

It Takes a Village:

Re-Imaging Alumni in Admissions and Enrollment Management

Karime Naime
Associate Director,
The George Washington University

Ka'rin Thornburg
Manager of Campus Partnerships,
The University of Texas at Austin

Overview

- Introduction
- Common practices
- Reconceptualizing alumni volunteers and why it matters
- Meaningful engagement
- Examples and best practices

Common Practices for Utilizing Alumni

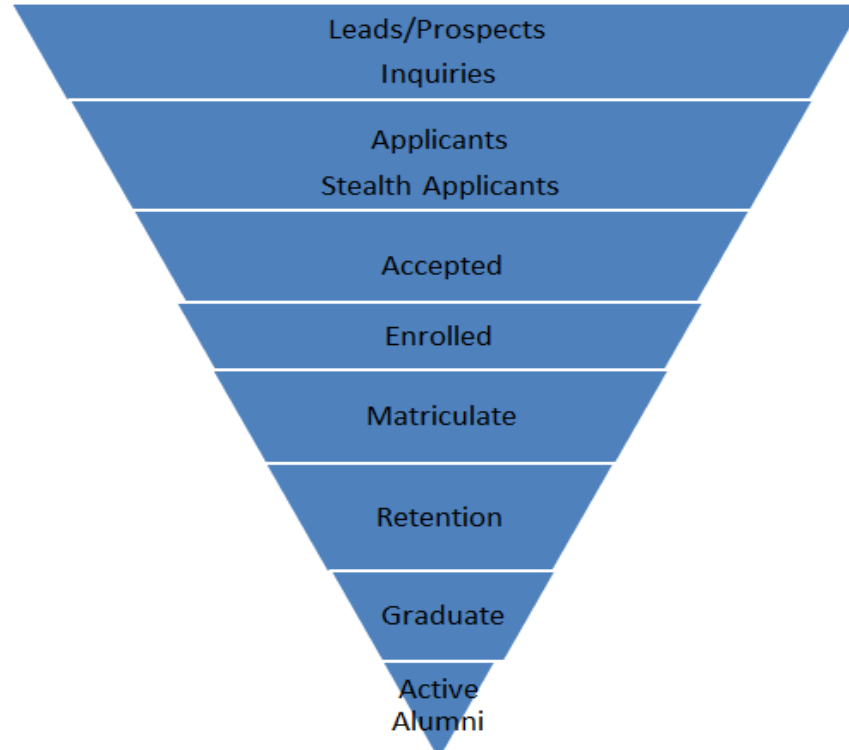
- Interviewers
- File readers
- College fair representative
- Congratulatory phone calls and post-cards
- Send-offs

“Research indicates people volunteer when they identify a cause rather than an agency or a program” - (McCammon, 1999).

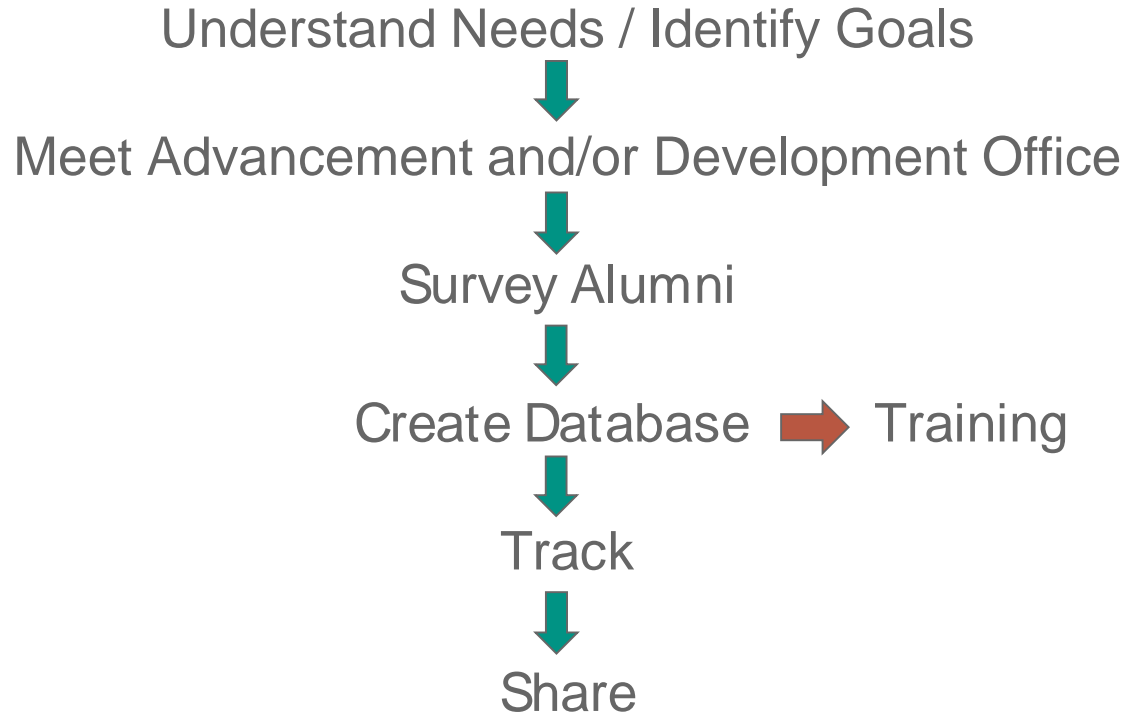
Why It Matters?

- Expand recruitment efforts
 - Limited staff, limited resources
- Enhance social networks and cultural capital
- Reinvigorate alumni loyalty
- Cultivate excellent college and university advocates
- Opportunity to provide real tangible testimonials to prospective students

Re- defining the Enrollment Funnel



Identifying and Utilizing Alumni



Meaningful Engagement Practices

- Prospective student events
- Panels/Keynote speakers
- Networking & Mentorship
- Alumni affinity groups for special recruitment initiatives
- Scholarship & Outreach



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- Scholarship Collaboration
- Brunch/Dinner with an Alum
- Alumni-Student Connections
- Special Events
 - Longhorn Pride
 - Longhorn Legacy
- Strategic Partnerships, Training and Surveys*

- Book Award
- Coffee/Lunch Gatherings
- Mentorship*
- Networking events with student volunteers
- Training

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Best Practices

- Don't do it alone!
- Remove the blinders
- Build collaborative partnerships and programming
- Identify a volunteer alumni coordinator
- Set goals for volunteer involvement
- Training

Thanks!

Contact us:

Karime Naime

Email: knaime@gwu.edu

Ka'rin Thornburg

Email: karin.thornburg@austin.utexas.edu

