



ALUMNI ASSOCIATION

STUDENT ALUMNI
LEADERSHIP COUNCIL

Alumni Engagement for Active Student Group

Best Practices:

At the beginning of **each** semester (at minimum) collect the following information:

- Name
- Graduation Year
- Email
- University ID
- Leadership Title

Establish a leadership position solely focused on maintaining and engaging Alumni

- Responsibilities could include:
 - Establishing a Customer Relationship Management (CRM) Tool
 - Monthly/Semesterly Newsletter with Student & Event Highlights
 - An annual event where students and alumni can engage
 - Webinar, Networking, Fundraiser

Create a direct line of contact where information can be shared quickly & informally

- Facebook Group, LinkedIn Group

Resources:

Encourage membership to create a [Terrapins Connect](#) account

- UMD's community for mentorship and purposeful connections

Utilize LinkedIn to connect with alumni of the group

Incorporate the importance of Alumni-relationship building early through engaging in events the Alumni Association and Student Alumni Leadership Council host

Reach out to the Director of Student & Recent Graduate Programming
Alumni Outreach and Engagement at the Alumni Association

Add value to your membership through a customized tour of the University Archives,
specialized to your student groups