

## Alumni – Engaging on Their Turf!

Jennifer Jenkins | *University of Alberta*

Jeanne Riddagh | *Saint Joseph's University*

### SESSION DESCRIPTION

In today's busy world, we are all grappling with ways to appeal to, and engage with, our alumni. Join the discussion for tips on how fellow institutions are meeting their alumni "where they live" to provide regional opportunities for engagement. We will offer specific relationship building ideas such as welcome programs that pair established alumni with younger grads who have moved into their area. You will hear about a series of events designed to take place in-person and on-line simultaneously, in order to offer a new way to connect with alums and alma mater, while showcasing faculty, students and alumni. Let Jennifer and Jeanne give you some inspiration from their combined extensive experience.

### SPEAKER BIOS



**Jennifer Jenkins** | *University of Alberta*

Jennifer works with University of Alberta grads across North America who have moved away from Edmonton (where the University of Alberta lives). She works with grads in 10 cities and plans 25 activities a year.

Within the 10 years Jennifer has worked as an alumni engagement professional she has gone from planning large scale formal events to facilitating volunteers to plan their own meaningful programs that connect back to the school. In the last few years, Jennifer has successfully worked toward creating more personalized connections back to the University of Alberta. The area where she's had the most success is increased program participation of young people, discovering internship opportunities, and making even profound connections between grads, their school and each other!

Jennifer also worked in publishing, as a school teacher in places like Thailand, Pakistan, London.



**Jeanne Riddagh** | *Saint Joseph's University*

Jeanne Riddagh is the Director of Advancement Events at Saint Joseph's University in Philadelphia, PA. Most of Jeanne's 18 years in Advancement have been spent handling special events such as campaign celebrations, blessings, ribbon cuttings, Inaugurations, presidential events, destination weekends, conferences and visits of prominent speakers. Most recently Jeanne was part of a team that developed a series of events which combined an in-person event with an on-line experience. This series, named SJULive is the focus of her presentation.