Subject: Alumni Council Focus Group Findings and FAQ

Dear Alumni Council Members –

We are pleased to share with you the Alumni Council Weekend focus group findings and answers to questions posed by many of you regarding our “Re-thinking and Expanding Alumni Engagement” initiative, in the form of an FAQ. The focus group findings, FAQ, and the summary of the initiative are all attached and can also be found on the Alumni Council website.

Since Alumni Council Weekend, the Executive Board and members of the Strategic Alumni Collaboration (SAC) team reviewed the focus group findings and continued discussions about programming and the leadership structure that will implement and oversee future Alumni Association activities and engagement efforts. The Executive Board plans to develop a specific proposal in the coming months for distribution to Alumni Council members prior to the 2014 meeting. There is still a lot of work ahead of us, but progress is being made and you will be hearing more early in the New Year. If you have ideas or questions, please send a message to alumni@oberlin.edu.

As President Chuck Spitulnik ’73 says in his column in the next Oberlin Alumni Magazine, “The driving force behind this work has been the recognition that, though the leaders of the Association have worked diligently to reach out and touch as many alumni as possible, we need to do more. We want to do more to engage and energize more alumni to connect – or in some cases reconnect – with Oberlin.” We all remain committed to that goal.

As you look ahead to 2014, please plan to join us for the next Alumni Council and Homecoming Weekend, September 19-21.

Happy holidays and New Year!

All my best,

M. Danielle Young
Executive Director
Oberlin Alumni Association

P/S For those of you who are not on the Oberlin Alumni Facebook page, I wanted to highlight a wonderful grassroots effort to connect alumni with current students. The inspired idea of alumni sending notes (and small gifts) to the students who have the same OCMR came from Young Kim ’85 and Jennifer Clayton Gelman ’85. You can read about it here!