Thinking Outside the Box — Engaging Age Population Diversity

Your alumni club board has a prime scope of service to engage your Alumni – by planning events and to incorporate both member and non/member pricing, in the program following engagement program categories:

❑   Personal (e.g. social events, family-friendly events, sports game watches)

❑   Professional (e.g. networking events, mentorship program, dinner for 12)

❑ Intellectual (e.g. special interest events, arts, lifelong learning, diversity events)

❑ Scholarships/Student Recruitment (e.g. scholarship fundraiser, student recruitment/PART program, student retention, student send-off)

❑ Service (e.g. volunteerism)

Thinking Outside the Box

With each event planning not only does the Club need to fulfill the category but also determine what is the population being targeted for engagement. So with this in mind ask they questions on each category the event is addressing:

- **<u>Personal</u> (e.g. social events, family-friendly events, sports game watches)**
    - What is the age group that is most likely to attend this event?
    - What age group are you attempting to engage with, why and what are ways to communicate with this audience?
    - What are the age groups that will not be of an interest to attend?
    - If this family-oriented event what is the method of communication that would be most conducive for direct contact.
    - When there is cost associated for this event will the limited income Alumni (elderly and large families) be able to attend?
    - During the event are logoed giveaways being given out as an inducement to attended future events and to establish a connection with the Club and the Association?
    - Are formal or informal surveys being used during or after the event to determine the level of appreciation from the attendees.

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- **<u>Professional</u> (e.g. networking events, mentorship program, etc.)**
  - What is the professional / skill levels that is most likely to attend this event?
  - What is the professional / skill levels are you attempting to engage with, why and what are ways to communicate with this audience?
  - When there is cost associated for this event will the limited income Alumni (recent graduates and large families) be able to attend?
  - What is the communication path(s) being utilized to reach a diverse population?
- **<u>Intellectual</u> (arts, lifelong learning, diversity events)**
  - What is the social category is most likely to attend this event and why?
  - What is the social category you are attempting to engage with, why and what are ways to communicate with this audience?
  - When there is cost associated for this event will the limited income Alumni (recent graduates and limited income) be able to attend?
  - What is the communication path(s) being utilized to reach a diverse population?
  - Are formal or informal surveys being used during or after the event to determine the level of appreciation from the attendees.

Thinking Outside the Box

- **Scholarships/Student Recruitment:**
  - What is the communication path(s) being utilized to reach the intended population?
  - Are surveys being used during or after the event to determine the level of appreciation from the attendees.
  - During the event are logoed giveaways being given out as an inducement to attended future events and to establish a connection with the Club and the Association?

- **Service:**
  - What is the criteria that you will use to determine what organization/event that your Club uses to select a specific organization/cause.
    - Research the organization of intended support, to determine if it has valves that are in align with the Association and your Community.
    - Identify Board Members who will best represent your Club's Identity and determine if they will be able to participate.
  - Get commitment for attendance from Board Members who wish to participate and/ Non-Board Members who are associated with your Club, a number of days in advance and have backup personnel to fill in last minute participant cancellations.

Thinking Outside the Box

2019/2020 Fiscal Year PACNWI Engagement Activities:

❑ *Personal (e.g. social events, family-friendly events, sports game watches)*
  - ❑ Purdue vs Nevada Football Game Watch 8/30/2019
  - ❑ Wine Tasting Tour of Southwest Michigan 10/19/2019
  - ❑ Purdue Alumni Day at Kregel's Pumpkin Patch 10/28/2019
  - ❑ Purdue vs. Northwestern Football Watch Party and Malt Brothers Brewing 11/10/2019.
  - ❑ Purdue vs. Indiana University Football Watch Party and Malt Brothers Brewing 11/30/2019
  - ❑ Boiler Up! & Hammer Down! Purdue Day at the Mascot Hall of Fame 1/18/2020

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❑ *Professional* (e.g. networking events, mentorship program, dinner for 12)
  - ❑ **Grand Opening of Purdue Federal Credit Union in Crown Point 9/13/2019**

❑ *Intellectual* (e.g. special interest events, arts, lifelong learning, diversity events)
  - ❑ **Three Transitions to Retirement - Webinar with Purdue Federal Credit Union 6/10/2020**

❑ *Scholarships/Student Recruitment* (e.g. scholarship fundraiser, student recruitment/PART program, student retention, student send-off)
  - ❑ **In-coming Freshman Welcome Postcard 7/17/2019 - Student Engagement Sent (417)**
  - ❑ **6th Annual Copper's Hawk Winery & Restaurant, Wine, Food & Music Event 2/20/2020**

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❑ *Scholarships/Student Recruitment*
  - ❑ *Spring Student Scholarship Dinner and Silent Auction 6/20/2020*

❑ *Service (e.g. volunteerism)*
  - ❑ *Purdue helps to Pack Away Hunger 9/7/2019*
  - ❑ *Annual Christmas Tree Trimming, Dinner and Community Donations Event - 12/9/2019*

PRIMARY QUESTIONS

….Is the Club attempting to fulfill all (5) categories?

[Note: **The Club will expend high level of involvement to fulfill all (5) categories – do you have the personnel and resources?]**

….How far in advance do you plan out the desired event?

….What are the Club's financial resources to hold these event?

….Are there other Personal Events that are more suited to your Club's personnel

….What is the method feedback to determine if the event was a success?

….How do you attracted new Board Members to keep it healthy?