

MUAA National Board of Directors
February 24, 2021
Welcoming New Graduates Breakout Session Notes

Each group provided feedback on the question, “Given that commencement will be virtual, what are innovative ways to welcome new grads to the alumni association?”

The following idea starters were shared prior to the start of the breakouts.

1. **Video Message from the National Board**
2. [Microsite dedicated to new alumni at Yale highlighting benefits, networking](#)
3. [NYU microsite for new grads introduces benefits, alumni ID cards, lifetime email & discounts](#)
4. [Northwestern “student to alumni” transition team offers seminars on “Financial Foundations” series, guidance for “renters,” etiquette etc.](#)

Group 1: Brescia (lead), Delgado, Jaeger, Krueger, and Neugent

- **Video message**
 - including public figures that our alums not just National Board
 - recording short videos and putting them together
 - connection to regional clubs to make it clear – what are the clubs most proud of – services projects, social activities, local clubs; upfront of the value proposition – getting specific from the clubs what they do; share club highlights in advance not just at the mixer

Dedicated micro-site

- Resources and programming to new grads
- Valuable content - how to find an apt, how to budget and onboard on first few months on the job
- Nice to give free stuff and swag
- How do we engage with them now to try and ensure we have information for them
- Send them a box with swag if they provide contact info
- Podcast to highlight different activities and programs
- Lifelong email address
- Surveys of new grads and what they want and grads from last 3-5 years about what they wished they had

Group 2: Jorgenson (lead), Gardner, Giordan, Hernandez, McGowan, Oliver and Wick

- Reach the new grads early and has to be social engagement and email engagement
- Three emails – one a month leading up to graduation – “Marquette is with you after you graduate”; make sure we can use their application email
- Instagram post from a MU influencer – “we are with you”
- Two-minute video from Monica – don’t forget this resource for networking, find alums for your new city, same video could be used
- Slide with Monica’s video in Commencement or an ad for the alumni association; update their contact to stay in touch
- Career Services – pushing out information about Alumni Association

- Marilyn – class of 1988 – reach out to Notre Dame

Group 3: Carley (lead), Ariola, Leung, Manghera and Schwendler

- Alumni Association – stay connected – advertise
- Beyond MU webinar series – young alumni spearhead and lead on content
- Alumni Resources
- Paul financial planning; 401 K resources
- Video from National Board
- Communication – benefits about the alumni association
- 1 free year to alumni association – Lifetime membership