Alumni Outreach 2.0

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Overview

• My Background
• Getting Started
• ADDIE Model
• First Things First
• Let’s Create Something
• What we Learned
• Things to Remember
• What’s Next
Background Information

• My personal journey in the alumni outreach world

Getting Started
ADDIE Model

ANALYZE
Identify how things are versus how they should be (performance gap)

IMPLEMENT
Deliver your programs

DEVELOP
Create your program

EVALUATE
Measurement of how well your program achieved the objectives

DESIGN
This phase outlines performance objectives based on gap

INTERNAL ENVIRONMENT
College of Nursing – mission, vision, policies, strategies
Alumni Recognition Process
College of Nursing Organizational Structure
Alumni Development Process
WORKFORCE PERFORMANCE
Dean, Faculty & Staff
Alumni Engagement Process
EXTERNAL ENVIRONMENT
University, Alumni Association, Foundation, Peer Institutions, Society, Economy, Alumni
FEEDBACK LOOP
Alumni, Faculty, Staff, Peers, Students, Parents, Friends, & Other Stakeholders

Systems Analysis for Performance Planning
First Things First

• The goals and values of the *alumni relations* program must be a subset of the goals and values of the university.

  – Current University goal related to alumni:
    • Goal IV: Ensuring Student Success on Campus and Beyond

First Things First (cont’d)

• Sub-Goals #4:

  – Broaden and strengthen engagement with FSU alumni and friends worldwide.

  – Take advantage of social media and other digital technologies to deepen the engagement of alumni and friends locally and worldwide.
First Things First (cont’d)

• Sub-Goals #4:
  
  – Provide a broad array of opportunities for alumni to connect with each other and with the University around areas of common interest.

  – Enhance opportunities for alumni and students -- our future alumni -- to engage with and provide philanthropic support to FSU.

LETS CREATE SOMETHING TOGETHER!

Analyze, Design, Develop, Implement, Evaluate
Analyze

• Does your University have a Strategic Goal that includes alumni?
  – If so, have you included a strategic goal in your alumni outreach plan that overlaps with that goal?
Analyze (Cont.)

• Do you have any feedback from alumni about what they would like to see in your alumni programming?

• Where are you compared to where you want to be?

• Have you identified potential resources and constraints for meeting the needs of your alumni?
Design

• Develop Alumni Outreach program using the:
  – University/College’s strategic alumni related goals
  – Feedback from your alumni
  – Desired measurable outcomes
  – Budget
  – Resources
  – Constraints

Measurable Outcomes

• Event registration
• Volunteer opportunities
• Social media participation
• Donations
• Participation in your digital community
• Quality of contact information
• Cost
Develop

- Potential strategies and tactics for carrying out the objectives from your plan that include:
  - Events
  - Recognition Programs
  - Mentoring and Leadership opportunities
  - Communication tools
  - Evaluation plan
IMPLEMENT

Implement

• Deploy your program
  – Pilot test your plan activities to get feedback and work out any kinks
EVALUATE

Evaluate

• When
  – Formative (Pilot study/early stages of implementation)
    • To foster the development and improvement within an ongoing activity/program
  – Summative – at the end
    • To assess whether your programming is achieving the desired results/outcomes
Evaluation

• What
  – What are the metrics you have identified that are of value to you?
    • This what you should be measuring

Evaluation

• How
  – What tools will you use to collect data
    • Surveys
    • Event evaluation forms
    • Focus groups
What Data are We Collecting

- Attendance/Participation in Alumni Events
- Volunteer for opportunities to support the College/students
- Follow us on Social Media
- Various ways to contact/share information
  - Mailing addresses, e-mail addresses, etc.
- Mailing costs

Homecoming 2007 - 2017

Attendance Goal Homecoming - 50

2011 Implemented a Distinguished Graduate Award Program
Alumni Events 2008 - 2017

Favorite faculty member was the speaker for the 60 years of graduates events

Meet the Dean Receptions

Student involvement, Showcase Simulation lab, and excitement about the football season

Alumni Contact 2007 - 2017

• Mailing Addresses:
  – 2007: 5,578
  – 2017: 6,527

• E-mail Addresses:
  – 2007: 1,242 (22% of alumni)
  – 2017: 4,460 (68% of alumni)

• Social Media Followers:
  – 2010: 90 (Fb)
  – Present: 1,554 (Fb); 641(Twitter)
Change in Relationship

• Respond to invitations and asked to be kept on the mailing list
• Provided feedback if something sparked a memory for them
• Participation levels increased as:
  – we continued to visit them where they lived
  – Solicited their feedback and incorporated it into what we were doing

What did we learn?

• Just because you build it, does not mean they will come
  – Alumni involvement is earned
    • We asked for feedback and alumni shared that they prefer to participate in events in their communities
    • Gaps in outreach activities meant we were basically starting from ground zero – had to regain their desire to participate
What did we learn? (Cont.)

• More likely to participate in activities that featured favorite faculty members, showcased their student experiences, and highlighted their accomplishments

• Alumni appreciate it when you tell/show them that you are using their feedback

Things to Remember

• Continued involvement from alumni must be earned, not expected.

• Strategy must be built around the needs of alumni, not the university.

• The best content always prompts an action.
What’s next

• Established an independent Nole Nurse alumni networking group
  – Developed a strategic plan based on survey responses from alumni

• Partner with them in our efforts to maintain/strengthen connections with our alumni
  – Peer to peer outreach

“When it is obvious that the goals cannot be reached, don’t adjust the goals, adjust the action steps.”

- Confucius
Back to the Beginning

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Questions
Thank you!