

Strategic Planning and Budgeting Advisory Committee
Thursday, February 8, 2018
3-5 p.m.

Special Guest via Zoom: NMU Alumni Association Board of Directors President Sue Bilkey '82. Learn more about Sue [here](#).

AGENDA

I. Alumni Engagement – What is it?

II. Overview of NMU Alumni Relations

- Alumni Demographics
- Alumni Relations Core Functions

Discussion: What are the current initiatives in your department for engaging alumni?

III. What really drives successful alumni engagement?

- How alumni feel about NMU determines their interest (or lack of interest) in engaging
- Engaged, committed students are more likely to become engaged, committed alumni (student experience)

Discussion: What are you doing to create positive experiences for students while they are in your program that build the foundation for strong alumni relations?

IV. Moving Forward: Develop a comprehensive alumni engagement strategy for NMU

- Alumni Engagement Ideas
- Importance of sharing alumni data/information with Alumni Relations
- Roles of alumni as advocates, lifelong learners and active contributors in various ways

Discussion: How can Northern better engage alumni in all aspects of the institution and what are benefits to alumni for doing so?