Engaging Young Alumni in Your Network

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Who are Young Alumni?

Characteristics

• Tech savvy

• Price savvy
  • They know if that baseball ticket is cheaper elsewhere

• Love events that involve “giving back”
  • Service oriented

• Enjoy networking with more experienced professionals (not fellow young alumni)

• Diversity across this age group
  • Under 40
Who are Young Alumni?

Focus Groups & Interviews – Fall 2013

• Want to know what I’m getting before I commit
• Want to know if my friends are going
• I don’t need UCLA to make friends
• Interested in topical events / those that “grow with me”
• Industry-specific networking / panels
• Exclusive events just for Bruins
• Foodie events
  • Host a special “UCLA Night” at a restaurant / company owned by a Bruin
Who are Young Alumni?

NOT all Young Alumni are interested in ...

- Happy Hour
- Game Watching parties
- Networking

Consider niche events

- Those with young children
- Life stage events
  - Homebuying, Health, Wedding Planning, Child Development
Where are your Young Alumni?

Your Network

• How many Young Alumni are in your area?
  • Are they concentrated in a particular city?

• Do young alumni live in your network but work elsewhere?
  • Or vice versa?

• Are young alumni visible in your email invitations and your social media?
  • Young alumni need to “see themselves” in your network

• Short window of opportunity when young alumni move to your region
  • Monthly social media post about Bruins new to the region
    • Special events / meet-ups for new residents
    • Welcome to the City type events
Young Alumni Programming

Volunteer Recruitment

- Gateway opportunities
  - Engagement by short-term opportunities
    - Don’t ask them to be the Chair before they have an investment in the Network

- You don’t have to be established in your career to be involved on a leadership level
  - Acknowledgement of young alumni life stage

- Cultivating their leadership skills

- Integrating young alumni efforts into the annual planning process

- Don’t look for just one Chair – it can be a committee!
Young Alumni Programming

Volunteer Recruitment

• Opportunities to identify volunteers
  • Dinners for 12 Strangers
  • Welcome to the City
  • Game Watching
  • College Fair Training
  • Summer Send-offs
  • Mentor Program (OC)
  • Culinary Tour (SD)
  • Cup of Java (SF)
  • Referrals from the Young Alumni Team (Alumni Affairs)

• Managing expectations
  • Planning events within the structure of the Network and the branding of UCLA
Keep in mind ...

• Young alumni are the future of your Network

• The core of a Network is the people
  • Don’t just focus on events
  • Focus on connecting people

• The football game is on at home
  • Engagement is different for everyone

• Young alumni need support
  • They don’t have everything figured out yet
    • Could be their first leadership experience

• Young Alumni Team: can’t program to ourselves
  • Same thing applies to Network Leaders
Young Alumni Programming

Keep in mind ...

• Explain where their registration fees are going
  • Funding the scholarship for a student in your area

• Use Alumni Affairs staff as a resource
  • Event brainstorm
  • Leadership development
  • Bruin Business Owners
    • Bruin Foodies
    • Entrepreneurs (share their story)
  • Marketing
    • UCLA Young Alumni Facebook page
    • Young Alumni Connect feature / highlight

• Don’t start an event before 7 pm

• You’re the experts in YOUR area
Young Alumni Programming

Next Steps

• Do your research
  • Talk to young alumni in your area
  • Look at the data and the needs
  • What’s unique to your area

• Define your goals as a Board
  • Do you need a Young Alumni Chair?
    • Or just young alumni representation on the Board?
  • What’s the frequency of young alumni efforts?

• Create space for young alumni in your work
  • Board
    • Publicize open Board meetings
  • Calendar of events
  • Communications
Questions?