



A National Community of Practice: Bonner Alumni Network

*Practical Steps for Alumni Engagement and Outreach
A Webinar Series Open to Bonner Scholars and Leaders*

Overview

The Bonner Foundation is pleased to announce a special opportunity to support Bonner Programs who are working to connect with alumni. This series is targeted especially for Bonner Alumni Ambassadors. Through a series of webinars and ongoing group discussions, participants will learn how to find alumni, segment their alumni population, deploy their resources, and most effectively engage their alumni. Ambassadors will engage in an integrated approach to foster alumni engagement at colleges and universities in the Bonner network.

This series is intended to maintain a sense of community and collaboration among the Bonner Programs in their effort to re-engage alumni into the Bonner Community. By participating in a web-based series and ongoing group dialogues, participants will have the opportunity to wrestle with, apply, and refine alumni relation ideas as they implement them within their own programs. Additionally, students will expand their network and gain connections with fellow Bonners while leveraging their professional network to get introduced to Bonner alumni.

Objectives

- Engage in rich dialogue and problem-solving with a group of peers about effective engagement tactics and best practices in alumni relations.
- Learn, discuss, and refine key ideas to engage and sustain alumni involvement with Bonner Program and community.
- As students are leading their Bonner Program alumni engagement effort, they will share successes in engaging and involving alumni with Bonner programming.

Enrollment and Expectations

While each webinar will be open to Bonner Programs across the network, the Bonner Foundation seeks 20-30 Alumni Ambassadors who can commit to be a part of this Community of Practice throughout the 2020-2021 year. The commitment involves:

- Assigning a Bonner Alumni Ambassador to represent your school's Bonner Program. Medium or large sized-programs (60-100 students) may have two ambassadors to serve as alumni liaisons.
- Bonner Alumni Ambassador attending and participating in discussion during the webinar series.
- Ensuring the Bonner Foundation have the most up-to-date Bonner Alumni Directory contact information from their respective schools.

Participation Benefits

- Opportunity to help develop a national alumni network and to gain valuable knowledge and experience in working on a campus-based and national initiative.
- Opportunities to acquire and sharpen leadership and communication skills while building personal and professional networks.
- Recognition as a part of a national fellowship program and a formal endorsement by staff members of one's work on LinkedIn
- Increased knowledge about Bonner Network resources, programs and benefits.
- Unique access to alumni, the Foundation, and members of the Bonner Community.
- Meet new people and get connected to resources on campus.

Format

The format for participating in this webinar series will be fairly simple. Participants will be a part of an open webinar within the Bonner Learning Community, an online platform, where they can post ideas and questions, exchange information, and engage with each other. Each month, participants will join a 60-75 minute webinar where to discuss alumni engagement toolkits, resources, and the progression of their Bonner Program alumni initiatives for the 2020-2021 academic year.

Monthly Webinar Topics (October 2020 to May 2021)

Dates	Topics
October 11, 2020 at 3 pm	<ul style="list-style-type: none"> • Alumni Communication and Outreach: Focus on practical steps to keep Bonner alumni connected to there program with hands-on advice for creating targeted communication across different channels including email, social media, Bonner Connect and more.
November 9, 2020 at 3 pm	<ul style="list-style-type: none"> • Using Bonner Connect/Scaling Resources: Here we will discuss implementable tools for adopting technology and automation, as well as utilizing other students and alumni volunteers, to compensate for a small team, scale their Bonner Program alumni activity and expand reach.
December 14, 2020 at 3 pm	<ul style="list-style-type: none"> • Mentoring: During this session we will on practical ways for Bonner Program to start and maintain a mentorship program in their program. From recruitment of mentors to the mentor-mentee matching process, this webinar will covers all aspects of alumni mentorship.
January 11, 2021 at 3 pm	<ul style="list-style-type: none"> • Planing Alumni Events: Participants will through the process of institutional events; from planning and scheduling, budgeting and defining goals, to collecting data.
February 9, 2021 at 3 pm	<ul style="list-style-type: none"> • Content Ideas to Enrich Alumni Engagement: During this webinar session we will asses preassigned guides and actionable steps for strategy building around alumni engagement and retention.
March 8, 2021 at 3 pm	<ul style="list-style-type: none"> • Nurture Your Alumni: Here I will walk participants through the process of strategically nurturing their Bonner Program alumni (with an emphasis on former Bonner Leadership Team members) to advance their evolution from alumni to champion, volunteer, and ambassador and givers. Additionally, we will discuss how to recognize and identify high achieving alumni.
April 12 at 3 pm	<ul style="list-style-type: none"> • Collaboration: Participants will learn how they can work more effectively with other departments to meet mutual goals and ultimately get more from their 'Return on Engagement'.
May 10 at 3 pm	<ul style="list-style-type: none"> • Graduation/Measuring Success: During this session we will discuss step-by-step guide for last-minute engagement with the graduating Bonner class. In addition, we will explore practical ways to quantify Bonner Program efforts to show the value of their alumni engagement work.

Ongoing Group Discussions:

While we will have a webinar series for alumni engagement, we will also have a group page within the Bonner Learning Community platform to discuss everything alumni related. There are specific topics that alumni ambassadors can follow on the platform to stay updated with resources, examples, and questions being asked on that particular topic. Topics include:

- **Communications:** Anyone in the group will be able to share ideas on how to communicate and make outreach to Bonner Alumni as well as how to keep them connected with the Bonner community.
- **Finding Bonner Alumni:** There will be an ongoing dialogue about best practices and strategies for working with alumni office and Bonner Program to find alumni and connect with them.
- **Producing Events:** Ongoing dialogues on how to plan and organize alumni events as well as the sharing of successful experiences regarding alumni events.
- **Engaging Bonner Alumni:** Ongoing dialogues about effectively engaging alumni across all digital communication channels as well as sharing of ideas on how to support all students on your campus interested in community service and change
- **Bonner Connect (Features and Updates):** A forum to ask questions, get updates, and share ideas and or successful stories about the Bonner Connect platform.

Attach your question responses (in Word, Pages, or PDF) via email by Thursday, September 30, 2020 to:

Arthur Tartee Jr., Alumni Network Manager

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