Oberlin Alumni Association

Beyond Oberlin: Lifelong Alumni Engagement
• Our Goal
• How Do We Get There?
• Lessons Learned along the Way
• Our Proposal
Going From an Internal to an External Focus!
Imagining the Future: Our Key Question

What must be in place to tap into the 
creativity and passion of our alumni and provide meaningful opportunities for 
engagement of all alumni in the life and mission of Oberlin College?
CORE VALUES AND VISION PILLARS

- Alumni Matter
- Meaningful Involvement
- Strategic Alignment
- Flexible Leadership
- Communication
- Data and Leveraging Technology

INCLUSION
RESPECT
PASSION
INNOVATION/CREATIVITY
EXCELLENCE
FUN/QUIRKY
COMMUNITY/COLLABORATION
Broad Base of Alumni Input

- 2009 Engagement Study
- 2010 Communications Task Force
- 2012 Alumni Leadership Task Force
- 2013 Survey and Focus Groups
- 2014 Launch
What Alumni Want

Input from various constituencies and in various styles provided direction for the changes

- Enhanced Regional Programming
- More Streaming, Communications and Online Tools
- Professional Mentoring and Networking
- More Affinity Connections

Conversations
Emails
Task Forces
Focus Groups
Meetings
Surveys

Alumni
Staff
Peers
What Happens Now?

We are voting on new bylaws to change the structure of our alumni leadership body, thus making it more nimble, allowing for more thoughtful involvement in deliberations, and a quicker decision-making and voting process.
Opportunities for Our 2,200 + Volunteers

Activities and Training

- On-campus
- Off-campus
- Online
<table>
<thead>
<tr>
<th>Committee</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions Committee</td>
<td>Every year</td>
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<tr>
<td>Admissions Coordinators and Reps</td>
<td>Every other year</td>
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<tr>
<td>Class Presidents and Lead Agents</td>
<td>Required attendance the first year of a volunteer’s service as a class officer and the year prior to a reunion year, and more often as needs require</td>
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<tr>
<td>Associate Agents, Vice Presidents, Reunion Committee Members</td>
<td>At least once every five years, with a focus on the fall before reunion year</td>
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<tr>
<td>Multicultural Alumni Leadership Council</td>
<td>Every year</td>
</tr>
<tr>
<td>Career Committee, Development Committee, and Regional Programming Committee</td>
<td>At least once per year</td>
</tr>
<tr>
<td>Trustee Search Committee</td>
<td>Twice per year</td>
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<tr>
<td>Alumni Leadership Council</td>
<td>Three times per year</td>
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### Before

- Limited Career-Related and Networking Opportunities
- Regional “Clubs” with Few Coordinators
- Limited Programming
- No Student Representation on Association’s Leadership
- Conservatory Committee Separate from Alumni Leadership Body
- Outdated Online Alumni Community

### After

- **Career**
  - Structured Networking; Events featuring speakers and Panels
- **Regional**
  - Tiered System Based on Alumni Populations with More Volunteers
  - Cross-generational Programming
- **Students**
  - Up to 3 Student Representatives
  - Student Programming Involvement
- **Conservatory**
  - Incorporation of Conservatory across All Association Programming and Initiatives
- **Communication**
  - New Online Tools: Enhanced Search, Volunteer Support, Mentoring, Job Postings, Blogs
New Volunteer Opportunities

• Alumni Blogging
• Multicultural Alumni Leadership Council
• Host Networking Events
• Exchange Career Experiences
• Mentor Students in Cohorts
• Serve on Professional Group Boards
• Local “Welcome Wagon” Coordinator
Questions?
(1) President
(1) Past-President or President-Elect
(1) Secretary/Communications Officer

(3) Chartered Group Members
(1) Multicultural Alumni Council Representative

Up to (3) Student Representatives
• Expectation of Conservatory student representation

(1) Regional Programming Chair
(1) Class Officer Representative

(1) Development Committee Chair
(1) Career Committee Chair
(1) Admissions Committee Chair
(1) Trustee Search Committee Chair

Up to (11) At-Large Members
(Representing the diversity of our alumni body, a wide range of class years, talents, and regions of the country.)
• Conservatory Alumni Representation (minimum 15%)
  • Minimum 1 International Representative
  • Heisman Club/Athletics

Approved by the Executive Board on 03/08/14; Pending Alumni Council Approval in September 2014.

ALC Subcommittees
Leadership Development (Nominations)
Awards

Ex-Officio Members of ALC
Executive Director, Alumni Association
Past Presidents

Task Forces
Appointed by ALC
(Sept. 2014 – Oct. 2015)
Conservatory
Awards

Staff Members Invited to Attend Meetings:

Staff liaisons from Alumni Relations and the Oberlin Annual Fund, the Career Center, Admissions, Athletics, Development, Communications, and other areas such as the Multicultural Resource Center, will be invited to participate in select meetings. They will not be considered official members of the ALC nor have voting privileges; however, their participation in discussions will be valued and encouraged.