

HOW CAN MY CLUB ENGAGE WITH ALUMNI?

1

BUILD YOUR DATABASE

Create an exit survey and collect contact information from club members as they graduate. For a sample survey, click [here](#). Consider posting the survey link on your club website and in email communications so alumni can update their information as needed. To grow your database, refer to prior years' club rosters to find names of former members. You may need to do some research (such as via LinkedIn) to get in touch with former members. You can also search in [Cal Poly Career Connections](#) for alumni who have noted participation in certain clubs/ organizations.

2

COMMUNICATE

Once you've collected some contact information, communicate with your alumni through a regular newsletter or occasional emails about club activities and achievements. Keeping in touch consistently can be as simple as sending a short greeting at the beginning and end of the school year and/or during the end of year holiday season.

3

CONNECT VIRTUALLY

Invite your alumni to participate in club activities virtually. Alumni could act as guest speakers via video at a club meeting to share about their professional pursuits. Alumni could also be a resource for assisting with resume and cover letters reviews or mock interviews, which could be done virtually or in person. If you're hosting in-person events (such as performances/ concerts, sports competitions, or award ceremonies), consider live-streaming them so non-local alumni can still participate.

4

ENGAGE IN PERSON

Invite alumni to take part in events such as those listed above as well as other interactive activities like service events or a reunion dinner. If your club members can travel, alumni may be open to hosting members for a workplace tour or meeting with members at a professional conference related to your club.

5

KEEP IN MIND

Once you've begun interacting with your alumni virtually and/or in person, remember to send follow up communication about how events went and always thank your alumni for their attendance. Don't feel discouraged if you don't see a dramatic change over just an academic year or if you don't hear back from some alumni. Fostering relationships is a longterm task, so keeping detailed club officer transition materials will help to continue strengthening your alumni engagement over time.



CAL POLY