

Alumni Relations & Community Colleges (updated with CASE IV Presentation)

Mitch Andrews



Mitch Andrews, a native of Tyler, TX, returned to East Texas more than sixteen years ago. For twelve years he dedicated his life to nonprofit arts organizations in the Atlanta, GA. His work as an arts administrator included marketing and fundraising for the Atlanta Symphony Orchestra and the Alliance Theatre Company, both divisions of the Robert W. Woodruff Arts Center. Mitch has been employed with TJC for over sixteen years. During 2016, he was named Executive Director of Institutional Advancement and the Tyler Junior College Foundation.

During 2017, Mitch served as the chair for the national conference hosted by the CASE Center for Community College Advancement. He previously served on the planning committee and as a presenter for the first CASE virtual conference which focused on alumni relations for community colleges. He has also served as Vice President for the Texas Association of Community College Foundations (TACCF.)

Mitch is a proud graduate of TJC, University of Mississippi (Ole Miss) and University of Texas at Tyler. He is an active community volunteer and coaches TJC students, as part of the College's nationally honored speech and debate program. Nine years ago, Mitch and his wife were given the greatest gift, their son Clayton. They feel blessed to be part of Tyler and to raise Clayton surrounded by family and friends.

Susan Farrington



Susan Farrington joined the TJC institutional advancement team during fall of 2017 as the new Director of Alumni Relations. During her brief tenure, she has successfully re-developed a distinguished alumni awards program, engaged graduates from arts-based programs at TJC to support a new performing arts center initiative, developed new alumni based affinity groups, established data management standards to enhance alumni connection and communication and is developing an active and engaged board for the TJC Alumni Association.

Prior to TJC, Susan spent ten years directing student, alumni and employer programs for the engineering department at Carnegie Mellon University. In that role, she developed student leadership programs and substantially increased alumni engagement and corporate giving. Before making the transition to academe, Susan managed a comprehensive national university relations program for Lockheed Martin.

Susan is a Texas native who graduated from the University of Texas at Austin with an Honors Degree in Government.

Marc Westenburg



Marc Westenburg is Director of the Center for Community College Advancement at the Council for Advancement & Support of Education (CASE) where he leads the development and delivery of services to community colleges. Marc plans, coordinates and delivers training and resources on all aspects of advancement – alumni relations, fundraising, communications, marketing, grant development and related fields – all with a focus on meeting the unique advancement needs of community colleges and their foundations. He was a Strategic Marketing Specialist with Harper College in Illinois for 6 years prior to joining CASE, developing and implementing comprehensive, integrated marketing strategies and communication plans for diverse markets, including FTIC (First Time in College, Influencer, Summer and Minority audiences). Marc graduated from Morris Clelge with a Masters of Management and earned his BA in English with a writing emphasis from the University of Wisconsin-La Crosse. He also studied abroad in Edinburgh, Scotland as part of his BA experience.

WELCOME TO

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CASE DISTRICT IV ANNUAL CONFERENCE



District IV

Alumni Relations
and Community Colleges:
~~The Silver Bullet~~
A Unique Opportunity

Sunday, February 24, 2019



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GRAPEVINE, TX | FEBRUARY 24-26 2019

Presenters

Mitch Andrews – Tyler Junior College

Executive Director, Institutional Advancement & TJC Foundation

Susan Farrington – Tyler Junior College

Director, Alumni Relations

Marc Westenburg – CASE

Director, Center for Community College Advancement



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Alumni Giving and Engagement Study



CASE, VSE Survey,
Data Miner



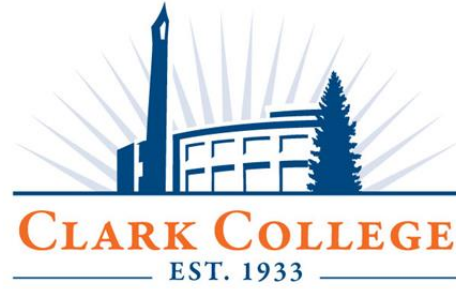
Peer Discussions



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Monroe Community College
STATE UNIVERSITY OF NEW YORK



**Northwestern
Michigan
College**



**Northampton
Community College**



**SANTA ROSA
JUNIOR COLLEGE**



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Top Seven in Alumni Giving

State	Institution	Alumni Giving/ Five Year Avg.	Total Giving/ Five Year Avg.	Total % Alumni Giving/ Five Year Avg.	Endowment Pool
CA	Santa Rosa JC	\$1,064,822	\$5,506,836	19.34%	\$50,600,000
NY	Monroe CC	\$640,102	\$4,872,277	13.14%	\$13,351,298
WA	Clark College	\$595,378	\$3,799,389	15.67%	\$65,193,429
TX	Tyler JC	\$508,413	\$3,459,210	14.70%	\$51,740,820
MD	Montgomery College	\$416,691	\$3,499,596	11.91%	\$28,009,790
MI	Northwestern Michigan College	\$308,309	\$2,035,904	15.14%	\$38,887,894
PA	Northampton CC	\$185,493	\$3,652,587	5.08%	\$55,000,000

Data sourced from CASE VSE FY17 Survey or direct from College.



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Unofficial Poll



How many full-time employees are dedicated to alumni relations at your college?



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Top Seven in Alumni Giving

State	Institution	Enrollment Headcount	Enrollment #FTE	Alumni Population	Alumni Valid Contacts	Inst. Adv. #FTE	Alumni Rel. #FTE	Inst. Adv. Budget Total	Alumni Rel. Budget Total
CA	Santa Rosa JC	26,058	7,972	1,700,000	79,262	5	0.33	\$1,150,000 (85% S&B)	\$20,000
NY	Monroe CC	12,907	9,568.6	94,501	UNK	14	0.5	\$6,700,000 (incl. S&B)	\$68,000 (incl. S&B)
WA	Clark College	11,065	7,849	51,471	UNK	21	1.5	\$3,500,000 (incl. S&B)	\$32,012 (2 yr. event fund)
TX	Tyler JC	11,511	9,670	92,000	60,000	12	2	\$824,725 (incl. S&B)	\$224,437 (incl. S&B)
MD	Montgomery College	31,342	14,685	500,000+	140,000	19	3	UNK	\$26,000
MI	Northwestern Michigan College	3,936	2,299	95,086	UNK	12	1	\$1,381,764	\$108,813
PA	Northampton CC	9,921	7,300	55,100	55,100	13	1.5	\$375,000	\$55,000

Data sourced from CASE VSE FY17 Survey or direct from College.



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Who Are Your Alumni?



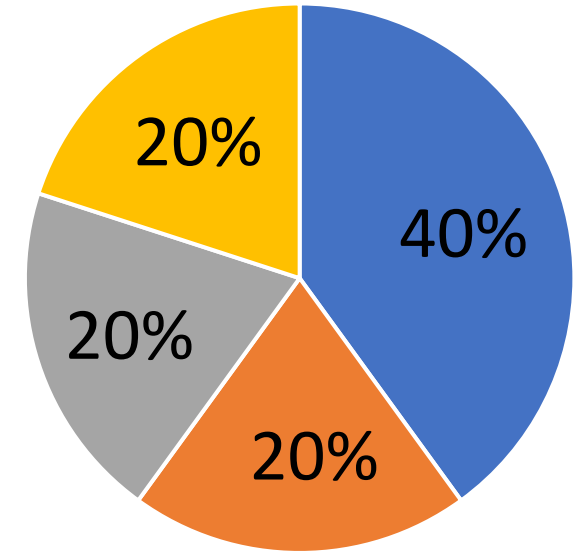
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Definition of Alumni

- Completion of one course for credit/non-credit
- Degrees/Professional Certifications + one or more non-degree
- Degrees/Professional Certifications + 12 hours passing grades
- 30 or more Class Credits



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Alumni Defined by AEM

“Graduates of the institution and others with a prior academic relationship, including non-graduates, certificate and credential holders, distance learners, lifelong learners, residents, post-docs, honorary degree recipients and honorary alumni.”*

*Alumni Engagement Metrics White Paper, August 2018



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Alumni Engagement Defined

“Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution’s reputation and involve alumni in meaningful activities to advance the institution’s mission.”*

*Alumni Engagement Metrics White Paper, August 2018

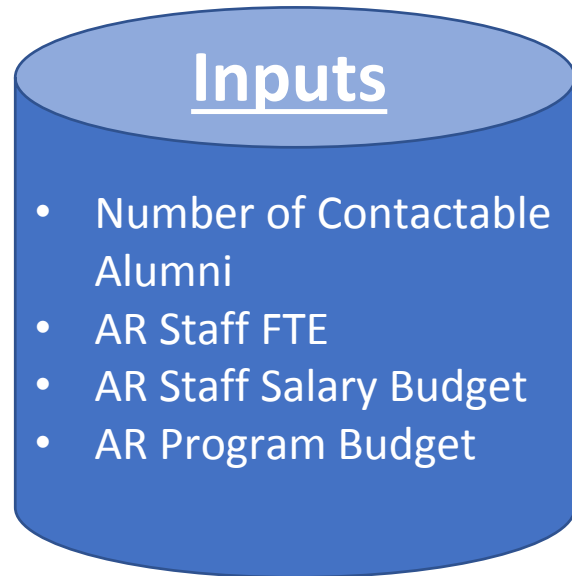


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AEM Framework



AEM White Paper, August 2018



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Alumni Engagement Programs

Most frequently chosen by the 7 top alumni giving CCs:

- Alumni Association with Board (5 of 7)
- Alumni Awards/Honoree Programs (5 of 7)
- Communications: E-Newsletters, Alumni Magazine (5 of 7)
- Affinity programming (4 of 7)
- Sports/Athletics halls of fame (3 of 7)
- Commencement/Graduation Events (3 of 7)
- Student-Alumni Interactions: mentoring, career talks (3 of 7)

WARNING LABEL: Choose programming that best fits your College's culture, resources and goals.



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Alumni Programs Top Seven

Social Events

Online Community Platform

Regional Events

Alumni Center

Networking Events

Outstanding Faculty Award

Alumni Travel Club

Passport Program

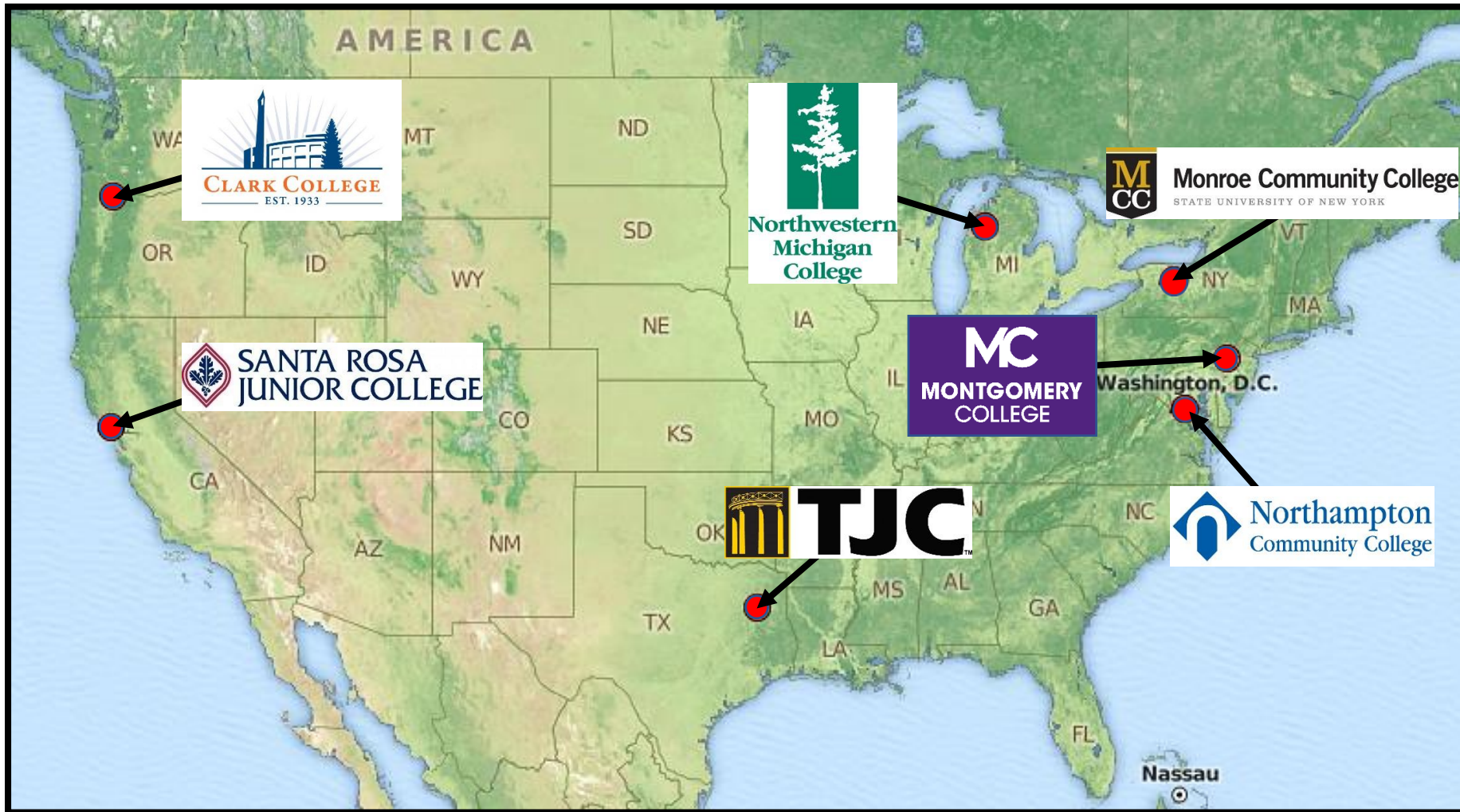
PODCASTS WITH ALUMNI



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Alumni Programs for Community Colleges

“Each community is unique and each Community College reflects this uniqueness.”

-Sarah Laggos
Director Alumni, Annual Fund
& Corporate Relations
Santa Rosa Junior College



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Alumni Program

Santa Rosa Junior College

Santa Rosa, California

Rural/Agricultural Community (CA Wine Country)



SANTA ROSA
JUNIOR COLLEGE

100 Years Old

Strength: Very strong academics, transfers to Ivy League Universities, higher education of choice in community, alumni remain appreciative for career success

Alumni Programs: Alumni & Friends Association (paid memberships), Quarterly E-Newsletter, Outstanding Faculty Award, Student-Alumni Mentoring Program

BEST PRACTICE: Student-Alumni Mentoring Program

Alumni enjoy volunteering their time to mentor students (one-on-one, large groups, speaker panels, networking events, supporting career center activities). Engages alumni before fundraising requests.



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Alumni Program

Monroe Community College

Rochester/Brighton, New York

Metro Communities in Upstate New York



Monroe Community College

STATE UNIVERSITY OF NEW YORK

Strength: Quality Education, Student Experience, Career Success

Alumni Programs: Homecoming and Alumni Hall of Fame

BEST PRACTICE: Alumni Hall of Fame

Large-scale, annual, legacy event



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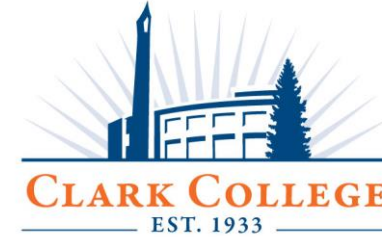
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Alumni Program

Clark College

Vancouver, Washington

Largest Suburb of Portland, Oregon



Strength: Strong academics + full student experience + strong career services. All areas of campus are well-integrated/collaborative.

Alumni Programs: Annual Outstanding & Rising Star Alumni Awards, Athletic Hall of Fame, Penguin Nation Passports, Alumni Career Panels for College 101 Classes, Alumni Social Events (1-2/year; no reunions), Alumni Magazine, Penguin Podcasts



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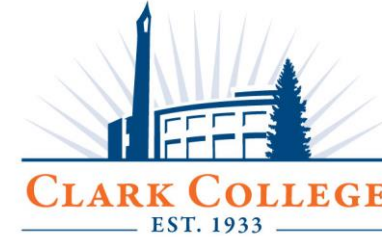


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Alumni Best Practice

Clark College

Vancouver, Washington



BEST PRACTICE: Alumni Board of Directors, Campus Partnerships

- 1) Alumni Board are ready/willing volunteers that help execute AR work plan;*
- 2) Building strong partnerships with Student Services, Career Services, Deans of Academic Units helps create useful programming; first alumni mentor program.*



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Alumni Program

Tyler Junior College

Tyler, Texas

East Texas Small City/Regional Hub



TJCTM

92 Years Old

Strength: Strong Academics, Renowned Performing Arts Academy, Respected Health Sciences (Emerging Bachelors Degrees), Full Student Experience

Alumni Programs: Alumni Association, Annual Alumni Awards Dinner, Sports Circle of Honor, Legacy Affinity Groups, Monthly E-Newsletter, Regional Networking Events, Commencement Receptions, Alumni Travel Club

Best Practice: *Affinity Group Programming; Alumni retain lifelong loyalty to their affinity based on positive experiences and continued interest.*



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Alumni Program

Montgomery Community College

Rockville/Germantown/Silver Spring, MD
Washington DC Metro Area (Outside Beltway)



Strength: Strong Academics, Excellent Engineering Programs, Full Student Experience, High Quality/Low Cost Option for College

Alumni Programs: Homecoming, Alumni Awards, Affinity Groups, Networking Events, Alumni Association, Alumni Association Magazine

Best Practice: Semiannual print magazine with Association President letter, focus on success of former students (educational outcomes), sent to alumni, elected officials, high schools, college advisors; excellent constituent branding



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Alumni Program

Northampton Community College

Bethlehem, Pennsylvania

City of 75,000 North of Philadelphia



Strength: College answers the community's need for employment preparation and workforce training. Close-knit community.

Alumni Programs: Craft fairs to raise revenue for AR Program, Affinity Programming, Student-Alumni Networking, Alumni assist Career Programming

BEST PRACTICE: Combining Alumni Relations & Career Services; Aligning all activities with the nine academic program pathways.



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Early Conclusions

1. Success possible even with small number of FTE
2. Success possible even with a small budget
3. Success is often due to unique factors (“no silver bullet”)
 1. Community benefit
 2. Connection to alumni
 3. Capitalize on strengths
4. Industry best practices form the basis of most AR Programs
5. Good relationship between Development and Alumni Relations



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Early Conclusions

Baseline Questions & Answers:

- Alumni programs create engagement and support.
- Alumni programs can/do impact giving.
- Alumni of community colleges value their experience and want to reconnect and support the institution.



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Final Thought

What is the primary reason alumni love your College and want to give back?

*“I have three: (1) The quality of an MCC education.
(2) Their experiences while at MCC.
(3) The role MCC played in their successful careers.”*

-Karen Shaw

Coordinator, Alumni and Annual Giving
Monroe Community College



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Alumni Relations
and Community Colleges:
~~The Silver Bullet~~
A Unique Opportunity

Questions?



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