES)
  - Alcohol
- **Club will need to submit itemized travel receipts with the treasurer reports to show how the funds were used**
  - Room blocks available for Thursday, September 11 only
    - **Union Club Hotel:** https://www.marriott.com/event-reservations/reservation-link.mi?id=1740575799254&key=GRP&guestreslink2=true&app=resvlink
    - **Hilton Garden Inn:** https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=LAFWLGI&groupCode=915&arrivaldate=2025-09-11&departuredate=2025-09-12&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

Final Reminders

- **Join the Facebook page!**
  - Search for "Purdue Alumni Club Leaders"
  - Click on "Join Group"
  - Answer three questions and we will approve admission

- **Club Forum Survey**
  - We would love your feedback on making the forums accessible (timing) and of value to you. Please submit by June 2nd
  - https://purdue.ca1.qualtrics.com/jfe/form/SV_0AgNaf40XiC0u90

- **Purdue and Purdue for Life will be closed Monday, May 26 for Memorial Day**

- **If you haven't submitted 3rd quarter bank statements yet, please do so ASAP**

THANK YOU!

- **The next forum will be Wednesday, June 18, 2025**
  - Theme: Readying for Transition

- **Recordings of past forums are available on the Alumni Club Resource Library website: *https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/***