



Putting the “T” in Temple Alumni Programing

Creating meaningful alumni engagement opportunities at
the college, school, chapter, society and affinity level

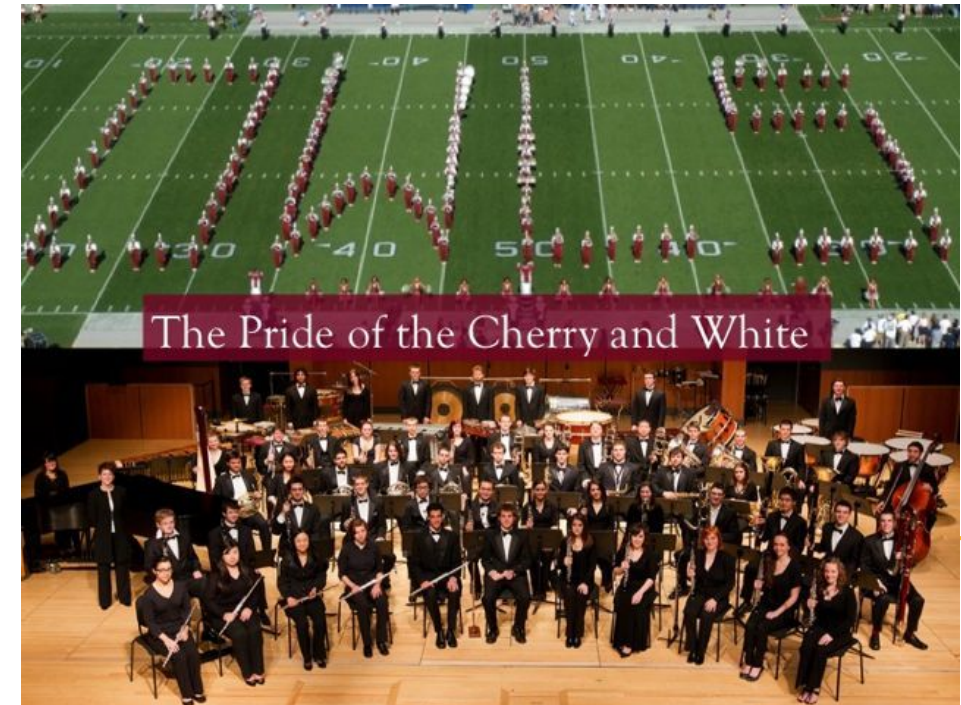
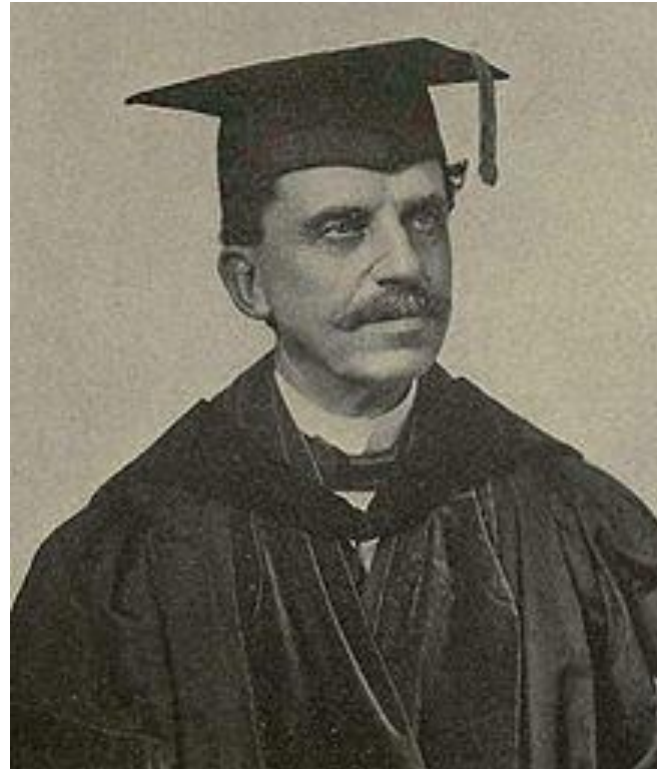
HEATHER PROCACCINO

Executive Director

Office of Development and Alumni Relations

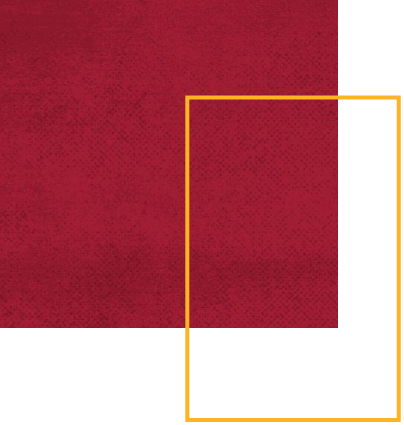


What Do We All Have in Common?



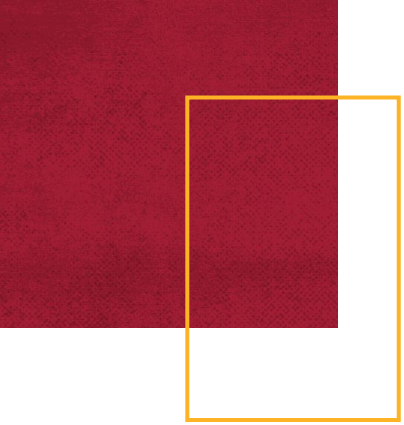
BIG Alumni Events





Goals of Alumni Programing

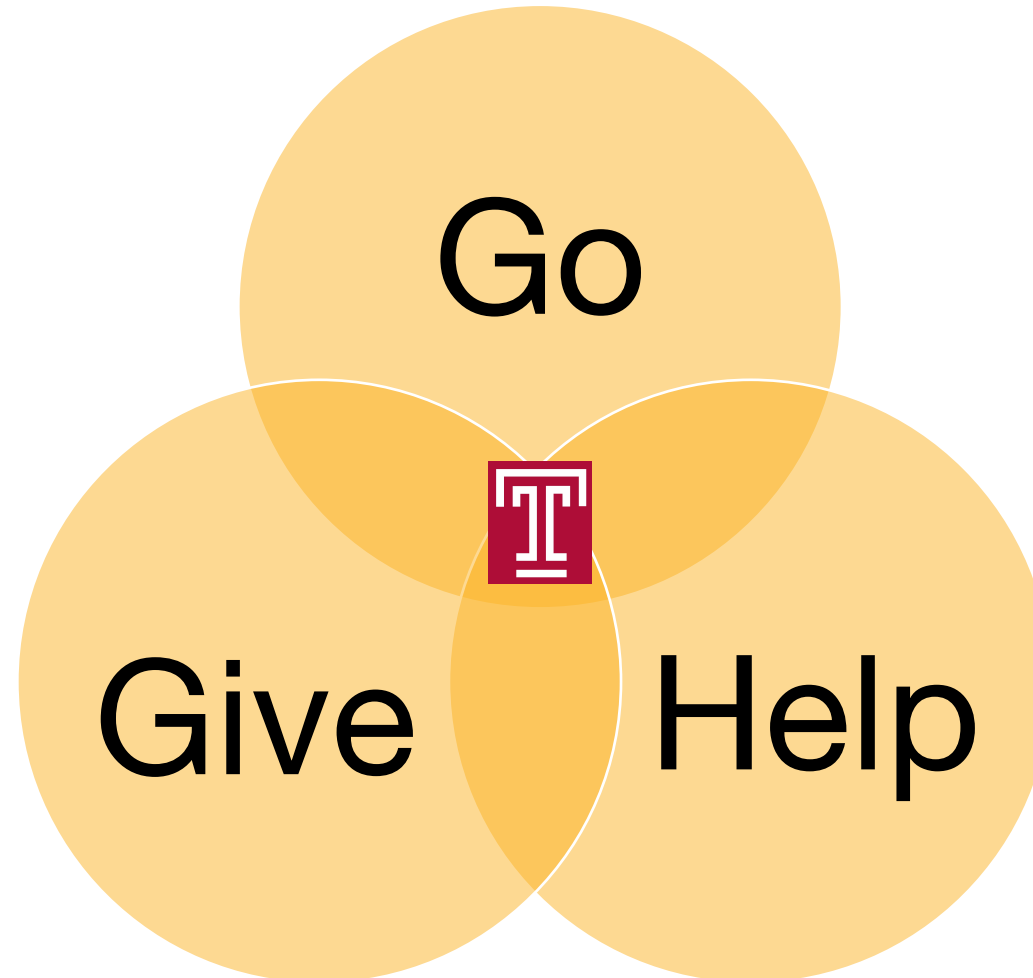
- Learning/educational
- Participation/philanthropic
- Promote Temple initiatives



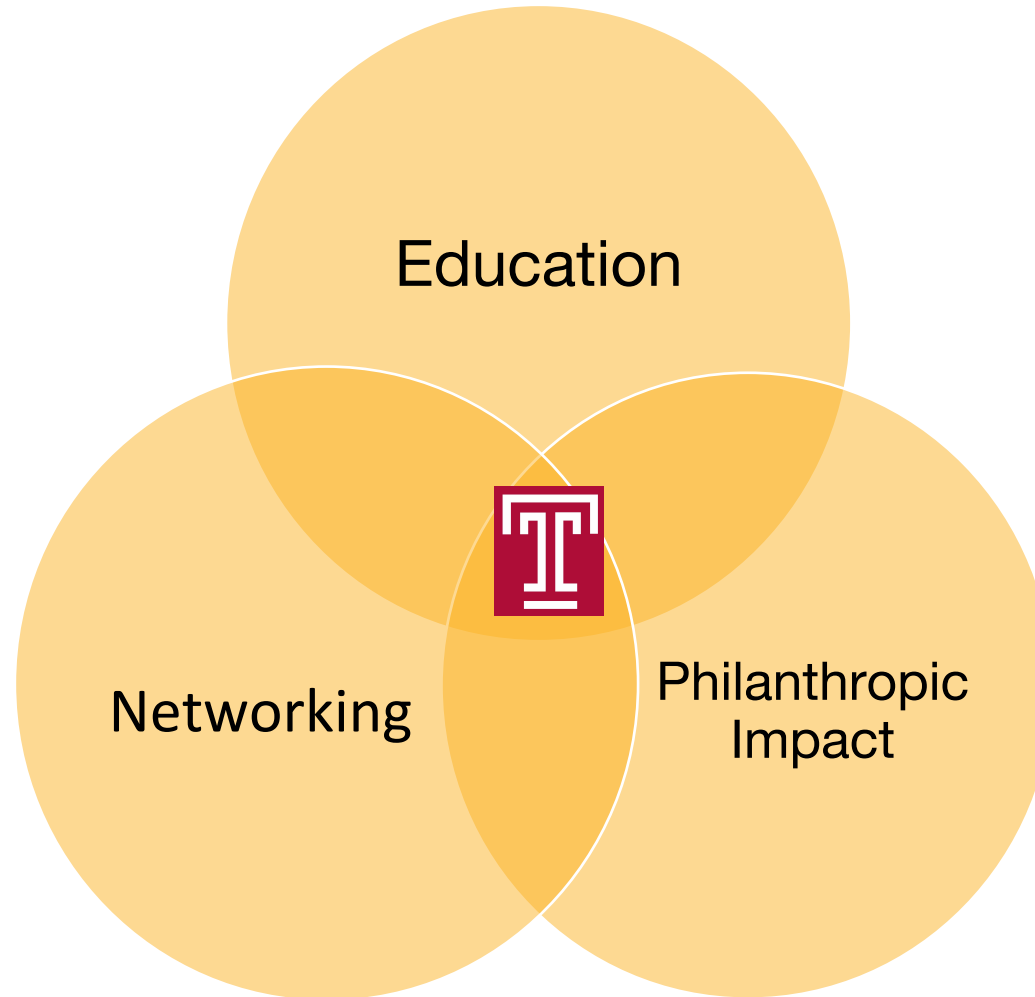
Why Shift the Paradigm?

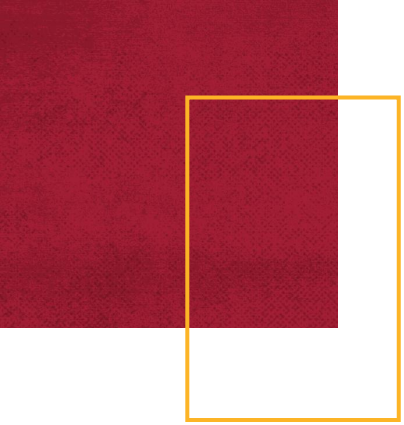
- Build stronger strategic connections
- Align with G&O of Alumni Relations

Alumni Engagement Metrics



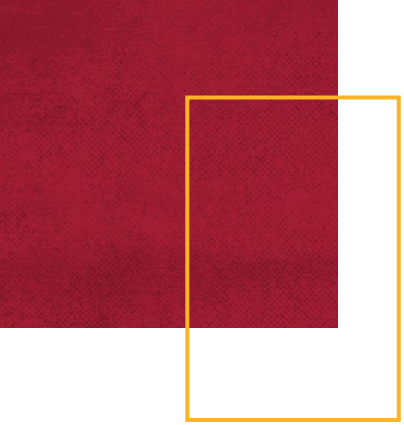
Trifecta of Temple Alumni Engagement





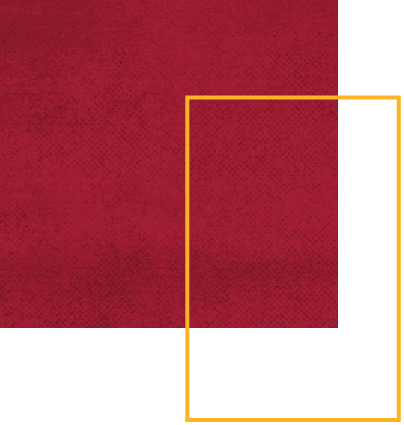
Examples of collaboration, insider experiences, addressing alumni needs

- Innovation Temple Made: Celebrating Dividends Earned When Art and Business Connect
- Temple Alumni Celebrate Philly Beer Week (6.4.18)
- Professional development series from FSBAA



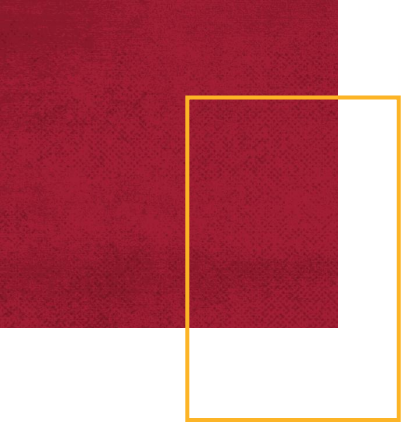
Suggestions for content

- Professional Development
- Unique spaces
- Industry knowledge
- New research
- Think outside the box

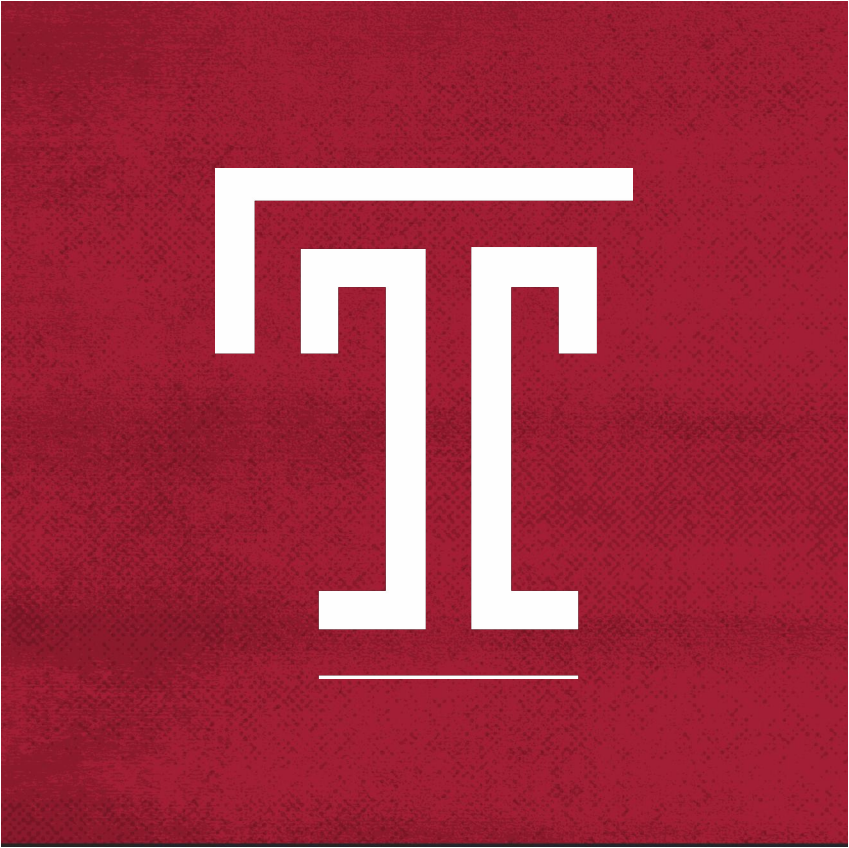
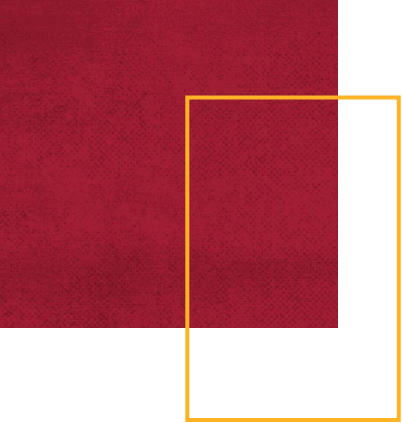


Tie it back to **TEMPLE**

- Why are we doing this event?
- Host, tell why they are involved with Temple/ Why is it important.
- Learn something new about a program, at Temple/professor.
- Provide some new industry information.
- Networking time with peers.
- Philanthropic impact – student story/ donor story.



Create a Culture of **Philanthropy**
through *meaningful alumni engagement*



Alumni Association