



JOHNSON & WALES  
UNIVERSITY



## *Signature Events*

Academic Event Professional Conference  
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Jeffrey Cartee '97, '00 MBA  
Executive Director of Alumni Relations

Jennifer Fustino '05, '07 MBA  
Manager of University Events

# Johnson & Wales University

## *Who We Are*

- Founded in 1914 in Providence, RI
- Private, non-profit institution
- Regionally accredited – New England Association of Schools & Colleges
- Recognized leader in career education with degrees in business, culinary arts, hospitality, technology, and education
- A.S., B.S., M.B.A., M.A.T., M.Ed., Ed.D. programs offered
- 16,000 students on four campuses - from all 50 states/89 countries
  - Providence, RI
  - North Miami, FL
  - Denver, CO
  - Charlotte, NC
- 77,000+ alumni living in 109 countries

# FOCUS 2011 – aligning with our Strategic Plan

## *Strengthening...*

- **...Student Potential**
  - Admissions Programs
- **...Student Experience**
  - Academic Programming
  - SAA Programs/Student Retention
- **...Career Opportunities**
  - Career Development Services
- **...The Foundation**
  - Chapter Development
  - Annual Fund



# Types of Events

- **On-campus Events/SAA Events**

- Alumni Emerging Leaders Week
- Career Day/Spring Expo
- Tradition Keepers (SAA)
- Commencement/Convocation

- **Local Events**

- Wildcat Wednesday
- Business-to-Business Networking
- Community Outreach

- **Regional**

- AIMS Meetings
- Chapter Events



# On Campus Events - Career Day/Spring Expo

- Career Day - mandatory for all students
- Spring Expo – seniors only
- Held at all campuses



- Alumni participate as both employers and job seekers
- Alumni invited to be part of panel discussions/educational sessions
- Pre-conference receptions

# On Campus Events - SAA Programs

- 20 SAA leadership team members
- Nomination process includes faculty
- Goal to engage current students
- Create programs and activities that enhance school spirit and traditions
- Educate students about philanthropy



- Illuminating Emerging Alumni
- Tradition Keepers
- Hanging of the Greens (CO)
- Hanging of the Wreaths (NC)
- Hosts at alumni events
- Hosts at Presidential events

# On Campus Events - Alumni Emerging Leaders Week

- 1 day dedicated to each college
- Collaboration with academic deans/department chairs/faculty
  - Assist in identifying alumni
  - Help create program
- 80+ alumni/2,000+ students in second year – on two campuses



- Alumni share experiences with students
  - Panel discussions
  - In-classroom presentations
  - Faculty Advisory Panels
- Success Board Presentation held in conjunction with ALW

# Local Events - Community Outreach

- High interest from alumni
- Result of mandatory community service in curriculum
- Conflict with University as non-profit?



- RI Food Bank
- Little Sisters of RI
- USO – Charlotte
- Feed the Troops – Hilton Head
- Toys for Tots

# Local Events

## **Business-to-Business Networking**

- Monthly business networking event
- ‘BNI-type’ of event
- Run by local chapter
- Held in the evening on-campus



## **Wildcat Wednesday**

- Modeled after Thunderbird University – “T-Bird Tuesdays”
- First Wednesday of every month
- Social networking
- Try to use alumni restaurants

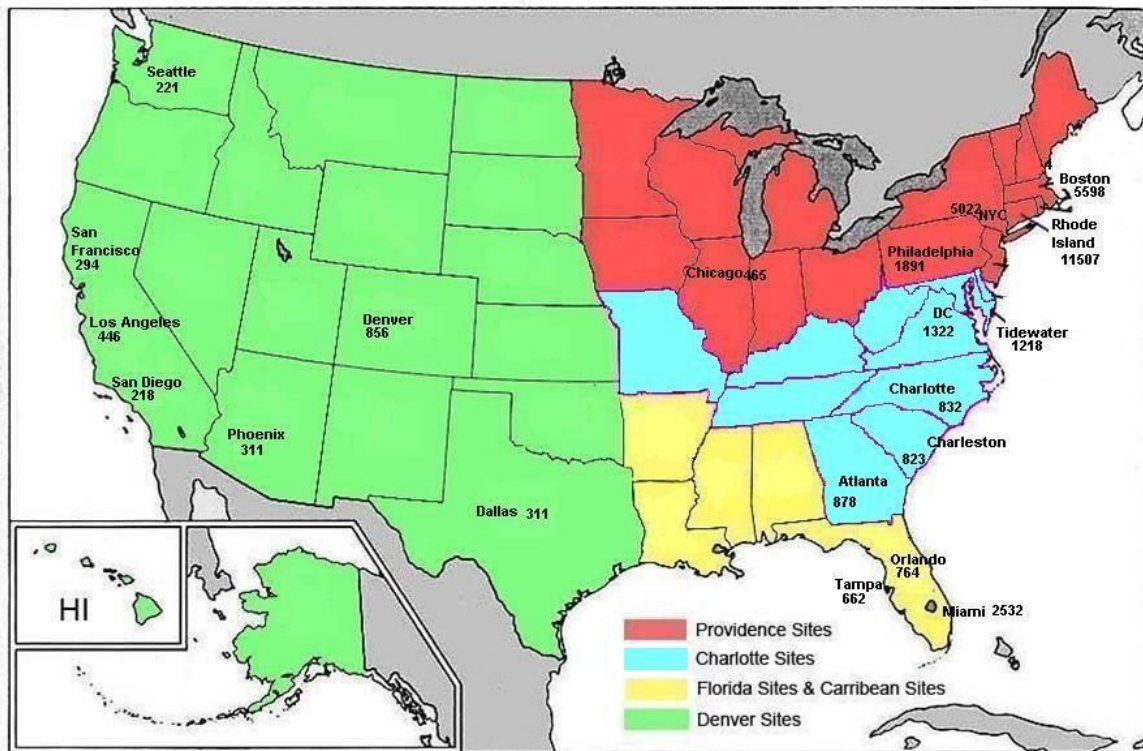
# Admissions Programs

- 100+ AIMS each year
- 8 – 10 Open Houses at each campus
- Located around the country
- Collaboration with 54 admissions representatives



- Identification and training of the right alumni is key
- Tracking who works and who doesn't – should they come back?
- Goal is to serve admissions – do they think it's working?

# Chapters/Regional Events



- Designed to increase engagement/expand the base of alumni 'we touch'
- Instill a sense of pride and emotional connection to JWU
- Provide a 'call to action'
- 13 chapters established in 2007 – 2008
- 4 more planned for 2008 – 2009
- 1 'major' event with each chapter
- Allow chapter to contribute to planning
- Survey local alumni population

# Offer Variety of Events...



# Final thoughts - Event Logistics

- Alumni involvement in planning is key
  - They know their city better than you
  - Use surveys
- Marketing
  - Appropriate mix of online/offline tools
  - Facebook, MySpace, etc.
- Alumni update forms
  - Pre-populated forms
- Signage/branding
- Photography
  - Use for future marketing
  - Alumni magazine, website, etc.
- Speaking program/messaging
  - Involve president when available

Questions?