

January Club Leaders Forum-20240117_200211-Meeting Recording

January 17, 2024, 1:02AM

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Cox, James M. 1:54

Evening, everyone.

Welcome to the first club leaders forum for 2024 and we've got a lot of a lot to celebrate this evening, not least of which is I think a 20 point win over IU in Bloomington last night.

So hope you all got to watch the game.

I think we can all say Boo on Peacock, but it whether we watched it or not, it's a great day to be a Boilermaker.



Cox, James M. 2:25

Anytime we can, you know, have a win like that against IU.

So boiler up, hammer down and hail Purdue.

As a reminder, forum is being recorded and we'll share that along later with the slides and the chat content.

It will be on the club resource portal on the website, participants are going to be muted and then questions should be submitted using the chat function and we'll unmute participants after the presentation or when we have a Q&A opportunities.

And then the agenda for the most part, our agenda is the same every month.

If this is your first forum, or if you just haven't been on in a while, we start with some university updates.

Then we go into some broad Purdue for Life Foundation updates.

We then give updates specifically about the alumni clubs team or the program, and then we always try to end with a 2030 minute training session and tonight's session will be some event training entitled Intentional interactions.

Saberniak, Susan L. 3:35

Good evening, everyone.

So Jimmy kind of stole my Thunder with the IU victory.



Saberniak, Susan L. 3:41

But I do have the little plug in there.

So if you are able to watch the game, it was a great game to watch and I'm sure it'll be super exciting when they come to Mackie and a few weeks just a few university updates and one thing coming up.

Is pretty exciting.

The College of Engineering in 2024 is going to be celebrating their sesquicentennial.

So 150 years for the College of Engineering?

Umm, so congratulations to any of you in the audience who are graduates from engineering.



Saberniak, Susan L. 4:12

But one of the things they are doing is recognizing young alumni with the 38 by 38 award.

And so basically they want to recognize 38 young alumni who have left their mark and done something significant before they turned 38 years old.

And that 38 comes into play because Neil Armstrong was 38 years old when he set foot on the moon.

So, and that's where the number comes from.

If you know of anyone, someone in your club, maybe someone you work with, please feel free to visit that website.



Saberniak, Susan L. 4:50

All you need to do is submit their name.

You don't have to do a write up, and that's up to the nominees to talk about their contributions.

And so visit that website.

It is due by January 31st.

So you have till the end of the month to submit.

Anyone that you might know of?

Just last week we had the big announcement from Lily, so if you didn't hear about

that, umm, the Lillian Endowment gave Purdue \$100 million on the largest donation in the universities history, 50 million of that will be going to the Daniels School of Business.

And then 50 million going to the Purdue, the new Purdue computes program and Office of Admissions News, so admissions release, their decisions for incoming freshmen this past Monday, January 15th.

So if you know of anyone or talk to anyone who has questions about their admissions decision, please have those families reach out directly to the Office of Admissions.

And their phone and email information is there.

Admissions is happy to talk with families about decisions and answer those questions.



Saberniak, Susan L. 6:10

And those calls are emails.

Do you need to come either directly from the student, the students, parents or guardians, or their high school counselor so they won't talk to aunt, Uncle, Grandma, Grandpa?



Saberniak, Susan L. 6:24

It has to be either student, parent, guardian or high school counselor.

But again, feel free to pass on phone number, email to anyone you know that may have questions about that.

OK.

And our Purdue for Life Foundation update.

So if you have not visited the Purdue for Life website, it did just go through a redesign, so make sure you check that out and things have moved a little bit.



Saberniak, Susan L. 6:59

But there is so much nicer graphics, so just take a few minutes to poke around that new website.

I think it looks much nicer, so we're happy that that happened.

Reminder to the Naples weekend is coming up, so if you have an interest in attending and you haven't registered yet, making sure that you do that dates February 7th through the 11th and a little bit of a change this year is the President will be speaking at the luncheon on Saturday rather than at the dinner on Saturday evening.

And that is to accommodate the Purdue IU basketball game.

So President Chiang decided he wanted to attend the game in person.

So he will be at the lunch and then fly back to West Lafayette, but they are going to be planning a really fun game.

Watch for everyone who's attending Naples that Saturday evening.

I'm also a reminder, if you are in the area or want to come back, the Boilermaker Ball is taking place on February 24th in Indianapolis.

That will be downtown and the theme this year is electric night.



Saberniak, Susan L. 8:07

So it's an 80s theme for that this year.

And then also a couple of announcements from the engagement staff.

We are hiring 2 new positions and so there is an opening for the Assistant director of the Affinity Networks, so that will be working on Maria Whipples team.

And for those of you that may not know, Courtney Cassady left Purdue in early November, and so her position is also open right now.

So that will be the senior director of volunteerism and college engagement.

So we'll probably have some newer name you names to announce pretty soon.

Once those two positions are officially filled.

Hey, moving on to our club updates.



Cox, James M. 8:59

1st update we wanted to talk about is clubs looking for new leadership.

Over the past few months, we've talked to a few of our club boards out there and some folks are looking to transition off to do other things.

Some are have just been in the role for a while and would like some new leadership on their board.

So we just wanted to make a general announcement that if you, if you're board is

looking for help recruiting new leaders or helping help with onboarding new leaders. Susie Lane and I are happy to help put together some training.

Umm, you know, potentially schedule a virtual call out or come to the area and help you do a call out of your own.

Umm, that is a we we've seen a lot of success with those types of things over the last few months.

We restarted the Houston club in this way last spring on Leanne helped the Hendricks County club here in Indiana with the virtual call out a couple months ago, I was in Las Vegas last night doing a call out for that club and they're leadership, so it's definitely something we're used to doing and happy to to help your club navigate those transitions.

I know that recruiting new leaders was something that came across very clear in the survey.

Uh that we sent out to club leaders back in October and some of that, some of the pointers we're going to go over in the event interactions as well.

The event last night we had a 2 emails go out to the Vegas area.

We had a note on the event web page about reaching out if there's interest in volunteering, but most of the people that were interested are folks that we actually engaged with at the event.

So like you said, I know it's an issue out there that boards are dealing with, so if you would like some more intentional help off from our staff, please let us know and we will gladly help you put together a plan.



Saberniak, Susan L. 10:55

OK, basketball game watches.

So we went through a little bit of a pickle last week with that events.

Form we were hoping to get the game watch request added to that general event and email form.

Things got pretty messed up with that, so we have given up on that for now.

We will work on that and the plan is to have that all in place for football season next fall.

So for now, any additional game watches that you want to plan for the rest of the basketball season?

Please continue just to use the normal game watch form.

As a reminder, we won't be sending out the weekly emails as we did for football

season, so the emails will go out now next Tuesday.

So January 23rd we'll send another email on February 6th and then a final email for regular season games on February 20th.

So again, if you are looking to add some more game watches, make sure you keep that email schedule in mind.

So you can get those game watches submitted to us so we can have them ready to go and meet those email dates for send outs.

I'm with the Big 10 and NCAA tourney.

Well, obviously, rework that email schedule.

Once we know when Purdue is playing, so we'll send out an email on that.

So you can plan accordingly accordingly.

Once we know game days times, and then of course you know the TV schedule, so you can find locations that will air those channels.

If you have any questions about the game watch, please feel free to reach out to me and we'll be more than happy to work with you on those.

I'm also a reminder, January 15th, we do want those quarterly financial reports to come in.

So we've been receiving some, every day.

So if you haven't had a chance to work on your financial reports, and please take a little bit of time and do that again, you can find that submission form on the club leaders Web page.

If you need help with that, please feel free to reach out.



Cox, James M. 13:30

Excuse me, last update we have is regarding some new staff.

So some of you may have interacted with Alicia Dunbar.

She resigned for a new position at another organization in November.

So we are rehiring for the alumni clubs assistant role that those folks are being interviewed right now.

So we'll have a February start date for that new team member and we'll have them at the forum probably in March once they get settled and we'll go over that person's responsibilities.

But this person is the one who will handle the general email inbox.

They'll be reaching out about signatures for the annual club agreements and volunteer agreements, and so we'll be happy to introduce this person here in March.



Saberniak, Susan L. 14:22

OK.

It's scholarship season, so timeline as I mentioned earlier, the admissions decisions for incoming freshmen went out on January 15th and scholarship universe is live. It should be live.

I checked with someone today and it sounds like it is ready to go.

So now that scholarship universe is live, that means any student who's been admitted.

So those incoming freshmen as well as current Purdue students can log into scholarship universe and start submitting their information.

Umm, I've worked on an email and so this year we are going to just send out one general email that's going to come from Purdue for life.

That email is going to go to incoming freshmen current Purdue students, as well as parents that we have email addresses for from students who are in a club area.

Who is utilizing scholarship universe?

So basically that email is going to say the alumni club in your area.

He is offering a scholarship to local students.

Please go to scholarship universe.

Submit your information so you be so you can be considered for that scholarship.

And once that email goes out, I just put that request in yesterday, so once it goes out sometime around the first part of February, I'll let's send out an email to all of you.

So you know that the email has gone out and is going to those students.

March 15th is going to be the deadline to submit that DFA confidentiality form.

If you don't remember what that is or you're not familiar with it, essentially it's a form that the division of financial aid requires.

Anyone who's going to have access to see students financial information, basically, you need to sign that form to say you're not going to share that information.

And it's confidential.

So we will send that out.

I'm working on a Qual Trek survey that will be available so that way you can submit names and emails to us of anyone that will be participating in your scholarship review committee.

Umm March 15th is going to be the deadline to have that confidentiality form submitted back to us and then once we get those then we'll be able to start sending

you the names of students so you can start reviewing those for your scholarship awards.

And then like last year, April 15th will be the deadline for you to get those students names to us.

And then once we have those names, then we can start making those awards if you want to get an overview of scholarship universe.

If you visit that website that's on the division of Financial AIDS web page, it gives you a good overview of what's scholarship universe looks like, what students will see, and a little information on how they can maneuver that system.

Scholarship universe has been around now for probably at least four years, maybe five years.

So Purdue students are very familiar with scholarship universe and it is encouraged by both the Office of Admissions as well as the division of financial aid to incoming freshmen to tell them to get their information submitted.

So it's very well known and it's very well.

I'm publicized for Purdue students.

If you have questions about scholarships or about your process, please feel free to reach out to me.

I am still very deep into the learning curve, so if I don't know an answer I will get it for you, but I'm looking forward to working with you and getting out these scholarships that you all work so hard for to raise money for our incoming students as well as those current Boilermakers.



Williams, LeAnne E. 18:46

Good evening everyone.

I just want to quickly go over a few things in regards to a recognition program.

But first we have the dates for the next ALVC, which is happening Thursday, August 22nd, Friday, August 23rd.

Umm, I know on the recognition program we originally stated to have at least two people from your club attend to have that count as part of the recognition program. We're changing that to just one person, so if one person from your club is able to come, that will count as a part of your recognition program, events and engagement for this year.

Umm so that we do have the dates mark your calendar will be sending things out as we move towards those states we are working on the second round of engagement

funds for this past fiscal year coming out.

I am working with the finance team.

With Alicia's departure, we're kind of filling in those gaps, as Jimmy mentioned.

So those will be sent to you as soon as I can work with finance this week and and get those set up.

We already have the numbers, so everything's already done.

We just have to get finance to get those out to you.

So we are working on those.

I just a friendly reminder that our fiscal year is from July 1st through June 30th.

So for this year's recognition program, we are just over halfway through it all emails.

All newsletters, all events, all game watches need to be put into our system to count towards your recognition program for this year.

So gold, silver or bronze status?

I will drop these links into the chat like I've been doing with other stuff, but just reminder check over the recognition requirements.

Make sure you're getting your events your newsletters your email sends into the system.

If you have questions or concerns, if you're needing help with that, please reach out to one of us.

We'd be happy to help you and the same with a game watches.

Just get those submitted through the game watch forms so ALVC is the alumni leaders and volunteer conference that we host and Jimmy has it all.

More umm, seasoned time with that?

That's one of the questions, but I think we're in the fourth here 5th year.

I I've done two so far so.



Cox, James M. 20:59

Yeah, as Lance said, ALVC is the alumni leaders and volunteer conference.

It's been happening happening annually on in some form for actually probably about 40 or 50 years.

We just cleaned out one of our storage units and the clubs it started out as basically a club leaders conference.

I think at one point we call it CLC, but when a couple years ago when we started involving some of the affinity network leaders and the College Board leaders and some of our other volunteers, the name was changed to to ALVC.



Williams, LeAnne E. 21:36

I think you, Jimmy.

So just I just want to remind everyone, if you have a questions on where you stand right now in the recognition program, I've been updating our spreadsheets and and getting numbers and we have a few clubs that have already hit the gold status.

Yay.

Congratulations.

Umm keep sending those events, keep sending those, uh, newsletters and then reach out if you need any assistance from us.



Saberniak, Susan L. 22:05

Just a final reminder that game watch link that will take you to the original form that we've been using.

So again, game watch is.

Please feel free to submit them as you have been doing in the past.

OK.

So we're going to move on and talk about doing events, UM, Leanne and I chatted a little bit today and so we came up just with some overview and as you start thinking about events, you wanna do maybe doing something different than you've done, these are just some ideas to think about as you're in those planning stages.

One thing with planning is starting early, so of course the earlier you can start the better.

Looking for venues, figuring out locations, budget.

All of those sorts of things.

Umm, when you're looking at venues, is it easy to get to?

Is parking easy and also I mean most of you are in pretty large cities, so think about mixing up where you do events.

Don't do things in the same location.

Look at doing different parts of town to try to reach more people.

Depending on what you're doing and just a reminder to for speaker request, those speaker requests need to come through that speaker request form that we have on our website and those should be sent at least 90 days prior to your event.

So we make sure that we have plenty of time to reach out to those speakers that you list, that you have an interest in coming.

So if they don't work out, it gives you time and it gives us time.

Have to find someone else.

Several clubs have requested someone from athletics, so someone from the coaching staff.

The athletic director if you're looking for someone from athletics, they do have this special form.

So that link is there.

So make sure that you visit that link to request someone from athletics, and then Purdue for life staff.

We're always happy to come visit you, so feel free to ask one of us to come to your events as well.

Jimmy.



Williams, LeAnne E. 24:42

And then just see one.



Cox, James M. 24:45

Yeah, Susie, I just wanted to chime in and provide some more clarity on speaker requests.

I know we get some questions from clubs just inquiring why.

Umm, you know, especially if they have a connection with someone.

Why it's important that a club goes through our office to help facilitate that.

Umm, part of it.

There's a couple of different scenarios where it's helpful.

If our office knows who you're requesting.

Ohh, one of which is data.

If you're requesting somebody who's a faculty or staff member on a Lum or a volunteer for us or somebody, that's a donor, we need that data to record on their record that they spoke at your club or they had a good time.

Something like that.

So we keep a lot of good data on that.

That also helps us understand if this is a good speaker to recommend to other club leaders as well.

And then based on again who you who you're requesting and and who you get to sign off on speaking.

If we think that is going to really help, you know, increase attendance at your event, that's where our staff for the alumni clubs team or some other development officers may go as well to interact with alumni and donors.

You know, spread the Purdue message and talk to folks about how to get involved and and donate if they would like.

So in a lot of ways, those speaker interactions help us determine.

Umm, you know if we need to give extra support to your event or or again if we you know for us to update our data data records if it is somebody who is what we call a prominent Purdue dignitary such as will use President Chang.

We especially want to know if that's the case, because oftentimes that office will reach out to us to make sure that we're in the loop on everything and that the events going to be promoted well and if we don't know that something has been agreed to, then we're kind of playing catch up and and don't always look like we have.

We have our stuff together.

In addition, when you have a Purdue dignitary at that level, it's helpful to have our staff help you find a location, make sure that everybody's on the same page with charging for the event, stuff like that.

So in a lot of ways, it's helping us all work Better Together, work efficiently, all to making sure the event goes off very smoothly.

What will happen a lot of times is once we're aware of the speaker, we will do we we prefer that you all make that communication.

We just want to make sure that we're aware of it again for the reasons I mentioned.

And then, especially if you already have it connection, we'll say yeah, use your connection.

Reach out to the person, but then obviously if you don't, we are happy to facilitate that and then you'd be put in direct contact with the speaker themselves.



Williams, LeAnne E. 27:50

Uh, just reminder that with your event and email request for any kind of events we it would best to get it in at least four weeks prior or so a month or more and that goes along with it takes us can take us up to seven days to get the event built out.

We have to work with communications.

It could take them up to four days to pull and send the emails, and if you're doing an event that requires students to be contacted, it can be up to three weeks to get them to for them to pull the student email lists so they can also send to that.

So keep those things in mind as you're creating the event to make sure you have it planned out far enough in advance that we can reach all the people that you want and get them the information.

And also, as long as you get your event and email submitted a month out event emails, you can get up to three of them sent out for you on that event.

If it's less than a month, you make only get 2 emails, so keep those things in mind as you're planning the dates, the times and getting this information into us.

And then we have a few examples of the common kind of events that happen throughout the year.

So annual dinners, some hosts in the fall, some in the spring, some do both.

These are usually focused around raising scholarship funds, but don't have to be the same with golf outings, student send offs, networking game watches, we encourage you guys to family focus events, volunteering, cohosting with your fellow alumni club leaders.



Williams, LeAnne E. 29:19

I know some of you are already doing that.

That's great.

Or other alumni college alumni, which I've seen those come through.

And Susie has scheduled for Natalie and or Olivia to come on at some point in the future forum to talk about crowdfunding and silent auctions. So.

Umm, we're here if you have questions.

You.

We're here if you need guidance and we're here if you need ideas, but we also would like to see you guys work together on if you see another club user events page, see another club doing something really cool or unique or something you'd like to do.

Reach out to them and and see how they planned it and what they kind of put into it. So use each other's resources, not just us.



Williams, LeAnne E. 30:15

And if anyone wants to raise their hand, if you have an example to share on events that you've done or planning, or how you've worked with the venue, feel free to drop with that in the chat.

Or let us know and and share your experiences and your examples with us in each other.



Cox, James M. 30:48

Alright, well, I'm going to just mention a few things on the concept of being intentional, especially when you were at your event.

But before I go into that, we do have some resources we wanted to share.

So I think that was going to be Leanne.



Williams, LeAnne E. 31:04

That's me, yeah.



Cox, James M. 31:06

Yeah, if you want to talk about the name badges and business cards as a reminder for everyone.



Williams, LeAnne E. 31:09

Yeah.

And I just dropped the link into chat.

I know I'm overwhelming you guys with links.

We can send these two in other ways as well.

Umm, but we do have for those that aren't aware, or maybe if not use it.

We have a storefront that you can order, Purdue Alumni Club leader badges, name badges and also club business cards.

One thing I would we would recommend is that if you do the business cards I would make with as many that comes in the box to do it more general so they alumni club of you know Indianapolis, your guys contact information, we encourage the club to have a club, email a general one that at least three people can maintain.

So if someone falls off, you have other people that can follow that.

So they your alumni can reach out to you in your area.



Williams, LeAnne E. 31:59

So if you need help getting ideas of how to get those set up, there is a contact person on the storefront and these items come out of your engagement funds.

So your budget and you can order these through the system on the storefront, but feel free to reach out to us if you have questions.



Cox, James M. 32:23

Alright so I am I wanted to share some of my experiences going to some club events and I know Leanne and Susie have been to some club events as well, so they might jump in as jump into on this.

But in terms of being intentional, I want to relate this back to what I mentioned earlier about recruiting new leaders, but also add in there.

This really helps when you're trying to engage folks so that hopefully they return to your club events in the future.



Cox, James M. 32:53

So welcoming environment, Suzie and Leanne kind of touched on this a little bit.

One of the examples I'll I'll highlight is when I went to the annual fall dinner for the Purdue Alumni Club of Southeast Michigan up in Detroit, I.

And if somebody's on from this club, please correct me if I'm wrong, but I believe they hosted at a local Community College or a culinary institute.

So right there, you're using some of your resources in the local area.

The food preparation that evening was great.

They got a lot of compliments on the variety of food.

Also, the desserts that were provided, they had a coffee bar, which was great when the speaker got up there because they did a little bit of a fireside chat, so make sure you're keeping in mind how you are welcoming people to your event now.

A lot of you are very familiar with having a check in table and you've got some of you might do a silent auction of some kind.

So just make sure you have the staging set up your talking with the venue beforehand.

If you need to get in there and decorate with some, you know, produce swag that you have but really puts some intentionality behind that because of if you can create that welcoming environment that uh gets people excited to be at your event gets people, you know moving around and talking that something else to consider is do you have furniture that needs to be set up a certain way, things like that.

So you've got the environment set up and it's welcoming.

You've got people checked in and so this is where you can really leverage your board members or other volunteers, because of course you're going to have people there that are checking folks in people that are talking to the caterers, making sure that the sound is set up correctly, stuff like that.

But you also want to make sure that you have what we call floaters that are working the room and working.

The room is not something that people consider all the time, but it's a very important resource that can serve you well, especially those two things I mentioned.

One you want those floaters to be working in the room to make sure that they're introducing themselves as board members, committee members, volunteers for your local alumni club because these folks need to know that the club hosted this and they need to know who those club leaders are.

They may want to thank them.

They wanna provide feedback but it gives those volunteers those floaters and opportunity to say hey, thank you for coming.

Really appreciate it.

Do you know much about our club?

Do you know that we have a scholar?

Local scholarship that benefits Purdue students.

Do you know how often we do events?

Again, when I was up at the dinner in Detroit, we had a Purdue alum from the Purdue Online school are come out.

It was his.

So he didn't even graduate from the West Lafayette campus, but he came out because of the speaker that evening.

And so those are great opportunities again to promote the club, what you do and hopefully set up a good relationship with the folks that you're talking to so that they come back to another annual dinner or possibly to a golf outing or a game watch or you know something else that you're doing.

In addition, if the.

Conversations going real well, you might offer a chance to sit down with that person later or, you know, go get a cup of coffee.

Or a lunch sometime to talk about them joining the board, or at least letting them know that if they're interested in volunteering somehow, whether or maybe it's for

your committee that you have, or for an event, or, you know, trying to get it on to the board, making sure they know how to express an interest and what the process is like for your club.

Again, a lot of folks out there, they probably do have an interest in volunteering, but the biggest opportunity that we are here from folks that we work with all across the globe is that, Oh yeah, I wanna get involved, but no one ever asked me.

So again, just asking the person that can sometimes be the biggest hurdle.

Uh, to Leanne's point, we'd love to hear from you all.

So if anybody would like to raise their hand to chat verbally, or if you'd like to put some thoughts in the chat about examples you have with some intentional event interactions that maybe have led to a new volunteer, or maybe it's led to umm, you know I, you know, a donation of some kind of your scholarship account or just some really good event examples that you think could help some of the other boards out there.

While folks are thinking, I'll give you give everybody a little bit of a peek behind the scenes.

So what I just talked about for our staff, especially when we're at events, whether it's a club event or a broader foundation event, the the interactions that we do, we're very intentional because they have to lead to what we call contact reports.

Contact reports are very helpful for us.

They help our staff understand.

Is somebody ready to volunteer?

Are they ready to donate?

Do they have a concern that needs to be followed or is it just a good piece of information to keep in our file it because it maybe it's not time for them to volunteer or donate.

For example, if somebody tells us that they just started a new job and had a new baby, probably not the right time to ask that person to volunteer, right?

Another good example is if somebody tells us that their kids going to college.

Hopefully Purdue, right?

But if their kids going to college, probably not the best time to approach that person for donation, right?

They've probably got some tuition that now that they have to pay, so that's that's how we're intentional and some of the work that we do.



Williams, LeAnne E. 38:54

I am going to give a shout out to a club if that's OK, so I went to the Cass County Annual dinner a few months ago and they did two things I thought were really they had first coming in, they had someone walking me in them along one wall.

They actually showed who their scholarship winners it were.

They had pictures of them.

They had all BIOS and little write ups from.

I thought that was interesting.

It brought people over it.

They got to see where the money that they were donating were going to and what The Who they were supporting and that way.

But the table I sat at, they had invited a young alumni.

She had just graduated that May to the dinner and she was welcomed.

She was given information.

She was brought into kind of that club and made to feel welcome to be a part of it.

So these are just little things that I observed that I thought were really.

I mean, they walked me.

It was great.

I got to meet some wonderful people, but it was these little interactions I watched and these little pieces they had at the event that I thought were the touching and kind of like help people see why they were doing this.

But why they paid to go?

Why?

Who they're helping, but also, you know, talking to the younger them like that, just moved back to the area and are starting out and maybe they're not ready for a full commitment, but they feel like they can come to the events and they have made friendships or made, you know, these connections and they wanna keep coming back.



Cox, James M. 40:17

Thank you, Leanne.

And we also had someone from the chat Sierra from the Twin Cities Club that we got rebooted this year.

I'm very excited to visit you all for the Big 10 tournaments here in a few weeks, but

Sierra brought up a really good point and something we are trying to coach clubs more on too is social media usage.

So she says, we found.

We rebooted this year and found being very active on social media has been great for getting people to continuously come back and even gained a board member.

This way I'm Sierra.

That is great.

Umm.

Again, really thank you for sharing that perspective.

Social media just a couple of comments on it.

Facebook and Instagram are pretty are the two most common platforms that we see out there for our clubs.

Couple of things you remember about Facebook.

You can have two ways to engage with people on Facebook.

You can have a page and or a group.

You don't have to have both.

You can have both if you'd like, but just remember a page is more for public outreach and announcements and sharing information, while a Group A page also doesn't allow people to interact with each other.

A page is just somebody from your club putting information out there as the club page versus a group you all can interact, post information with one another.

Stuff like that, Instagram is just basically a page.

You're posting more photo content than actual of verbiage, but Instagram is great for young girl alumni.

The other one I would say that we're seeing a lot more usage on his LinkedIn.

LinkedIn is has been around, I think probably just as long as Instagram for those on it, I think we all know it's more of a professional platform, but what we're seeing on it is more creating pages for organizations, so organizations creating their pages to share professional information, share event information.

Uh, so that's something you all might consider as well.

I haven't been a a big fan of their group usage, but their page usage is Umm, has definitely increased amongst organizations and then I would be remiss if I didn't mention our in House social media platform.

Purdue ties.

You know, we've already gotten a little Lync crazy.

So, Leanne, if you wanna post that link in there as well, Purdue ties is a great resource, probably most similar to LinkedIn.

We've got over 14,000 Boilermakers on there, mostly Purdue alumni and students. You can create a group on Purdue ties in.

The nice thing about the group functionality there is you can set it up to where if anybody joins and they say they live in your geographic area.

So for example, you could say Twin Cities and anybody that says I live in or around the Twin Cities area, they would automatically be added to your group to receive information when you post.

Ohh, and then the last thing about social media, especially again Facebook and Instagram.

It is very, very inexpensive.

I'm talking like \$10 you could put on there with the club debit card.

You all have your bank account, so you should feel free to use your debit cards in this way, but you can pay \$10 and promote a post, whether it's for a game watch or a volunteer opportunity, and it can reach thousands of people that way for just a small amount of money.

So, umm, I would definitely look into that.

And then at some point we this year in 2024, we're going to have our social media manager for the foundation, Leslie Morehouse.

She's going to come and do a session training session for us.

Any other comments in the chat?

Or does somebody want to be unmuted to share a perspective?

Got Katie pilot here talking about sharing Purdue alumni and PFLF content on Facebook and Instagram as a great way to keep the page looking active as well.

Katie, thank you for that.

Yeah, that's a great.

Uh, a.

A great a piece of advice there.

Sorry if you see updates from Purdue based on our social media usage, your club participants, and you're gonna love to see that kind of content.

So I think that's a great idea to share some of that content.

The other thing is when you're posting things, if you want to tag the foundation or Purdue alumni or Purdue University, Purdue University has a larger social media team, so they are more apt to respond to you and engage that and interact with you.

But that's a good suggestion.

Thank you, Katie.

Any other thoughts?

I know if you want to speak verbally, there's a raise your hand function or you can let us know in the chat and we'll find you to unmute you.

So this is great information.

Well, we always want to be cognizant and respectful of your all time.

So if there is again any ideas or suggestions people want to share, please feel free to put them in the chat.

Again, we put the chat up on the website to download so folks can always look at it later.

But umm, again, our staff is here to help, right?



Cox, James M. 45:47

So whether it is recruiting new leaders or helping with event setup or training of any kind, please reach out to us.

We're happy to visit your area, do a virtual training, hop on the phone for a quick chat or something like that.

That's what we're here for, right?

If you haven't trouble getting in touch with us, please do be patient.

This is definitely busy season for clubs, so we're doing a lot of emails right now and a lot of phone calls and hopefully in a few months we're even busier.

You know, maybe at the end of March, early April, if you're catching my drift there.

But I think you all for a great leaders forum in for the first month of 2024.

Sorry.

Excuse me, could you go back real quick?

Umm, before we end, I did want to just mention the goals here, so some of you may know this.

Our fiscal year 24 goals, we had three objectives this year with the clubs program that our staff set event attendees, scholarship dollars raised and club leaders recruited.

So far we had we've had 2953 folks attended club events.

Our goal is 7000, so we're almost halfway there, which is really great.

Scholarship dollars raised.

We had a goal of 25,000.

We have shot that out of the water on the reason being is we had a little.

A surprising issue pop up with one of our clubs.

That was got a very healthy scholarship donation because the student organization they were donating to was actually no longer in existence and hadn't been for about 2 years.

So that person had to redirect that money.

So, but we expect that amount to continue to rise, especially with day of giving approaching here in April.

And then club leaders recruited at the end of the year, we would like to have a total of 425 club leaders and right now we have 381 of the one of the ways you can help. This is if you have new leaders that join your board here over the next six months or if you have folks that aren't getting our emails because they aren't on our list, please make sure we get their name and email.

That's for board members, officers, but also committee members and any other types of volunteers you have for your board.

So thank you all very much and I'll pass it to Suzie to wrap us up.



Saberniak, Susan L. 48:20

All right.

Thanks, Jimmy.

So just as a reminder, our next forum will be Wednesday, February 21st.

Please note the time of that we are going to have it start at 3:00 o'clock Eastern Time.

There is a women's basketball game that evening, so we just wanted to make sure we were taking that into consideration for anyone who is interested in that game.

So 3:00 to 4:00 PM Eastern Time, we are going to have Karen McCullough come speak to us.

She's the director of scholarship, stewardship and development for the Purdue for Life Foundation.

So she will be talking about scholarships.

So you can be thinking about questions that you may have for her, but I think that will be a great presentation for all of us.

And of course, as Jimmy said, we will get the slide deck as well as the recording up on the website and that can take a week or so for that to happen.

So if anyone missed it or you just want to rewatch something or review, please check

out the website, but otherwise thank you so much for joining us this evening and have a good night and boiler up and Hale Purdue.

