

Alumni Relations Programs

Description

Gold, Silver, and Bronze awards may be given in each subcategory to recognize model programs in alumni relations. All alumni associations or alumni programs, regardless of staff size, budget or number of alumni, are encouraged to enter.

Subcategories

1. Volunteer Engagement and Leadership - Structures and programs that provide meaningful involvement to alumni volunteers, e.g. alumni boards, strategic planning and alumni financial support/stewardship.
2. Regular Alumni Programs - Programming conducted annually as part of normal programming offered for all or large groups of your constituents, e.g. clubs/chapters, homecomings and reunions, alumni education, career services, geography-based programs, awards/recognition and travel programs.
3. Programming for Special Constituencies - Specific programming for your various individual constituencies, e.g., class activities, generational and/or non-traditional programming, parent/grandparent programs and international programs. These programs do not need to occur annually.
4. Diversity Initiatives - Diversity-oriented activities and programming to increase the participation of under represented diverse populations in volunteer and leadership roles and other alumni activities and programs.
5. Revenue-Generating Programs - Programs and activities that raise funds for the alumni association or office, e.g. membership programs, affinity programs (credit cards, travel, insurance, etc.), sponsor partnerships, etc.
6. Collaborative Programs - Those programs that involve integrated partnerships between alumni relations and other campus areas, e.g. career assistance, alumni education, community service, athletics, admissions, fundraising and legislative advocacy.
7. New Program Initiatives - Programs started in the last two years.
8. Student Alumni Initiatives - Activities and programs of student alumni associations and similar student organizations linked to an alumni office.
9. Marketing and Branding - Ways in which you market and position your alumni association or office and its mission to your various constituencies.
10. Creative Use of Technology and New Media - Includes Web sites, information management, use of interactive social networking sites such as Facebook, MySpace and YouTube, and other technology-based programming.

Judging Criteria

The judges will look for entries that specifically:

- * Show good planning and objectives and show solid results;
- * Demonstrate creativity and innovation in planning and execution;
- * Show an understanding of the target audience(s);
- * Reflect timeliness and need for the program;
- * Serve as models for other institutions and are replicable;
- * Reflect strategic management of available resources;
- * Support the mission of the institution and the alumni association/office;
- * Demonstrate integration with advancement goals in purpose and execution.