

## BUILD A ROBUST ALUMNI PROGRAM

A DISTANCE LEARNING COURSE

### SYLLABUS

This distance learning course includes a blend of synchronous and asynchronous work as well as one-on-one coaching. Spanning two days, the workshop will consist of 4 90 minute sessions in addition to suggested readings and projects to be completed outside of class. Please block these times off in your schedule and join the virtual classroom via your computer. We ask that everyone participate with their camera turned on so that we can see one another and interact with more naturally.

In addition to the 90 minute sessions, participants will be asked to meet in small groups to discuss class exercises and reading. In addition, your instructor will be available for office hours to answer your individual questions and guide you through your assignments.

#### DAY 1 – DECEMBER 7, 2020

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LIVE SESSION: 11:00 AM ET/8:00 AM PT (APPROX. 90 MINS)

- Group Introductions
- Alumni and Your School
- Your Alumni Culture

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LIVE SESSION: 2:00 PM ET/11:00 AM PT (APPROX. 90 MINS)

- Getting organized
- Alumni Associations
- Profile of an effective Alumni Board

#### *ASYNCHRONOUS WORK*

- A. *WHO SHOULD BE ON YOUR ALUMNI BOARD?*
- B. *EXPLORATION OF THE PORTRAIT OF A GRADUATE*

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OFFICE HOURS: MONDAY, DECEMBER 7 4:00 PM – 5:30 PM ET

## DAY 2 – DECEMBER 8, 2020

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LIVE SESSION: 11:00 AM ET/8:00 AM PT (APPROX. 90 MINS)

- Creating digital connections with your alumni (Guest Speaker, Penny Abrahams, ISM Consultant)

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LIVE SESSION: 2:00 PM ET/11:00 AM PT (APPROX. 90 MINS)

- Finding other ways to connect
- Virtual events in a COVID world
- Alumni Fund-raising

### *ASYNCHRONOUS WORK*

- A. *CASE STUDIES IN ALUMNI RELATIONS*
- B. *BEGIN STRATEGIC PLANNING FOR ALUMNI OUTREACH*

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OFFICE HOURS: TUESDAY, DECEMBER 8 4:00 PM – 5:30 PM ET