

# Maintaining Speed



How To Keep Distance Alumni Engaged and Track Your Successes

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# About Us

- UW-Platteville
  - Three Colleges plus Distance Learning
  - Distance Learning Programs
    - 3 Bachelor's Degrees
    - 5 Master's Degrees
- Alumni Relations
  - Multiple Levels
    - Campus
    - Distance Learning
  - 2000+ Alumni from distance programs



# Alumni Engagement and Tracking

- What is it?
  - Keeping alumni active with the university
  - Tracking alumni engagement activity to tailor your programming
- Why do we do it?
  - Fundraising
  - Marketing
  - Mentoring
  - Networking

Council for Advancement and Support of Education (CASE). (2013). Fundraising fundamentals. In Publications and Products. Retrieved from [http://www.case.org/Publications\\_and\\_Products/Fundraising\\_Fundamentals\\_Intro/Fundraising\\_Fundamentals\\_section\\_1/Fundraising\\_Fundamentals\\_section\\_12.html](http://www.case.org/Publications_and_Products/Fundraising_Fundamentals_Intro/Fundraising_Fundamentals_section_1/Fundraising_Fundamentals_section_12.html).

# Scenic Overview: Overhauling a Plan

1. Discover Methods
2. Determine Audience
3. Create a Map
4. Collect Data
5. Tailor Programs to Data
6. Work with Others



# Road Blocks

- Campus Relations
- Turnover of Staff
- Budget (or lack thereof)
- Staff Buy In



# Engaging Students Before Graduation

*You're always within celebrating distance!*



Graduate,

Congratulations on your upcoming graduation! We can't wait to celebrate with you and welcome you to the Class of 2017.

Whether you're able to make it to campus or not, we want to know how you're planning to celebrate this incredible achievement. Tell us below, or share your story and photos on social media with the hashtag #GoUWPGrad.

Even if you're celebrating from a distance, you can join in by watching a live feed of the ceremonies (check your email on



**TODAY IS  
YOUR DAY,  
GRADUATE**



**And we can't wait to  
celebrate with you!**

**SCHEDULE OF EVENTS**

*Saturday, December 16*

**Commencement Ceremonies**

*Williams Fieldhouse*

**College of BIL SA**  
(B.S. in Business Administration)

8:00 a.m. — Assemble  
9:00 a.m. — Ceremony



UNIVERSITY OF WISCONSIN  
**PLATTEVILLE**  
DISTANCE EDUCATION ALUMNI

*Wait, there's more...*



**The end is just the beginning.**

Did you think your college experience ended after graduation? Because the next chapter is just starting.

**It's time to experience UW-Platteville as an alumnus.**

*Get started:*

- 1. Update your contact info. and personal email address.**  
Make sure you'll continue to receive emails and communications from the DLC, Distance Education Alumni Board, and UW-Platteville Alumni

Association, so that you can stay connected to your fellow alumni. Let us know the

Subscribe to our email list

# Maintaining Contact

- Alumni Board Welcome Cards
- Recognition of new Alumni Association Members
- Welcome Issue of *Alumni Connection*



## UW-Platteville Distance Education Alumni

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Joining the Alumni Association has many benefits. Each membership contributes to the Distance Education Alumni Chapter, which promotes events and activities for alumni at a distance, finds unique ways to engage with distance education alumni, and provides scholarships to distance education students.

We thank the following individuals for becoming a member of or renewing membership with the Alumni Association during the month of August:

Michelle Kilgas (MSEngrg '07)

Andy Greer (MSPM '15)

Learn more about the Alumni Association at [www.uwplatt.edu/alumni](http://www.uwplatt.edu/alumni).

## WELCOME to the Alumni Connection!



### Hello, new alum—

Congratulations on your recent graduation! As a member of the Class of 2017, you are now a part of a community of over 2,200 UW-Platteville Distance Education graduates.

We don't like good byes, so to keep in touch with you and keep you informed of alumni-related news, events, and resources, the Distance Education Alumni Board and the Distance Learning Center Alumni Committee created **The Alumni Connection**, a monthly, alumni-only e-newsletter.

We hope this newsletter will provide you with opportunities to stay connected to UW-Platteville and to make new connections with other UW-Platteville alumni.

This is your newsletter. If there's something you'd like to read about, let us know! Send feedback and suggestions to [distedalum@uwplatt.edu](mailto:distedalum@uwplatt.edu).

# Partnerships

Working together with the:

- Alumni Board
  - Alumni Office
  - Development Specialist
  - Office Staff
-



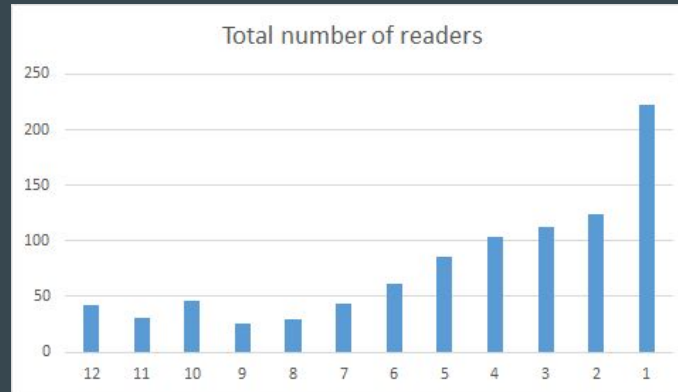
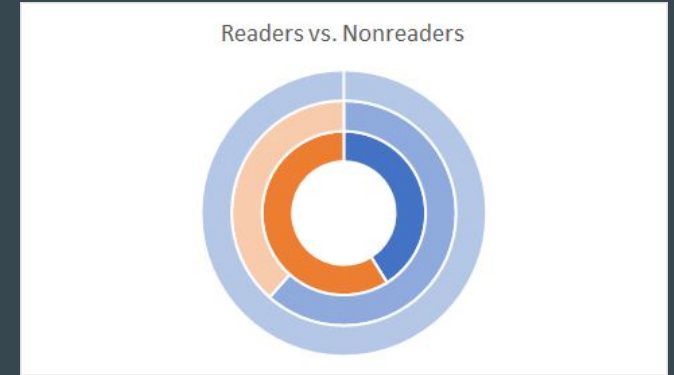
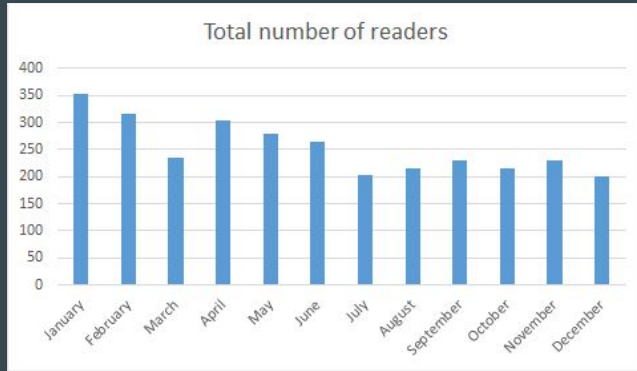
# Events

- Been there, done that
  - Virtual 5k
  - Virtual Book Club
  - Alumni Eats
  - Sports Bracket Challenges
  - Meet Up
- In progress
  - Mentoring program
  - Class Notes
  - Anti 5k

Mostly Virtual

# Brainstorming New Ideas

# Tracking Engagement and Using Data



# Continued Success

After each activity, evaluate your progress and revamp to ensure maximum results.

# Questions

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