Ways to Engage Younger Alumni

JEFF L. PEERY
Public Relations Supervisor
Brigham Young University, College of Nursing

“A tree begins with a seed.”
—Arabic proverb
Focus Group Research

*Activities in which nursing alumni will participate*

- **Reunions**: 46.4%
- **On-campus Events**: 42.6%
- **Online Communications**: 37.8%
- **Service Projects**: 36.2%
- **Inspirational Programs**: 32.4%
- **Mentoring**: 27.8%

Phone Survey Research

- Alumni want to hear about
  - Curriculum updates
  - Honors / accolades of alma matter
  - Accomplishments of other alumni
Donor Report Research

- Nearly half of recent, young graduates have not been asked to donate to the College.

- Nursing graduates age 18-34 are most concerned about how their donation monies are spent.

Ways to Engage Younger Alumni

- Service Opportunities
- Networking Experiences
- Mentoring Activities
- Connectivity Ideas
- Pay-it-forward Funding
SERVICE OPPORTUNITIES

Alumni Service Project

- Humanitarian Kits
  - Blanket, hat, booties, burp pad, nasal aspirator, jelly, cloth diapers
- Dental Kits
  - Toothbrush, paste, floss
- Hygiene Kits
  - Towel, comb, bar soap, wash cloth, deodorant
- Comfort Kits
  - Picture frame, nail file, nail polish, pocket mirror
- First Aid Kits
  - Bandages, Neosporin, gauze
- Days for Girls Menstruation Kits
  - Panties, cloth shield, cloth liners, bar soap
HOWTO: Alumni Service Project

- Materials for clinical sites and not humanitarian projects
- Start small; only prepare what your students can distribute
- Rely on alumni volunteers to
  - Make hats, booties, blankets, burp pads
  - Gather supplies and committed gifts
  - Request physical items from dentists, quilter groups, medical clinics
  - Ask for donations
- Assemble together (alumni, students, faculty)
- Thank donors / share names with recipients

Student Nurses’ Association [or Sigma]

- Christmas—Sub for Santa Drives
- Christmas—Festival of Trees (ornament creation, tree decoration)
- CPR/BLS Training Courses
- Monthly Activities (guest speakers, participants for yoga/Zumba)
- Large-scale Projects (coat collection, SANE blankets, blood drives)
Simulation Lab

- Standardized Patients
- RN Pass-offs
- Lab Assistants / Teaching Assistants
- Advisory Group for Patient / Scenario Development
- Bring Children to Graduate Program Clinic
- View New Equipment / Open House

Community Involvement

- Food Drives
- United Way Day of Caring
- Career Day Presentation
- Healthcare Awareness Observations
- Outstanding Student Mentor Award
- The Magic Yarn Project
HOWTO: Student Mentor Award

- Student nominates nurses or facility staff from clinical site
- College reviews nominations and prepares packet
- Faculty member presents certificate, pen, and letter to nurse at staff meeting, unit gathering, etc.

The Magic Yarn Project

- Volunteers cut yarn, create wigs for childhood cancer patients
- Organization helps with materials, distributes to kids worldwide
- Local clinical sites may benefit from project kindness
HOWTO: The Magic Yarn Project

- Holly Christensen (co-founder)
- TheMagicYarnProject.com

NETWORKING EXPERIENCES
Campus / Program Events

- Class Panelists, Guest Speakers, Adjunct Faculty
- Class Reunions
- Sponsored-conference Support Staff
- Symposium / Brown Bag Luncheons, Mixers, Evening Programs
- Commencement / Convocation Alumni Booth

Off-Campus Opportunities

- State and National Nurses’ Associations
- Industry Conferences
  - (i.e., Western Institute of Nursing Conference college reception)
- Be a University Alumni-brand Ambassador
Social Media / Online Portals

- LinkedIn Alumni Subgroup
- LinkedIn School Page
- Twitter Retweets, Likes, Shares
- Facebook / Instagram Comments, Shares, Tags
- [BYU] Alumni Database Story Submission
- Tool to Exchange Contact Info, Share Details, Career Updates
Faculty Research / Scholarly Works Projects

- Part of Research Study
- Assist with Understanding Results
- Attend Industry Conference
- Co-author Article
- Be Included in Poster Presentation
- Share Results as Podium Presentation

Conference Presentations

- Present Unit Projects with Co-workers
- Co-author Sessions with Students
- Discuss Understanding policy and Procedures
- Discuss Professionalism Topics (interviewing techniques, portfolios)
- Offer Surviving New Career Concerns (night shifts, lack of sleep)
Career Discussion Luncheons

- Invite Alumni to Share Career Insight
- Involve Capstone Students
- Informal Environment to Ask Questions
- Share Alumni Contact Details for Post-event Follow-up

HOWTO: SPEED LUNCHEON

- Pair 32 alumni with 64 capstone students (2:4 per table)
- Offer a course of a simple meal over several rotations
  - (grapes, pasta salad, sandwich half/or wrap, brownie)
- Alumni switch tables every 12 minutes
  (about 5 rotations and 90 minutes is best)
- Allow students to meet a variety of specialties and careers
- Provide quick event evaluation for improvements
CONNECTIVITY IDEAS

Create Camaraderie

- Relocation Notices  How?
- Annual College Calendar
- Magazine Articles  How?
- Night of Nursing Nationwide Gatherings  How?
Relocation Notices

- Alum notifies college of move and requests assistance
- Provides a phone number / email for contact
- College sends message to alumni in desired area and shares details
- Alumni can notify alum if interested

Possible Magazine Topics

- From the Field Updates
- Ways to Balance Family and Career
- Achievements (journal articles / conference presentations)
- Alumni and College Awards
- Donor Levels of Giving
- DAISY Nursing Award Honorees
  - DAISY Faculty Award
  - DAISY In Training Award
Night of Nursing Overview

- Recruit alumni to host local gatherings
- Invite alumni to attend a location near them
- Send hosts event kit (door prizes, raffle tickets, participant gifts)
- Market the activity and reasons to attend
- Offer talking points for host emcee / message from Dean
- If adventurous, provide web connectivity for sites to see each other and/or guest speaker broadcast

PAY-IT-FORWARD FUNDING
Replenishment Grants

- University alumni chapters raise money by state / specialty
- Assists those with unique situational needs (sickness, family death)
- Recipient committed to return money to chapter upon graduation

College Funds

- Annual Operating Budget
- Clinical Practicum for Public and Global Health Nursing Course
- Mentored / Inspirational Learning
- In-house Faculty Grants
Special Events

- Program Anniversaries
- Award Banquets / Donor Programs
- Honor Flight Veteran Sponsorship

Awareness Days

- Simulation Lab Donor Appreciation
- End of Program Gifts   How?→
HOWTO: END OF PROGRAM GIFTS

- Have Dean visit the capstone class on the last day of the program
- Share ways the college spends money
  (annual fund, scholarships, global health, mentoring, etc.)
- Distribute envelopes with $1 bill, and a development donation slip
- Encourage students to return the amount in the future (and often) to support the College
- Will happen at convocation, but welcome them early into the College Nursing Alumni Association

Ways to Engage Younger Alumni

- Service Opportunities
- Networking Experiences
- Mentoring Activities
- Connectivity Ideas
- Pay-it-forward Funding
Questions?

JEFF L. PEERY
nursingpr@byu.edu
801-422-4143