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ABOUT ALUMNI RELATIONS

The Office of Alumni Relations is housed in the Advancement & Communications division at Lindenwood University. Alumni Relations oversees the Alumni Association that provides all programming and benefits to Lindenwood alumni.

MISSION STATEMENT

The Office of Alumni Relations is dedicated to facilitate lifetime connections to alumni, students, and friends with Lindenwood University and each other.

VISION STATEMENT

The Office of Alumni Relations will serve as the central location to connect all alumni, students, and friends of the Lion & Lynx family.

VALUES

Our values are interconnected with the values of the institution. These include Integrity, Dedication, Excellence, Creativity, and Community.

- **INTEGRITY**
  We are committed to ensuring trust and respect for all persons in an environment that cultivates individual and institutional integrity.

- **DEDICATION**
  We are committed to developing a high-performance work ethic and dedication to discipline or vocation.

- **EXCELLENCE**
  We are committed to providing quality and excellence in all our endeavors.

- **CREATIVITY**
  We are committed to the development of original ideas, knowledge, and innovative approaches to solving complex problems.

- **COMMUNITY**
  We are committed to creating a connected, diverse community, sharing common attitudes, interests, and goals supporting personal and professional growth.

ALUMNI RELATIONS STRUCTURE
TIMELINE 2020-2022

<table>
<thead>
<tr>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Plan</td>
<td>Homecoming</td>
<td>Reunion</td>
</tr>
<tr>
<td>Monthly Alumni Events</td>
<td>Monthly Alumni Events</td>
<td>Homecoming</td>
</tr>
<tr>
<td>Warner Hall Renovation</td>
<td>Alumni Council Meetings</td>
<td>Expand Affinity Groups</td>
</tr>
<tr>
<td>Event Structure &amp; Timeline</td>
<td>Alumni Awards Banquet</td>
<td>Monthly Alumni Events</td>
</tr>
<tr>
<td>Revitalize Alumni Awards</td>
<td>Affinity Groups Established</td>
<td>Alumni Council Meetings</td>
</tr>
<tr>
<td>Alumni Website</td>
<td>Establish Reunion Weekend</td>
<td>Alumni Award Banquet</td>
</tr>
<tr>
<td>Alumni Board Restructure &amp;</td>
<td>Regional Travel with President</td>
<td>Recruit &amp; Retain Mentors</td>
</tr>
<tr>
<td>Implementation Established</td>
<td>Alumni Relations Assessment Plan</td>
<td>Expand Regional Chapters</td>
</tr>
<tr>
<td></td>
<td>Established</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continue Warner Hall Renovation</td>
<td>Expand Alumni Website Offerings</td>
</tr>
<tr>
<td></td>
<td>Charter New Chapters (Regionally)</td>
<td>Regional Travel with President</td>
</tr>
<tr>
<td></td>
<td>Expand Alumni Website Offerings</td>
<td>Travel Program Implementation</td>
</tr>
<tr>
<td></td>
<td>Alumni Relations Assessment Report</td>
<td>Expand Alumni Website Offerings</td>
</tr>
<tr>
<td></td>
<td>Alumni Engagement Platform</td>
<td>International Travel with President</td>
</tr>
<tr>
<td></td>
<td>Implementation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish Senior Week &amp; Giving</td>
<td>Alumni Relations Assessment Report</td>
</tr>
<tr>
<td></td>
<td>Opportunities Established</td>
<td>Charter New Chapters (Internationally)</td>
</tr>
<tr>
<td></td>
<td>Volunteer Structure &amp; Opportunities</td>
<td>Expand Senior Programming &amp; Giving</td>
</tr>
<tr>
<td></td>
<td>Established</td>
<td>Opportunities</td>
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<tr>
<td></td>
<td></td>
<td>Expand Alumni Engagement Platform</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Opportunities</td>
</tr>
</tbody>
</table>

ALUMNI DEMOGRAPHICS

DOMESTIC ALUMNI

- Roughly 55,000 alumni living within the United States with addresses listed

- Top States

<table>
<thead>
<tr>
<th>STATE</th>
<th>STATE ABBREVIATION</th>
<th>ALUMNI AS OF 8.13.20</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>MO</td>
<td>36515</td>
<td>66.43%</td>
</tr>
<tr>
<td>Illinois</td>
<td>IL</td>
<td>6726</td>
<td>12.24%</td>
</tr>
<tr>
<td>Texas</td>
<td>TX</td>
<td>1447</td>
<td>2.63%</td>
</tr>
<tr>
<td>Florida</td>
<td>FL</td>
<td>1223</td>
<td>2.22%</td>
</tr>
<tr>
<td>California</td>
<td>CA</td>
<td>1142</td>
<td>2.08%</td>
</tr>
<tr>
<td>Colorado</td>
<td>CO</td>
<td>468</td>
<td>0.85%</td>
</tr>
<tr>
<td>Kansas</td>
<td>KS</td>
<td>440</td>
<td>0.80%</td>
</tr>
</tbody>
</table>

VISUAL HEAT MAP OF ALUMNI IN THE USA
INTERNATIONAL ALUMNI
- Roughly 1,900 living internationally with addresses listed
- Top Countries

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ALUMNI AS OF 8.19.20</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panama</td>
<td>224</td>
<td>11.53%</td>
</tr>
<tr>
<td>Canada</td>
<td>184</td>
<td>9.47%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>131</td>
<td>6.75%</td>
</tr>
<tr>
<td>Spain</td>
<td>97</td>
<td>4.99%</td>
</tr>
<tr>
<td>Japan</td>
<td>92</td>
<td>4.74%</td>
</tr>
</tbody>
</table>

PHILANTHROPISTS (COULD ALSO BE ALUMNI)
- A1. High Net Worth Philanthropists (380)
- A2. Financially Secure Philanthropists (577)
- A3. Upwardly Mobile Philanthropists (6,417)

EVENT TIERS
In a normal year, the Office of Alumni Relations will host roughly 70-80 events, averaging 5-7 events per month that involve local events, travel events with the President, on-campus events, and virtual events. These tiers will expand to international travel in future years.

<table>
<thead>
<tr>
<th>Tier 1: Monthly</th>
<th>St. Louis &amp; St. Charles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 2: Quarterly</td>
<td>Dallas &amp; Chicago</td>
</tr>
<tr>
<td>Tier 3: Biannually</td>
<td>Florida (Central &amp; West), Los Angeles, Houston, Denver, &amp; Kansas City</td>
</tr>
<tr>
<td>Tier 4: Annually</td>
<td>Florida (East), San Francisco, San Diego, Phoenix</td>
</tr>
</tbody>
</table>

GOAL 1: COMMUNICATION
Establish and enhance a line of communication between the Office of Alumni Relations, students, alumni, and friends.

- 1.1: Focus on updating and maintaining the best contact information for our alumni
- 1.2: Segment our communication to alumni based on platform preferences
- 1.3: Ensure alumni voices are heard and supported

FY20 PROGRESS:
- Website overhaul in March 2020 with all new information and new pages
- Stand-alone alumni website set to launch in October 2020
- Lindenwood University Magazine survey sent to constituents
  - Fall magazine set to be released November 2020
- Alumni newsletters emailed each month beginning in April 2020
- Segmented emails inviting alumni to events based on majors, graduation years, etc.
- Facebook page updated and maintained
- Continuous communication about updating contact information – listed on all items sent out
GOAL 2: ENGAGEMENT

Engage Lindenwood alumni everywhere by tailoring efforts to their geographic locations, LU experiences, and life stages, both digitally and in-person.

- 2.1: Focus resources to increase engagement of alumni and friends in specific geographic areas
- 2.2: Tailor programs and communications to the life stages of all Lindenwood students and alumni
- 2.3: Continue the Lindenwood legacy by connecting students and alumni through shared interests and experiences
- 2.4: Establish Warner Hall as the Alumni House and a home base for Lions & Lynx everywhere
- 2.5: Educate alumni on the alumni association and what that entails

FY20 PROGRESS:
- Warner Hall
  - Renovation of Warner Hall began in summer 2020 and will continue throughout 2021
  - New coffee bar and lounge established for visitors
- Book club
  - The book club was officially started in March 2020
  - Book club at 80 members as of August 2020
- Events
  - 46 virtual events hosted between April – August 2020
  - Alumni joining across the country and internationally
- Graduates
  - Alumni & Graduate mingles hosted
  - Communication to graduates about the Office of Alumni Relations and their resources with the alumni association
- Extensive research done to target top states, cities, and countries where President Porter will travel
- Website updated and offerings expanded
- Alumni IDs & Emails form was created to request these items
- Alumni Awards were revitalized and expanded to three types of awards offered

GOAL 3: PARTNERSHIPS

Lead LU alumni relations efforts across the university and community by creating working relationships with other university divisions and businesses.

- 3.1: Serve as a university entry point and campus resource
- 3.2: Collaborate with strategic university initiatives and define partnership opportunities internally
- 3.3: Share market research with university entities to develop interlaced engagement strategies
- 3.4: Develop relationships within the community to help support volunteer efforts, establish discount opportunities for alumni, and fuse the Lindenwood community into the St. Charles/St. Louis metro community

FY20 PROGRESS:
- Shamrocks partnership established January 2020
- Office of Institutional Effectiveness
  - Workshop with all academic deans to show how Office of Alumni Relations and Office of Institutional Research can help with program planning, events with alumni, etc.
- Career Services & Corporate Recruiting
  - Hosted virtual industry round tables with experts in specific fields
- Student Involvement
  - Developing the series: “Dining with Lions - A Night with Alumni, Faculty, President’s Ambassadors, and Your Fellow Students”
- Departments across campus
  - Hosted weekly coffee breaks to see what departments across campus were doing to engage with students and alumni and to navigate COVID-19.
GOAL 4: INTERNAL ORGANIZATION

Attract and retain talented staff who are committed to advancing the Lindenwood Alumni Association and engaging Lions & Lynx everywhere.

- 4.1: Recruit and retain staff who embrace Lindenwood’s culture, mission, and values
- 4.2: Invest in professional development for each staff member
- 4.3: Ensure the organizational structure of the Alumni Relations office is positioned for sustained growth and future stability
- 4.4: Determine how alumni relations fits into the Advancement & Communications division

FY20 PROGRESS:
- Director of Alumni Relations was introduced to alumni community December 2019
- CASE Conferences/Institutes attended as of September 2020
  - Young Alumni & Student Engagement
  - Institute in Alumni Relations
- Other professional development attended as of September 2020
  - 60 hours of additional conferences, webinars, and trainings attended
**ACTION STEPS — GOAL 1: COMMUNICATION**

**RAISER’S EDGE**
Work with the database and stewardship coordinator to ensure that there are protocols and policies developed on how to best update information in Raiser’s Edge, how lists are being created, actions/notes being updated, and confirming who has access to what features within the system.

**COLLECTING AND MAINTAINING ALUMNI INFORMATION**
The Office of Alumni Relations will work with departments across campus to understand how often the current students and alumni are being contacted about updating their information. The office will meet with key stakeholders to understand what information is needed and how this information can be consolidated. The Advancement & Communications division will be the first office to get updated alumni information, which can then be disseminated out to others on campus. These policies and procedures will be created and disseminated out across all departments and academic schools and enforced by the vice president to make sure that all updated information is being kept up-to-date and can be shared easily within the institution. The office will partner with the Office of Institutional Research to create a data compliance committee and ensure data is being tracked/reported in a consistent manner.

**EMAILS**
Emails will be segmented to communicate important information to alumni. All emails that are sent to the alumni@lindenwood.edu email will be answered in a timely manner.

**WEBSITE**
The website will be regularly updated to ensure information is accurate and easily accessible to alumni. All information will be transferred to a stand-alone website that will be available for alumni and friends.

**LINDENWOOD MAGAZINE**
The Lindenwood magazine will be published twice a year. Versions will be mailed to alumni, donors, faculty, staff, families, and community partners. There will also be an online version for each issue. This magazine will be rebranded and structured as a magazine for all of Lindenwood and the surrounding community.

**SOCIAL MEDIA**

**Facebook**
The Lindenwood University Alumni Facebook page is the sole social media channel that is run by the Office of Alumni Relations as of March 2020. This page currently has 2,305 likes (as of 8.18.20) and this will increase over the next five years by 20 percent. Many schools, sports, student organizations, and departments on campus have Facebook accounts. The Lindenwood University Alumni page will be a page to tag if there are important updates that involve alumni within any of these other pages.

**Instagram**
Once there is a stronger following on Facebook, we will expand our alumni social media presence to Instagram to reach a different population of our alumni group. The Lindenwood University Alumni page will be a page to tag if there are important updates that involve alumni within any of these other pages.

**LinkedIn**
Alumni are encouraged to follow the Lindenwood University LinkedIn page. There is a Lindenwood Alumni group on LinkedIn that is not run by the Office of Alumni Relations but is monitored for news updates. The Office of Alumni Relations will continue to monitor and follow pages that involve Lindenwood alumni.

**ALUMNI MONTHLY NEWSLETTER**
A monthly newsletter is emailed to alumni to update them about upcoming events, giving opportunities, ways to stay connected, updates on campus, etc.

**BELLEVILLE ALUMNI**
The Office of Alumni Relations will target specific outreach to Belleville alumni to ease any emotions they might have since the Belleville campus was closed.
ACTION STEPS — GOAL 2: ENGAGEMENT

ALUMNI ENGAGEMENT OPPORTUNITIES

Warner Hall – “The Alumni House”
Warner Hall is home to the Advancement & Communication division and will be designed to serve as the alumni house. The entire living room area will be made into a café-style setting, with laptop plug-in stations, high-top tables, coffee bar, and comfortable seating. This space is meant for alumni, friends, students, faculty, staff, and other guests to use the space as a place to relax, re-visit the history of Lindenwood, attend events, and connect with the Office of Alumni Relations.

Alumni Association
The alumni association is free of charge and students become part of the alumni association as soon as they cross the stage at graduation. The alumni association creates a community of Lindenwood alumni, offering lifelong benefits and continued support through the remainder of their lives. The alumni association will be communicated to each alumnus to educate them on the benefits they receive with this program.

Alumni Advisory Council
The alumni advisory council is made of chapter leaders and volunteers who help the Office of Alumni Relations with idea generation and implementation, both locally and across the world. The alumni advisory council exists to help build a strong, lasting relationship between alumni and Lindenwood. Members of the council serve as volunteers, spokespeople, and advocates of Lindenwood.

Alumni Advisory Council Structure:

- Ex-Officio Non-Voting Members
  VP Advancement & Communications & Director of Alumni Relations
- President
- Vice President
- Members

Alumni Engagement Vendor
Implement an alumni engagement vendor that will be able to address the needs of the Office of Alumni Relations. These needs include the following: ability to track mentorship opportunities between students and alumni, events/engagement, volunteers, chapters, affinity groups, etc. This platform will be vital to tracking engagement, used for assessment purposes, and used for maintaining efficiency regardless of how many staff members are on the team.

Chapters
Structure will be organized with help of the alumni engagement platform. As part of the chapter volunteer guidelines, chapter will be defined along with purpose, listed out structure, volunteer agreement, etc. There will be recruitment efforts to start chapters in regions with our largest groups of alumni.

Volunteer Opportunities
There are many ways that alumni can volunteer, including the following: suggesting an event location, helping with events across the country, hosting an event at their home/restaurant, helping with campus events, mentoring a student, or participating in professional development opportunities.

Steps to becoming a volunteer:
1. Sign the volunteer agreement
2. Sign the statement of confidentiality and responsible use of data agreement
3. Return to the Office of Alumni Relations
4. Additional steps may be required as necessary
Volunteer Guidelines from HR:

1. The volunteer and confidentiality agreement will be signed and kept on file within Advancement & Communications.
2. Mentorship program
   a. A background check is necessary if the alumnus and student are traveling to a conference together. If they are on campus, no background check is needed.
3. Hosting dinners
   a. Volunteers hosting dinner get-togethers are not required to complete a background check if a university employee is in the group.
4. Chapters
   a. Chapters in various cities do not need to complete background checks.
5. On-campus volunteering
   a. Volunteers may come to campus and have lunch/coffee with a student without a background check. However, if they travel with the volunteer off campus, they will need a background check.
   b. If there is ever a program developed that involves regular monthly/weekly meetings of the same volunteers on our campus, Human Resources will require background checks for those individuals.

Volunteer Agreement:
Volunteers must read, sign, and date the volunteer agreement before they can start volunteering with the university. Advancement & Communications will check with HR on any policies that need to be followed if using volunteers and communicate that information appropriately. This agreement will be stored on file within the division.

Statement of Confidentiality and Responsible Use of Data:
Volunteers must read, sign, and date that statement of confidentiality and use of data agreement prior to volunteering with the university. Advancement & Communications will check with HR on any policies that need to be followed if using volunteers and communicate that information appropriately. This agreement will be stored on file within the division.

Alumni Benefits
Alumni have access to a variety of benefits. These will be maintained and updated by Alumni Relations. These benefits include campus discounts, business discounts, dining discounts, health/wellness/fitness discounts, lodging/travel discounts, and recreation discounts.

Alumni ID Cards & Emails
Alumni can request a free alumni ID card. Student email accounts expire two years after graduation, so alumni can request an alumni email address that will remain active forever. Alumni can request these items online and the Office of Alumni Relations will process these requests.

Alumni Award Nominations & Recognition
The Alumni Merit Award has been awarded each year from 1959-2017. As of 2020, the Office of Alumni Relations decided to bring back this award, and expand it by two others. There are three types of alumni awards that can be awarded each year: Alumni Merit Award, Alumni Service Award, and the Young Alumni Award. The Office of Alumni Relations keeps record of these awards, the criteria, nomination process, and selection committee for the awards. Nominations can be submitted through an online form or sent in directly to the office. The selection committee will be made of alumni, staff, and faculty members. The director of alumni relations will be an ex-officio non-voting member of the alumni awards committee. Award winners are listed online and posted in the Library and Academic Resources (LARC) building after being awarded. While award winners have been celebrated at Homecoming & Reunion, future years will celebrate these award winners in the spring semester during Alumni/Reunion Weekend. There could be expanded award options in the future.
FY20 Updates:
- Alumni awards were re-established, bringing back the Alumni Merit Award, expanding to the Alumni Service Award and Young Alumni Award in January 2020.
- Alumni Relations & Athletics partnered to ensure that the alumni awards committee and the hall of fame committees were being designed and structured in similar ways to provide more consistency.
- The director of alumni relations recruited an alumni awards committee, with members from the St. Charles alumni chapter, faculty representatives, and staff representatives from a variety of departments (Academic Affairs, DEMSE, Athletics).
- An electronic nomination form was created and launched in February. Nominations were available through the end of April.
  - Nine nominations were submitted in total.
- The alumni awards committee met multiple times between May – July to determine how the committee terms will work in future years, how applications will be reviewed blindly to avoid bias, and how voting will take place in the future.
- Committee members filled out an anonymous survey to rank their top choices for who should be awarded the merit, service, and young alumni awards.

Sibley Medallion of Honor
The Sibley Medallion of Honor recognizes a community leader whose dedication and support continue the Lindenwood University legacy established so long ago by George and Mary Easton Sibley. Recipients are typically selected by the President and the Board of Trustees.

PAST RECIPIENTS OF THE SIBLEY MEDALLION OF HONOR

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipient</th>
<th>Year</th>
<th>Recipient</th>
<th>Year</th>
<th>Recipient</th>
<th>Year</th>
<th>Recipient</th>
<th>Year</th>
<th>Recipient</th>
</tr>
</thead>
</table>

Lindenwood University Book Club
The Lindenwood University Book Club is hosted on the Goodreads platform and moderated by the Office of Alumni Relations and Library Services. This book club is open to all alumni, faculty, students, and staff. The book club was started as a way to connect the LU community, regardless of location.

Affinity Groups
Structure will be organized with the help of the alumni engagement platform. Affinity groups range from academic focus to identity focus.

Mentorship Program
Structure will be organized with the help of the alumni engagement platform. These mentorship opportunities will happen in partnership from career services and the academic schools.

Young Alumni
Research shows that students who were involved and engaged during their time at school are also engaged as alumni. Efforts will be made to interact with students starting their first year at Lindenwood, and there will be targeted outreach to host young alumni engagement opportunities.

International Alumni
The Office of Alumni Relations will do targeted outreach to alumni living internationally to host alumni engagement opportunities.

#Flatleo
Flat Leo is a way that alumni and friends can stay connected to the university no matter where they are in the world. It is a free printable version of Leo from the website that they can print out and take photos with whenever they are at home or traveling. They post the picture on social media and use the hashtag #flatleo so others can see where and what others are doing across the world.

Coloring Book
Coloring pages are available for alumni and friends to access at any time if they have children and need a free resource.
ALUMNI EVENTS & TRAVEL

Alumni Travel Program
The Office of Alumni Relations will partner with a travel company to provide domestic and international travel group activities. These will be hosted throughout the year, with the intention to host two domestic trips and one international trip per year.

Alumni/Reunion Weekend
Hosted in the spring semester each year, Alumni/Reunion Weekend is a weekend where alumni are invited back to campus for several days' worth of events to celebrate them. Certain graduating classes will also be recognized during this weekend in celebration of their reunion (10, 25, and 50 years).

Homecoming
Alumni participation at Homecoming is vital and is a top priority for the Office of Alumni Relations. Not only should alumni want to come back to campus, but we also need to make it a focus that we celebrate those alumni once they are back on campus.

TBD - Initial ways in 2020 that we plan to celebrate our alumni:
1. Tours of campus for alumni
2. Alumni Award recipients participate in the homecoming parade as part of the VIP section
3. After the parade, alumni get to celebrate in St. Charles with businesses offering discounts and specials
4. A reception that celebrates the 10-, 25-, and 50-year classes and celebrates the alumni award recipients
5. Alumni village that happens during tailgating and includes the Office of Alumni Relations, all academic schools, the St. Charles Alumni Chapter, etc.
6. Partnering with Athletics to host alumni sporting events

Lindenwood Alumni Nights
Hosted on the third Thursday of each month, Lindenwood alumni, Kelly and Kyle Dent, host an alumni night at Shamrocks Pub & Grill in St. Peters. These are 4 – 6 p.m. each month. Their staff and LU staff wear Lindenwood Alumni Night shirts to promote the night. If the event cannot be hosted in person, then a virtual opportunity will be available on the same date and time as the in-person event would occur. This partnership will continue to grow, but the format/timing might change in future years.

Alumni & Friends Reception with President Porter
Traveling events throughout the year will target our largest constituent groups across the country and internationally. President Porter, his wife, the director of alumni relations, and a development director will attend these events. The director of alumni relations oversees invitations, collects RSVPs, finalizes contracts for event space, etc.
**Lunch with Leaders/Dining with Lions**
Alumni serve as guest speakers for the monthly event, Lunch with Leaders. These are small catered lunches where students can network with alumni in their field, learn about their time at Lindenwood, and know how to connect with them in the future. This event may eventually turn into a different event, perhaps in an evening format. Lunch with Leaders has been occurring since 2017 and is transitioning into a dinner format. This dinner format is called “Dining with Lions” and will partner with academic schools to host a dinner. A faculty member and alumnus will serve as our featured members of the dinner, with alumni, students, and President’s Ambassadors attending the dinner.

**Belleville Alumni**
The Office of Alumni Relations will host specific events to those who are Belleville alumni. These events are intended to welcome them into the larger alumni community and ease any emotions they might have since the Belleville campus was closed.

**STUDENT ENGAGEMENT OPPORTUNITIES**

**Mane Event**
The Office of Alumni Relations will participate in the Mane Event, hosted by Enrollment Management, to meet incoming first-year students and educate students, parents, and family about the office and how we support students during their time at Lindenwood and also once they become alumni.

**Lunch with Leaders/Dining with Lions**
Students will be invited to participate in Lunch with Leaders/Dining with Lions depending on their major and interests. This event gives the student an opportunity to meet alumni, ask questions to their faculty members, and interact with their classmates. This event is intended to serve as a networking opportunity, serve as a place to connect now and stay in contact after graduation.

**Senior Programming**
These will be hosted by the Office of Alumni Relations in collaboration with departments across campus. Celebrations will take into consideration students who graduate in December or May and those who may be off-campus student teaching through their academic programs.

**Virtual Senior Programming**
If in-person senior events cannot happen, the Office of Alumni Relations will determine what virtual senior celebrations can be planned. This will vary from year-to-year, and student input will be used to determine which events will resonate with students’ best.

**Campus-Wide Events**
The Office of Alumni Relations will be present at campus-wide events as needed. Events could include Winterfest, Family Day, Siblings Day, Late Night Breakfast, Dark Carnival, sporting events, etc.

**Commencement**
The Office of Alumni Relations may be needed during commencement, which will be determined from year-to-year. The St. Charles Alumni Chapter sells flowers, bears, and shirts during commencement. The Office of Alumni Relations will ensure this group has all the resources they need to be successful during this time.
Data Collection
The Office of Alumni Relations will work with key constituents before and at commencement to determine how updated graduate information can be submitted and tracked. Getting this information at graduation gives the office the most up-to-date information at that moment and gives the office the opportunity to introduce students to the Alumni Association.

StageClip
StageClip, or a similar company, will be used as a strategy to boost student giving. StageClip records graduates walking across stage and allows students to share their big moment across social media. When signing up for graduation, students will be automatically guided to an option to give. Their personal StageClip of them walking across stage will be part of the giving option. Within 24 hours of graduating, their personal clip will get emailed to them. This will help with getting seniors educated on donating, let them know they are making an impact, and give them their big moment that they can share on all electronic platforms within hours of graduating. If an in-person ceremony does not happen, then this option will not be offered and the Office of Alumni Relations will see if there are alternative options based on what each school is doing for a virtual celebration.

PARENT ENGAGEMENT OPPORTUNITIES
Parent engagement is currently housed under First Year Programs. The Office of Alumni Relations will work with the First Year Programs office to determine what current programming looks like and how the two offices can partner to create a better experience for the parents themselves.

GIVING OPPORTUNITIES
There will be certain promotional giving opportunities throughout the year to boost engagement with alumni. Two examples could include:

March of Socks (March)
With a purchase of $25 or more, you will receive limited edition Lindenwood University socks.

Holiday Hat (November/December)
With a purchase of $25 or more, you will receive a special Lindenwood University hat to keep you warm during this holiday season!

ACTION STEPS — GOAL 3: PARTNERSHIP

INTERNAL
a. Academic Schools
   i. Connect with the deans of each school to educate them on how the Office of Alumni Relations can be a benefit to them.
   ii. Establish a baseline that deans and faculty members report all events and communications with alumni back to the Office of Alumni Relations. By knowing what is happening within each school, alumni relations can lend a helping hand for these initiatives and note these interactions in the alumni records.

b. Athletics
   i. Partner together to approach coaches about events with alumni. They help get the alumni there, Office of Alumni Relations plans everything
   ii. New Leo mascot suits will be ordered: one for Athletics, one for the Advancement & Communications division. There will be protocols and procedures for the Leo suit to ensure that the suit will be sustainable and properly maintained
   iii. Establish “travel tailgates” where the Office of Alumni Relations travels to away games and hosts a tailgate for Lindenwood alumni

c. DEMSE
   i. Corporate Relations - Stay up-to-date with the employers they are connecting with who are alumni
   ii. Student Involvement – alumni become involved with Spring Into Service
   iii. Student Involvement – alumni are able to be mentors through the Elevate Leadership Certification Program
   iv. Student Involvement – partner on Lunch with Leaders/Dining with Lions
   v. Admissions – attend the Mane Event
   vi. OASIS – partner to connect international students with international alumni
   vii. Campus Recreation – Establish a protocol for alumni gym members and how Alumni Relations is notified when alumni get a membership
e. **SASS**
   i. The Office of Alumni Relations will partner with the Student and Academic Support Services (SASS) office on initiatives related to New Student Orientation, First-Year Programming, and First-Generation Collegians.
   ii. Alumni Relations will be present during New Student Orientation informational sessions.
   iii. Alumni Relations will host an event during the summer bridge program for the First-Generation Collegians.
   iv. Alumni Relations will partner with SASS to determine other events that could be beneficial for the office to be present.

f. **Center for Experiential Learning**
   i. Attend the career fair twice a year to hand out alumni ribbons and connect with our alumni; attend virtual career fairs if needed
   ii. Stay up-to-date with the employers they are connecting with who are alumni
   iii. Partner together to come up with a cohesive plan on how to collect data for our office and from their first destination survey so we are not over-surveying students

**g. Academic Services**
   i. Partner with Academic Services during graduation with data collection
   ii. Giving opportunities that students are routed to when signing up for graduation

**h. Institutional Research**
   i. Ensure the Office of Alumni Relations is collecting the information that IR needs for auditing purposes
   ii. Work with this department on the data compliance committee and ensure that information is being reported properly

**EXTERNAL**

i. Reach out to current businesses who have discounts for the alumni to confirm that these discounts are still up-to-date
j. Determine new companies that would provide discounts to our alumni
k. Partner with outside businesses to host events for alumni
l. Determine nonprofits or other companies that would need volunteers

**ACTION STEPS — GOAL 4: INTERNAL ORGANIZATION**

1. **Conferences**
   a. The staff in the Office of Alumni Relations will attend at least one professional conference a year to meet other professionals and learn about the latest trends for alumni relations.

2. **Blackbaud**
   a. The staff in the Office of Alumni Relations will complete all required Blackbaud trainings as set by the database and stewardship coordinator.

3. **Other Training Resources**
   a. The staff in the Office of Alumni Relations will seek out additional training opportunities and share the key takeaways with the Advancement team upon completion.

4. **Evaluations**
   a. All staff members are supposed to conduct 40 hours a year of professional development opportunities. These opportunities will be submitted as evidence for the yearly evaluation. Staff members will work towards yearly evaluation goals to make sure these are completed on time.

5. **Assessment**
   a. The Office of Alumni Relations will complete and follow the assessment plans set forth by the Office of Institutional Research and track initiatives. Findings throughout this process will determine if additional staff will be needed for the Office of Alumni Relations, which, as of September 2020, only consists of the director of alumni relations.