Building a Regional Volunteer Network

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Regional Network: 2015

Connect -> Communicate -> Coordinate
Expand
Regional Network: 2015

416 events led by advancement
22,000 engaged
3,400 volunteers

47 states
18 countries
48 virtual
Regional Network

Survey Results

• Surveyed alumni about nomenclature of upcoming alumni communities
• 4,900 respondents
• 3,500 shared feedback through comments

“Network” is the alumni choice

“Network carries two of my favorite words. The net which provides support to ‘catch you if you fall’ and work, which I think of as another word for opportunity... I feel the term network also has a more global appeal that brings to mind the casting or fishing for ideas worldwide.”
Regional Network
Regional Network

Leadership Cabinet

Leadership

Network

Young Alumni

Class

Admissions

Career

Affinity

George Eastman Circle

Philanthropy

Schools/Units (1-2 reps per unit)

Parents
# Regional Network

<table>
<thead>
<tr>
<th>Blue (large) Cities</th>
<th>Gold (mid-sized) Cities*</th>
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<tbody>
<tr>
<td>1. Rochester</td>
<td>• Albany, NY</td>
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<tr>
<td>2. Metro NYC</td>
<td>• Atlanta, GA</td>
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<td>3. Boston</td>
<td>• Austin, TX</td>
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<td>4. Philadelphia</td>
<td>• Baltimore, MD</td>
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<td>5. Washington, DC</td>
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<td>6. Chicago</td>
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<td>7. San Francisco</td>
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<td>8. Los Angeles</td>
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<td>• Seattle, WA</td>
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<td>• Syracuse, NY</td>
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*Gold Regions are still being defined this is a preliminary/draft list.
Regional Network: 2015

- 2.5% volunteered
- 8% attended events
- 19% of alumni made a gift

Facebook: Alumni
3,700 LIKE IT!
Rochester Engagement Model

- Participated: attended an event, webinar, social media activity (Facebook, Twitter, Instagram posts)
- Volunteered: gave time on behalf of the University of Rochester
- Donated: made a financial contribution (at any level) to the University of Rochester

25% of alumni are engaged nationally

Increased measurement of attitudes and satisfaction rates
Focus on engagement through events and volunteering

- Plan, communicate and staff network events.
- Support all events.
- Communication among & between volunteers.
UR Regional Networks: Volunteers in Action

Plan Events

- Mini Reunions
- Women’s monthly breakfast (NYC)
- Meliora Magic (CA)
- Cherry Blossom (DC)
- Winterfest River Rink (Philadelphia)
UR Regional Networks: Volunteers in Action
Communicate Events

Class of 1966

From 1962 bragging, "forever strong," can't go wrong," "with all the zest," "we're the best," and "know all the tricks!" Time to prove it!

"We're the class forever strong. Can't be beat-can't go wrong. We're the class with all the zest. We can take it-we're the best. We are smart-know all the tricks U of R, U of R-'66!"

Christopher Young shared Arielle Tannenbaum's event.

All Philly UR Alums! The Young Alumni Council is hosting an event at the Winterfest RiverRink tomorrow (Saturday) afternoon at 3PM. We'd love to see everyone there!

FEB 27
University of Rochester Young Alumni...
Sat 3 PM - Blue Cross RiverRink - 101 South C... 4 people interested - 5 people going

Like · Comment · Share
UR Regional Networks: Volunteers in Action

Staff Events

- Logistics
- Host
- Follow Up
UR Regional Network

Support the efforts of all events in your region

• Venue Ideas
• Relevant to City ideas (event, timing, location in city etc.)
• Volunteer at events

Renee Fleming (LA)
UR Regional Network

Coordinated communication among & between volunteers

• Annual Planning Meeting
  • Transparency of University & Volunteer Plans

• Annual Review Meeting
  • Open forum of engagement activities
  • Representatives from all volunteer groups report in and out

• Social Media Ambassadors

• Make connections and promote UR events and activity
Furthering our Reach Together: UR Commitment

Increased support and dedicated staff by region
Furthering our Reach Together: UR Commitment

• Job descriptions

• Event planning tools

• Event specific tool kits

• Communication outlet
Furthering our Reach Together: UR Commitment

- Event Support & Supplies
  - Rochester Alumni Exchange (RAX)
  - Event Registration
  - Nametags, Signage, & Swag

- Marketing
  - Website representation
  - Event invites
This is a new program in which volunteers are helping the University build a stronger global presence from where they live. We have launched the program through the cities listed below, and have plans to expand to additional cities over the next several years.

- Boston
- Philadelphia
- Chicago
- Rochester
- Los Angeles
- San Francisco
- Metro New York City
- Washington, D.C.
Share Your Impact

“I have staffed several college fairs, and I never get over the excitement of sharing my joy for Rochester with high school students who are looking for that perfect place. You don’t have to be an admissions expert to share stories and excitement about a place that you love!”

- Craig Plummer ‘93, ‘94W (Mas)

UR Involved volunteer since 1995
COME AND GET YOUR MELIORA ON

WE’RE HAVING A PARTY. A BIG ONE.

Meliora Weekend: October 6–9, 2016

SAVE THE DATE

for a celebration that’s better than ever.

Let’s close out The Meliora Challenge campaign in style, light up the skies, and look toward the future—together.
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