

**SUMMARY OF ITEM FOR ACTION,  
INFORMATION OR DISCUSSION**

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**TOPIC:** Report on Alumni Relations Council

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** October 11, 2017

**SUMMARY:** The USM Alumni Relations Council (ARC) was created in 2014 to foster discussion and collaboration among leaders in alumni relations at USM's 12 institutions. ARC has worked together to discuss best practices in the field, share ideas among the Systems' alumni relations operations, develop professional development opportunities, and identify potential areas to share resources to improve all programs, often at reduced costs and/or enhanced service.

**ALTERNATIVE(S):**

**FISCAL IMPACT:**

**CHANCELLOR'S RECOMMENDATION:**

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COMMITTEE ACTION:

DATE: 10.11.17

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BOARD ACTION:

DATE:

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## University System of Maryland - Alumni Relations Council

The USM Alumni Relations Council (ARC) was created in 2014 to foster discussion and collaboration among leaders in alumni relations at USM's 12 institutions. ARC has worked together to discuss best practices in the field, share ideas among the Systems' alumni relations operations, develop professional development opportunities, and identify potential areas to share resources to improve all programs, often at reduced costs and/or enhanced service. USM staff support the Council and implement programs on its behalf.

Since its inception, the Council has:

- Signed (via the USM Foundation) a contract with Brazen Technologies, a company offering chat event software that makes personal interaction efficient and scalable by allowing virtual career affairs and distance engagement at campus-specific events. The contract serves multiple campuses and offer enhanced services that would not have been available to each campus without the shared contract.
- Compiled a master vendor list that gives each campus information about existing vendor relationships in key areas, such as alumni merchandise, alumni search, annual giving, direct mail, event management software, mobile/online communities, and travel services.
- Held nearly 20 professional development events featuring live speakers and webinars for colleagues across the USM. Subjects included metrics, social media, annual giving, young alumni and communications.
- Encouraged staff to attend other USM professional development opportunities, especially on annual giving topics. Since August, this has included six Annual Giving Network webcasts (hosted by UMB).
- Planned and executed **USM Goes Wild at the Maryland Zoo**, which had over 2,700 attendees from across the USM.
- Held its first joint regional event –**Alumni Night in Atlanta** – which brought together 220 Atlanta-based USM alumni for a baseball game at SunTrust Park. The event featured remarks by Atlanta Braves Vice Chair and Towson alumnus John Schuerholz, Towson President Kim Schatzel, and a guest appearance by Billie Aaron, Hank Aaron's wife.
- Held three USM-wide annual summits focused on alumni relations and its intersection with fund raising. Featured topics included measuring alumni engagement, alumni relations' impact on successful campaigns, and the importance of alumni relations in advocacy.

With USM staff, ARC continues to identify and schedule professional development programming, explore additional shared vendor opportunities, and plan its next summit. It also plans to offer specific programming for alumni volunteer leadership in fiscal year 2018.