Young Alumni Engagement Best Practices

Young Alumni Add Value to Your Club

“Any club not engaging their young alumni population is really missing out. Young Alumni add momentum to events, are a great contributing force, and are very energetic.”
- San Francisco Club President

“If it wasn’t for young alumni, we would not have a Board.”
- Charlotte Club President

Events to Engage Young Alumni

Young Alumni are a diverse group of people that include young professionals, graduate students, young families, and more. They prefer a mixture of events including social, life-long learning, and networking/career events.

“We have events geared toward younger alums, such as happy hours at trendy restaurants; most of our other events are more inclusive of our entire alumni group. We try to have a 'Welcome to San Antonio' event early every fall to catch new graduates and others relocating to the city.”
- San Antonio Club President

“We have two chairs that are great and plan events specifically targeting young alumni like bar nights, tacky lights tour, game watching parties, downtown luncheon series, and book clubs. Our club tends to be about 50% young alumni.”
- Richmond Club President
Keep In Mind The Price of Your Events

Young Alumni are cost conscious and like to attend events with incentives and special “Young Alumni” pricing.

Over 80% of Young Alumni surveyed in 2013 said that the price of an event had strong or moderate impact on their decision to attend that event.

“For a lot of our events, we try to keep them cost effective. If you have things more than $15, you box out the young alums. For all events, we try to be cost conscious and make sure we’re not prohibiting attendance.”

- Research Triangle Club President

Communicating with Young Alumni

One of the Main Reasons Why Many Young Alumni Are Not Engaged is Because They Are Not Aware of the Opportunities. Communication is Key! But Beware of Simply Relying on Facebook.

Less than 10% of Young Alumni said that a Facebook or Social Media Post impacted their decision to attend an event. Our recommendation is to send an e-mail blast, share your event on Facebook, and send an official invitation from the University (your Regional Engagement Officer can help).
Suggested Events to Engage Young Alumni (Other Than Bar Nights)

<table>
<thead>
<tr>
<th>Event</th>
<th>Some Clubs Who Have Done It</th>
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</thead>
<tbody>
<tr>
<td>Student Send-Off Parties</td>
<td>Richmond</td>
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<tr>
<td>Welcome to the City Events</td>
<td>Charlotte, San Antonio</td>
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<tr>
<td>Cavaliers Care and Volunteer Opportunities</td>
<td>Atlanta, Richmond</td>
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<tr>
<td>Wine &amp; Beer Tastings</td>
<td>Research Triangle (Raleigh-Durham)</td>
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<td>(Barboursville and Star Hill will travel!!)</td>
<td>Atlanta, Beijing</td>
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<td>Networking/Mentoring/Careers</td>
<td>San Francisco</td>
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<td>Group Outings to local carnivals, fairs, music festivals</td>
<td>San Diego</td>
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<td>Mixers with Clubs from Other Schools (i.e. – ACC Mixer)</td>
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Include Young Alumni on Your Club Boards

Young Alumni add value to your Board and Club leadership. They provide continuous feedback on the applicability of events to the Young Alumni population and can start a word-of-mouth chain to promote events and projects.

Including Young Alumni on Boards

- Consider having a percentage of the board being within 10-12 years of graduation
- Create a Young Alumni Board Position to coordinate one event and increase membership
- Ask young alumni to volunteer to run an event or project and then bring them onto the Board
- Have seasoned alums mentor young alumni in board roles

Less than 10% of Young Alumni surveyed in 2013 have served as a UVACLubs leader, but almost 60% would like to serve on a UVaClubs Board.

Resources

- 2013 Young Alumni Survey, Completed by Young Alumni Council
- 2014 UVaClubs/Young Alumni Council Best Practices Fact Sheet