Leveraging Alumni as Volunteers

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UW NURSING
ALUMNI RELATIONS

01 | Alumni Demographics
02 | Goals and Objectives
03 | Badger Nurse Engagement Path
04 | Alumni Engagement Activities
9,419 Living Alumni | 58% Living in Wisconsin | 50 States with Badger Nurses

Who are our alumni?

- Gender:
  - Female
  - Male

- Age:
  - Under...
  - 30s
  - 40s
  - 50s
  - 60s
  - 70s
  - 80+

- Ethnicity:
  - American Indian
  - Asian
  - Black/African American
  - Hispanic/Latino
  - White
  - Unknown
### Who are our alumni?

**Degree Count**

<table>
<thead>
<tr>
<th>Degree</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors</td>
<td>8,265</td>
</tr>
<tr>
<td>Masters</td>
<td>1,888</td>
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<tr>
<td>PhD</td>
<td>312</td>
</tr>
<tr>
<td>Certificate</td>
<td>164</td>
</tr>
<tr>
<td>Unspecified</td>
<td>122</td>
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</tbody>
</table>

### Degrees from Other Disciplines

- Vet Med: 100
- Pharmacy: 60
- SNPH: 40
- L&S: 20
- SoHE: 10
- Edu: 8
- CS: 5
- Business: 4
- CALS: 4

### Where are our alumni?

[Map showing the distribution of alumni across the United States]
ALUMNI RELATIONS STRUCTURE

- Nurses Alumni Organization (Since 1927)
- Alumni Relations Officer (Since June 2016)
- Alumni Engagement Committee (Since Oct 2017)

ALUMNI RELATIONS GOALS

- Create a sustainable alumni engagement model for recruiting, retaining, and stewarding alumni volunteers
  - Increase the number alumni volunteers
    - 324 in 2016 (+ 83 from 2015)
  - Increase diversity among alumni volunteers
  - Increase the number of alumni stories
  - Increase alumni participation in All Ways Forward Campaign
- Build momentum for Centennial Celebration (2024)
ALUMNI RELATIONS CHALLENGES

RELATIONSHIP GAPS

- Engagement gaps with young and non-local alumni
- City vs. Rural Wisconsin dynamic
- Different class dynamics with the old building
- Historical lack of non-fundraising engagement opportunities with the School
- Change in alumni relations strategy from previous Nurses Alumni Organization activity.
- Lack of information sharing between faculty and alumni relations

Badger Nurse Engagement Path

Young/Mid-Career

- Mentorship events
- Alumni speakers
- Thank-a-Badger Day
- Scholarship Receptions
- Student Ambassador Program
- Senior Celebration
- Career Fair
- Student Giving Campaign

Students

Late Career/Retirement

- Alumni Happy Hours
- NAO
- Mentorship Events
- Homecoming
- Speaking Opportunities
- Shadowing Opportunities
- Annual Giving
- Professional Development

- Homecoming
- Alumni Awards
- Alumni Pins
- Mentorship Events
- NAO
- Legacy Gifts
PROGRAM FOCUSES

01 | Mentorship Programs
02 | Student Interest Groups
03 | Senior Send-Off
04 | Badger Nurse 72 Initiative

MENTORSHIP EVENTS
undergraduate

Engage | Network | Inspire

“A Shot to Get Connected”
- Speed mentoring event
- 3rd year of program (once per year)
- 20-25 alumni volunteers/event
- 70-100 student participants/event

Results:
- 125 shadowing opportunities
- Follow up ratio of 4 students to every alumni volunteer
- 3 students have received post-grad jobs as a result of the event
- Engage 10-15 new alumni per event
- Increased engagement from new/recent grads who participated in the event
- 64% of students indicated that the event “Changed or altered their career paths”
MENTORSHIP EVENTS

undergraduate

“A Shot to Get Connected”

Keys to Success:

- Partnership with student organizations
- Pre-coordinated schedules
- Pre-event survey of students on interests areas in nursing
- Diversity of alumni participants
- Post event reception to continue networking
- Advance sharing of alumni participant bios/information
- Involve faculty to recruit alumni mentors
- Share job descriptions with mentors

DNP Mentorship Program

- Speed Mentoring Event
- Virtual Mentoring Website
- General Networking Events

Results:

- Participation from 30% of DNP students in speed mentoring
- Participation from 50% of DNP students in virtual mentoring
- Create an alumni identity for graduate students
- Engage new alumni who are advanced practice nurses in meaningful ways
- Identify alumni who have gone one to get their DNP from other programs
MENTORSHIP EVENTS
graduate

Keys to Success:
- Virtual Mentoring Component
- Mentoring toolkit and resources
- Faculty buy-in and support
- Hand selecting alumni mentors
- Business cards and professional development resources for DNP students

Engage | Network | Inspire

DNP Mentorship Program

Student Interest Groups
graduate & undergraduate

Pediatric Nurse Interest Group
- Student groups for graduate and undergraduate students
- Alumni and faculty sponsors
- Community Partners
- Professional Development Toolkit
- Alumni/Student Events (panels, speakers, networking, etc.)

Results:
- Participation from 117 students (increased by 50%)
- 12 new alumni engaged with deep commitments
- Inventory of all alumni who work in pediatrics (lead by peer-to-peer outreach)
Pinning Ceremony

- Students nominate peers
- Alumni vote on award winners
- Class picture (with Bucky)
- Reception and gifts
- Class Slideshow

Results:
- 10 -15 new alumni pin donors
- 100% class participation
- Collect contact information
- Creates deep relationships between students and alumni
- Alumni feel pride in their ability to continue old tradition
- Creates deeper connection for the graduating class

Keys to Success:
- Students involved in planning
- Student-driven slideshow
- Alumni invited to attend event and pin students
- Class picture
- Diversity recognized in awards (not just popularity/merit based)
- Faculty invited to participate and nominate students
- Match alumni stories to student stories (when possible)
**Badger Nurse Initiative**

**Goal:**
- Create a “workforce advisory committee” to the school with at least one new alum from every county

**Purpose:**
- Create an engaged, informed, and invested group of alumni to be advocates for the school
- “Permanent focus group”

**Desired outcomes:**
- Increase preceptorships
- Increase giving
- Increase volunteerism
- Build momentum for Centennial (2024)

**Progress:**
- Engaged 53 new alumni from 43 counties around the state since October (Many with A/B donor capacity)
- Conducted 3 conference calls on “hot topics” to inform future programming (60% participation)
- Sent 5 surveys to collect valuable alumni information on programming, communications, and general inquiries
- Established new relationships with 5 health systems around the state
Badger Nurse Initiative

What’s Next:
- “RED Talks”
  - Faculty research talks that will be recorded TED-talk style to share with the group
- Survey on Continuing Education opportunities and interests
- Newsletter with exclusive/inside updates

QUESTIONS?
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