



Community College Alumni Associations 101

How to Build and Maintain

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Montgomery College

MACC PRESENTATION
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In the Beginning....

- New President asked for an alumni association
- PR director charged with establishing
- Held a wine and cheese with alums who had expressed an interest/media
- Established a steering committee and created bylaws

Building Support Among Alums

- Find them – Building the Database
 - Harris Directory/on-line directory--survey
 - Hire a temp or hire a paid/unpaid intern
 - Run a batch with a vendor: Boyd City Dispatch or Alumnifinder 508-428-7897



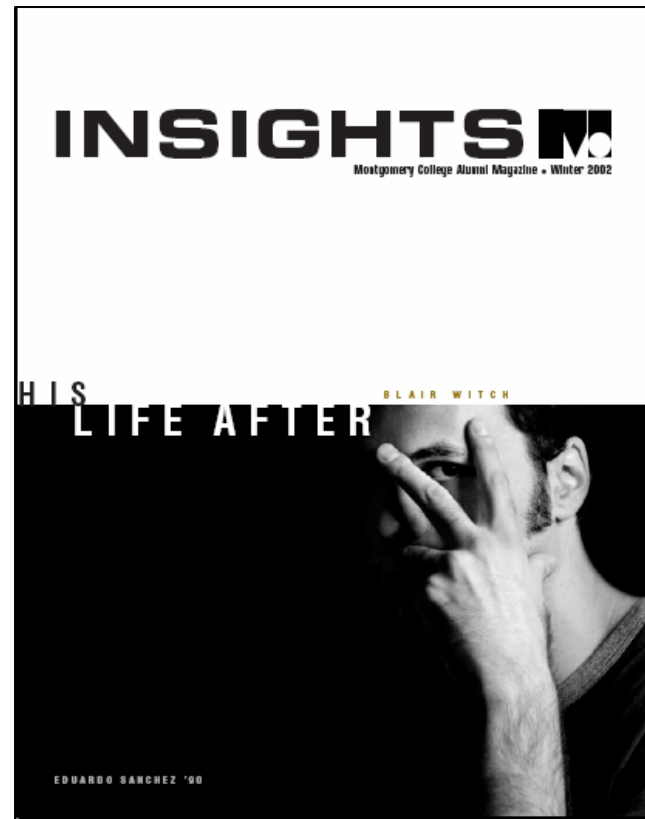
Building Support Among Alums

- Engage Them
 - Invite them to College events
 - Create an alumni event in conjunction with College event
 - Legislative Initiatives
 - Fundraising
 - Student Seminars



Communicating with Alums

- Newsletters
- Magazines
- Electronic News
- Postcards
- Special Events
- Fundraising appeals
- Phonathons
- Correspondence
- Alumni e-Mailbox





Commencement Involvement

- Goal: To inform and encourage participation among new grads
 - Presence at Graduation and Rehearsal
 - Address graduates at Rehearsal
 - Inform them about the alumni association
 - Making their day special
 - Graduation Day
 - Flowers
 - Frame diplomas for grads for those who make a purchase
 - Note cards
 - Alumni Association Membership Applications
 - Video/DVD Sales



Commencement Involvement

- Alumni President's Role
 - Seated on dais
 - Inducts new grads into the alumni association
 - Recites alumni pledge



Special Events

- Alumni Awards and Athletic Hall of Fame Inductions
- NYC Theatre Weekend
- Hello Connie
- Geographic Reunions



HELLO CONNIE

It's So Nice to Have You Back Where You Belong...

Plan to attend the Sunday, July 20, matinee performance of *Hello Dolly!* at the Montgomery College Summer Dinner Theatre. This special performance is to honor Montgomery College's former English Professor Connie Morillo, to establish an endowed scholarship in her name, and to celebrate her years in Congress. Bring the entire family to this momentous occasion.

For reservations and information please contact the Alumni Office at 301-279-5378 or visit our Web site at www.montgomerycollege.edu/alumni.

ADMIT ONE



JOIN US FOR OUR
8th ANNUAL
NEW YORK
THEATRE WEEKEND
NOVEMBER 12-14, 2005

DIRTY ROTTEN SCOUNDRELS
BY JUDITH COLEBY

ARTHUR
SPAM!

Sponsored by the Montgomery College Alumni Association



Staffing

- Began with a $\frac{3}{4}$ time Alumni Coordinator
- Evolved to:

Alumni Director; Alumni Coordinator; Alumni Assistant.

- Proposing a few new positions including:
 - Web specialist
 - Data Entry personnel
 - Alumni Chapter Coordinator



Key Components to Success

- College President's Support
- Board of Trustees Support
- Creative Development Director
- Dedicated Alumni Staff
- Core group of committed Alums
- Coordination with Foundation
- Faculty Support
- Assistance and close working relations with Creative Services/Media Relations team
- Work in cooperation with Director of Governmental Relations



Pivotal Junctures

- Moving Alumni Association from a purely “social group” to one with a greater purpose
- Fundraising
- Involvement in Commencement
- Annual Meetings with the Board of Trustees
- Embarking on an collegewide, integrated database system
- Legislative support
- Publishing an Alumni Magazine

Benefits to the Institution

- Legislative Advocacy
- Financial Support
- Ambassadors for the College
- Student Recruitment
- Fund Scholarships
- Contribute to Fundraising Campaigns
- Mentors
- Career Networking





Funding

- Operating funds for staff and programming includes .05% of the College's Consolidated fee based on tuition
- 20% of Annual Fund Campaign from Alumni towards the six scholarships we award annually
- Partnerships:
 - Liberty Mutual
 - Bookstore



Where to go From Here

- The Sky's the Limit
- Cultivate Relationships
- Plug In
- Be Creative



Build on What's Available

What events are indigenous to your area?



Why Reinvent the Wheel?

Build on already successful events



Who would have thought?

- Award winning programming, publications, and fundraising





How Board of Trustees and Foundation Boards Can Help

- Offer financial support both institutionally and personally
- Attend alumni events—get to know them—they are the products of our institution.
- Invite them to meet with your board annually—exchange ideas
- Be willing to meet with alumni for friend and fundraising.



Go For It...

Gain Institutional Support
Fund Staff
Operating Funds
Small Bold Steps

If you Build it....

It will GROW

QUESTIONS???

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