What is this Engagement Thing, Anyway?

A Session for All Volunteers Working in Partnership
Engagement is Action

• Engagement can include any activity that connects an Obie to Oberlin College and the Oberlin community

• Engaged alumni can support Oberlin College in many ways, formally and informally

• Engagement is more likely to happen when an Obie feels appreciated, remembered, and included
Engagement Principles

• Respect: Alumni should be acknowledged and embraced as vital stakeholders and recognized for all forms of contributions

• Inform: Alumni should be informed about Oberlin’s goals, programs, challenges, and successes

• Involve: Alumni ideas, input, and feedback should be encouraged and they should be involved in programs and advocacy efforts
Core Engagement Areas

• Reunions and Affiliate Groups
• Philanthropic Support
• Admissions Efforts
• Career Programming
• Regional Programming
Expanding Engagement Areas

- Social Media (Facebook, LinkedIn, etc.)
- Professional-based Alumni Communities (Obies in Tech)
- Greatly expanded career connections
- Inclusion of Alumni in Entire Courses (HIST485)
Engagement can be Simple

• **Have 5 minutes?** Write a postcard to a new student, send an update about yourself to OAM, make and online gift, wear an Oberlin t-shirt, or make sure your LinkedIn account mentions Oberlin.

• **Have 15 minutes?** Update your online profile on Tappan or cast your vote for an alumni-elected trustee.

• **Have 2 hours?** Attend a regional event in your area.
More Involved

• Spend a day talking with prospective students & their parents, at an Admissions event near you

• Be part of your Reunion planning team. Could you help organize an interesting panel discussion?

• Regularly add to discussions about Oberlin on social media
Very Involved

• Serve on Alumni Leadership Council

• Chair or Co-Chair the planning of a Special Reunion

• Join the board of a Regional Alumni Club

• Host a Winter Term Student
Obie Engagement (FY14)

- 11,811 unique alumni attended an event, donated to Oberlin, or volunteered
- 2,214 alumni did at least two of those activities
- 545 alumni (including many of you) attended an event, donated Oberlin, and volunteered in some capacity
# Simple Alumni Engagement Calendar

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<thead>
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<th></th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td></td>
<td>• Contribute ideas for your reunion</td>
<td>• Nominate a classmate for an Alumni Award</td>
<td>• Comment on your class Facebook page about something you read in your Class President’s letter</td>
<td>• Donate to Oberlin for your favorite cause</td>
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<td></td>
<td>• Send ObieMAIL postcards to new first-year students</td>
<td>• Offer Winter Term housing or internship</td>
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<td>• Send holiday greetings to your Oberlin friends</td>
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<tr>
<td>Jan</td>
<td>• Update your TAPPAN profile</td>
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<tr>
<td>Feb</td>
<td>• Post a picture of yourself wearing an Oberlin t-shirt in some exotic location</td>
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<tr>
<td>Mar</td>
<td>• Encourage classmates to register for Reunion Weekend</td>
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<tr>
<td>Apr</td>
<td>• Help local high school seniors decide about Oberlin</td>
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<tr>
<td>May</td>
<td>• Have a blast at your reunion!</td>
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<td>June</td>
<td>• Have lunch with fellow alumni while at a conference</td>
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<td>July</td>
<td>• Attend a summer picnic with Obies</td>
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<tr>
<td>Aug</td>
<td>• Kick back and reflect on why you love Oberlin!</td>
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How You Can Help

• To get more alumni engaged with Oberlin College, we need the help of our volunteer leaders (you!)

• It is about strengthening existing relationships and building new relationships

• We want alumni to feel valued, heard, remembered, and included
Partnering for Success

• Volunteers across different roles need to **work together** and be informed to initiatives, communication, and activities

• We need **your ideas** and feedback

• The staff needs to support you and you need to support each other

• We want alumni to feel remembered, valued, heard, and included in more personalized ways
Thank You!

You help make the relationship your classmates and fellow Obies have with Oberlin more personal and together we can support the college and enhance the experiences of students and alumni in great ways!