

# Fostering an Alumni Mindset in Students



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## Overview

We hope to instill in our students an:

- Understanding of the depth and breadth of our communities
- Understanding of our benefits and services
- Expectation of what it means to be a member of our alumni network
- Encourage philanthropy and lifelong engagement

## Overview

- What, Why and How do we involve current students in alumni activities and teach them about the benefits and volunteer opportunities available throughout their lifetime?
- What are our expectations of our students?
- What are their expectations of us?

## What does an “alumni mindset” mean?

- Let’s define this together:

An alumni mindset is an understanding of the depth and breadth of our schools alumni communities, benefits and services and an expectation of what it means to be a member of our alumni network. This understanding and expectation encourages lifelong engagement with, and philanthropy to, our business school.

## Additional descriptors:

Investor	Lifelong member and contributor
An evangelist	Brand ambassador

## Why do we want to foster an alumni mindset in students?

- To form lifelong habits of engagement and philanthropy (building and reinforcing traditions)
- To teach them about their lifelong services and benefits from the beginning
- To build strong, personal relationships with our community
- To teach students how to network and engage with our school's community, according to our desired culture (best practices/"Haas way of networking")

## When and how do you build and reinforce this mindset?

### **BUILD:**

- Admissions events and activities
- Orientation
  - Decide how you would like to be perceived (ie: Remember how I make them feel vs. so much of what I say)
- Student lifecycle (infused throughout!)
- Graduation

### **REINFORCE:**

- New alumni
- Young alumni
- Alumni

## Who will help us create and reinforce this mindset?

- ALUMNI
- Development & alumni relations team
- Program offices
- Career Management Group
- Admissions team
- Corporate team
- Dean and Senior Staff
- Faculty (???)
- What other partners should be added to this list?

Are you setting the right expectations for your students?

**Haas expectations (delivered at Orientations):**

- Be active and present in your Haas network
- Attend Events
- Take the Call
- Practice the Berkeley–Haas way of networking (on–line and in person) – Network Responsibly
- Ask questions
- Stay involved, engaged and supportive of your Haas community – invest in Haas’ success
- Enjoy the journey– it goes much too quickly!
- *Anything missing?*

How do you reinforce these expectations and have your community lead by example?



## What are the students expectations of their alumni & development departments?

- Everything...
- Data
- Connections (meaningful and helpful)
- Jobs/Internships
- Career Advice
- Cheerleader

## Problems and issues:

- It's not our fault but it becomes our problem.
- How do we get our colleagues and partners to understand the importance of the student–alumni lifecycle and philanthropy? (*Hint: it's hard!*)
- How are alumni “trained” to encourage student engagement and participation?
- What metrics should we be tracking? How are we measuring this engagement to accurately document our success?

## Next steps:

- What changes will you make? What will you do next?
- Set expectations– deliverables, timelines, what you expect from the students
- Map the student experience to understand when and where you messages are best delivered
- Set goals and metrics