IMMERSING ALUMNI IN THE INTELLECTUAL LIFE OF THE COLLEGE

As part of the *Culture* section of the strategic plan, *Imagine, Macalester*, our committee was asked to make recommendations about how to "immerse alumni in the intellectual life of the college and deepen opportunities for intergenerational learning and relationships." Our nearly 30,000 Macalester alumni around the world are diverse, deeply knowledgeable, passionate about Macalester, and eager to engage with current students, the College, and fellow alumni of all ages in meaningful ways. If we build this well, we are confident that we can harness the rich experience and expertise of our alumni to: https://mspmag.com/arts-and-culture/mississipi-river-schools-john-kim-macalester/

- enrich support for **student development and post-graduation success**,
- **enrich the experience of and build community for** students, staff, faculty and alumni, and
- ultimately, deepen our alumni's **sense of ownership of and investment in Macalester** for generations to come.

We grouped our recommendations into three general areas, or buckets:

Bucket 1: Prepare campus community to engage with alumni
- Expand support for alumni engagement
- Develop culture of alumni engagement
- Create new, distinctive Macalester programs

Bucket 2: Engaging alumni
- Foster *Alumni to Alumni* Connections
- Expand *Alumni to Student* Interactions
- Strengthen *Alumni Engagement with the College*

Bucket 3: Infrastructure to support alumni engagement
- Reimagine MacDirect
- Virtual event infrastructure
- Dedicated support for alumni engagement in intellectual life of the College
- Visible, welcoming "front door" for alumni on campus

Bucket 1: Prepare campus community to engage with alumni. To fully maximize the benefits of engaging with our alumni, expand programming to prepare and equip students to engage with alumni in productive and meaningful ways *throughout* their college years. This will also smooth and strengthen the student-to-alum transition for lifelong engagement.

1. Expand Support for Alumni Engagement activities (see also Appendix 1)
   a. **Increase *support* for alumni-related activities that exist already**

1) make them visible and easy to do, 2) freely share successful models, 3) support and validate efforts to engage alumni, and 4) demonstrate that Macalester values these activities with sustainable resources. Examples include modest stipends for alumni, fac/staff, or students playing larger roles, or relatively simple things, too, like allowing faculty to use FTE for taking alums to coffee or meals. Encourage faculty to talk to their students about alumni engagement. Course releases for faculty/staff involved in particularly demanding alumni engagement activities like scholarly collaborations. Serie Center events that highlight effective existing models and new ideas of ways to engage with alumni.

b. **Better *routinize* and *institutionalize* alumni-related activities**
Instead of independent, individual programs and efforts, make alumni engagement benefit from uniformity and efficiency across academic departments and co-curricular offices. One example is the creation of Reunion campus-wide "office hours" so that faculty have a specific time and place to go for Reunion. Alumni know that this is a time to visit departments and faculty. Students can attend for conversations with alumni as well. Other ideas: (1) Build designated activities into MacFest programming that bring faculty/staff/students together with alumni; (2) Host an 'alumni connection' day during the academic year, where faculty/staff are encouraged to bring the expertise of alumni into the classroom/field work/career/life exploration. Campus-wide events demonstrate our commitment to and value of alumni engagement.

2. **Create a Strong Culture of Alumni Engagement**
a. **Strengthen the culture of alumni engagement among faculty & staff**
Create an attitude of readiness in faculty and staff to engage alumni in our intellectual activities. Shaping a culture of keeping the 'alumni option' front-of-mind for our diverse community members will require multiple components. People need to be aware of the wide range of ways to engage alumni, many of which may not have occurred to us. We will need to feel supported by the institution: the resources needed should be readily available and easy to use. We need to be motivated to engage, which can be fostered by things like understanding that alumni engagement can lighten our workload rather than add to it; the possibility of trading engagement activities out for our normal ones through, e.g., course releases; and being invited to participate as opposed to being required to. *We should also understand that engaging alumni in our intellectual activities is important to the institution and the community.* Especially impressive engagement examples should be celebrated at campus-wide gatherings, and we should be regularly reminded to engage alumni in our work. Coordinating all these components to strengthen the culture of engagement will

require significant effort and focus. In addition, we think it is crucial to this goal that designated staff time be allocated to this work in order to maximize the benefits of immersing alumni in the intellectual life of the college and to promote sustainability and prevent employee overload (not "just one more thing we all have to do").

b. **Prepare students to engage with alumni and foster a culture of alumni-awareness among students when (or before) they arrive on campus.**
Students need to <u>see</u> alumni. Students need to learn how to engage with this amazing resource. Ideas include connection/mentorship programs between older and younger students to foster connections of different ages; early and extensive exposure to alumni for all students, about academics, as well as career, life skills, identity, in academic and non-academic areas to help support students and to help students see themselves as future alumni.

Popular examples include alumni advisors in the first-year experience and alumni-student programs within individual academic departments and affinity/identity groups. This infusion of alumni should span a student's four-year experience: send-off events in home cities, orientation, and significant steps/milestones (e.g., when students declare majors, return from study away, deliver senior capstones). Alumni involved in each of these events will help build community, normalize the presence of alumni within the campus community, and foster interactions between students and alumni for intergenerational learning that starts early in one's college career and continues throughout their life.

c. **Supporting the transition from student to alum**
Exiting the student body and entering the alumni community can be an anxious transition with misperceptions about what being an alum means. New alumni may not be in a financial position to support the college monetarily during this early transition, but can be very motivated to share their time and valuable recent experiences with students as well as hold up-to-date knowledge of the intellectual state and employment landscape in their field. Reminding new alumni of the tremendous resource of Mac alumni by facilitating connections with longer-term alumni can help with this transition. Making alumni visible to students; students need to see alumni in a variety of professions, stages of life, diverse identities, ages and geographical location, etc. Offering a range of non-financial ways for new alums to participate in Mac's intellectual life can foster lifelong connection.

3. Creating New Distinctive Macalester Programs

Re-consider programs from the past that have connected faculty and staff with Macalester alumni in intellectual endeavors: Alumni Summer School on campus, staff-organized regional events (ex. Big Questions series in 2018-2021) in key cities that put faculty, staff, and alumni in conversation with one another, Alumni Travel Programs w/ and w/o faculty, and Distinguished Alumni Day in Olin-Rice. These can be virtual, in-person, or mixed and can bring alumni to campus or bring a piece of campus to alumni.

Our recommendation is to re-envision some of these programs and design new programs that lean into what makes us distinctive. These could include programs focused on the vibrant Twin Cities area (including the Ordway Field Station, the State Capitol, the Historic Rondo Area) and others focused on citizenship in the wider world (e.g., scaling up the Big Questions Series by having panels of faculty/staff/alumni go to regional chapters around the world to discuss current issues. Alumni-connection or advising programs for students that would begin in the first-year course. Another would be to offer one or two courses for alumni per semester, focused on pressing issues in the Twin Cities and wider world, outside of regular curriculum offerings, but with the option to bring students and alumni together. More ideas are included in Appendix 2. By developing new, innovative programming focused on immersing alumni in the intellectual life of the college and promoting intergenerational learning and relationships, we gain both deeper support from existing alumni and attract new support from alumni who have not yet engaged.

Bucket 2: Engaging alumni to enrich the student experience and help students feel included and comfortable as members of the Macalester community.
1. **Foster *Alumni to Alumni* Connections**
   a. Strengthen existing programs: The Alumni Engagement office already hosts a variety of strong programs that have historically served alumni — we need to uplift and look to our colleagues to understand how they can grow and continue to make these programs attractive and rich resources in addition to expanding opportunities elsewhere on campus. These activities include Reunion volunteers, Alumni Board, and Regional Chapters- Local level for alumni-to-alumni interactions, hosting for admitted and returning student events, host alumni visitors to campus (virtual and in-person).
   b. Amplify Shared Events: Reunion and Mac Fest bring alumni to campus and hold importance of place and memory. We should use these events as keystones to build our wider Macalester community and strengthen alumni involvement in the intellectual life of the college by having *full*

college participation, visibility, and support. Going forward, future campus events could be identified to build in additional signature opportunities to bring in the wider Macalester community beyond just those on campus.

2. **Expand *Alumni to Student* Interactions** in order to build this continuum, we need to bolster and streamline opportunities where alumni want to be involved, and leverage existing programs that already demonstrate strong, usable models rather than creating new programs without thinking of scalability or longevity.
    a. Immerse alumni into existing campus events, programs (capstones, poster sessions, etc.)— in-person or live-streaming events can be low-cost ways to build affinity and show support of campus events and student accomplishments. This could also yield additional connections in future collaborations in and out of the classroom.
    b. Leverage shared affinities and identities- academic, personal, or professional- the idea of a lifelong collective is attractive to prospective students as well as students thinking about their post-college experience. By connecting students and alumni with shared connections, we can amplify support for students as well as provide meaningful opportunities for alumni of all ages.
        i. This may lead to mentoring relationships that can help decrease workload on college staff and faculty, but would require alumni training for most effective and cohesive student experiences.
    c. Professional development - alumni are already included in several networking models across campus to provide safe practice environments for student growth. How can we streamline this process and make it accessible to those who might not otherwise take advantage of these opportunities on their own?

3. **Strengthen *Alumni Engagement with the College* through alumni-specific opportunities that build ties among the alumni community to the College as "insiders"**
    a. This can be supported by leveraging shared affinities and identities (academic, personal, professional), participating in structured and resourced connections/advising program and other components of First Year Experience, in career panels, internships, and campus activities.
    b. Other ideas include an Alumni Speakers Bureau, and connecting faculty and staff with alumni when traveling on behalf of the College.
    c. Expanded Travel Programs (e.g., Duchess Harris' Paris Program-June 2023, Hana Dinku's Civil Rights Tour-May 2022) and alumni travel programs with faculty experts
    d. Alumni designated campus spaces for lodging and congregating– when we do bring alumni to campus, there is no primary or cohesive space for

them to feel welcomed. Bucket three provides more information.

Bucket 3: Infrastructure to support alumni engagement is critical to build systems that enrich the student experience in meaningful and sustainable ways. We envision enhancing the infrastructure behind the scenes AND making alumni participation and presence VISIBLE to students at all stages in their education in four main areas:

1. **Reimagine MacDirect**
   MacDirect is the college's online alumni networking platform. It has long functioned as an alumni directory, and was recently rebuilt (1) to interoperate with Macalester's Advancement CRM and (2) to add new features: message spaces, outreach tools for selected alumni volunteer groups, and ways for alumni to volunteer for Macalester.

   In an ideal world:

   a. MacDirect would function as a rich, up-to-date database of alumni info.
   b. Alumni would keep their own info up-to-date in this database.
   c. Alumni, students, and college employees alike would regularly use this database to facilitate interaction.

   At this time, MacDirect alumni usage is focused primarily on the alumni directory features rather than in the rich two-way communication and networking tools. In this group's analysis, we believe there is room for expansion and/or rethinking of the most efficient way to center user experience in holistic development that can meet both internal and external need that are not currently in place at Mac. We would invite additional conversation with those closest to this work, involving both on-campus expertise and alumni (the users of this software), to determine what would best meet the needs of all constituents (alumni, students, faculty, staff, and advancement data).

2. **Improve virtual event infrastructure on campus**
   Macalester's community is rich, diverse, and widespread– both around the country and around the world. While this is an important part of our on-campus culture, it is also a critical part of our extended campus community. With the majority of our alumni living outside of the Twin Cities area, we currently do not have the capacity to use on campus events to include and immerse alumni in our intellectual life. In the interest of connecting our alumni to campus offerings and opportunities, we need to invest in reliable technical capacity–both tools and personnel–to facilitate remote and hybrid events which would make campus accessible to our wider community.

   At our top-level assessment, we endorse the following

    a. Ensure the fundamental tech needs (projectors, webcams, and audio) are available and maintained in spaces across campus.
    b. High production value in a *few* spaces, reliability in *all* spaces.
    c. Create 1-2 large spaces on campus that are equipped for high quality virtual/hybrid events and ensure we have staffing to deliver a meaningful experience for remote participants. We believe that this investment would benefit the entire Macalester community – improved event infrastructure will have enormous internal benefits (for classes, new programs, etc.) in addition to the intended impact on engaging diverse and distant groups of alumni at all life stages.

3. **Provide dedicated support for "intellectual life" outreach to alumni**
We know that Macalester staff and faculty care deeply about their work and strive to provide the best experience for their students and colleagues. We also know that supporting and growing programs that immerse alumni will be new, will require additional thought and time, and will need dedicated staffing to launch, nurture, and run sustainably. This means that many offices, particularly smaller programs and departments, as well as groups without a history of alumni engagement, may not have the bandwidth or resources to reach this goal successfully and sustainably. In addition, volunteer recruitment and management require a specific skill set that may not align with existing staff job descriptions and/or skill sets.

In order to reliably, successfully, and sustainably grow and reach the value we know can be added, we have identified several potential solutions to be explored.
    a. Create *more time* for alumni outreach – add or reallocate FTE, course releases, support staff
    b. Dedicate *more funding* – alumni stipends, travel costs, event budgets
    c. Better *institutional knowledge sharing* to make it easy and to help replicate successful models

If developed and funded, we believe this commitment will benefit our entire community. With frequent, positive alumni involvement, students gain industry perspective, grow in their professional development, and have valuable experiences in and outside of the classroom. Specific asks of alumni to enhance the student experience and share their expertise aligns with existing research about our alumni appetite for volunteerism. This can provide meaningful experiences that we know deepen alumni ownership and engagement in ways that many have shared they most want to be involved. Finally, faculty and staff all across campus will benefit from strengthened alumni expertise and support in

their classrooms, scholarship, and other kinds of work. Without thoughtful support through these means, we will continue to replicate the status quo by not taking advantage of the full breadth of the intellectual resources of our alumni, leave behind those who do not have the expertise, capacity, or network to work with alumni, and risk overburdening engaged faculty who have dedicated time and energy beyond that of their assigned job duties.

4. Create a "front door" to the College for alumni

A current struggle at Macalester identified by the Comprehensive Campus Plan is the lack of a "front door" to the college–a gateway that is welcoming, accessible, and signals *a sense of belonging* for our students. Likewise, a physical space on campus that signals those same feelings of welcome and belonging does not currently exist for alumni. When alumni do come to campus, they must be scheduled to meet with a designated campus representative who can let them into our locked buildings or are forced to wander campus in hopes of being let into a building. Alumni who wish to share their Mac experience with their families or to see a favorite faculty member when in the Twin Cities are often not able to do so. In addition, the opportunity for alumni to meet casually with students, even when at the College for official business, is rare given this lack of access and space. We propose the creation of an accessible alumni welcoming space would help build a sense of ownership and community– encouraging alumni to feel like they are important members of our community. The following criteria were deemed important in this recommendation:

  a. One place alumni know they can always show up and feel welcome
  b. Not necessarily a new building, but a dedicated, visible and welcoming intentional space with staffing/funding/resources
  c. This is especially important today since most campus buildings are locked

APPENDICES

Appendix 1: Inventory of Current Opportunities Macalester Offers for Alumni

Project	Office/ Connection	Description	Modality
Regional Chapters (Alumni-led)	Alumni Engagement	Organized by Alumni Engagement, leverages areas with largest alumni populations to gather based on Mac affinity	Around the world
Reunion Committees	Alumni Engagement	Organized by Alumni Engagement, volunteers gather every 5 years to celebrate their class on campus	On campus/ virtual
Alumni Board	Alumni Engagement	Highest alumni volunteer leadership group	On campus
Board of Trustees	President's Office/ Advancement	Highest alumni volunteer opportunity, selected by the College as governing body	On campus
Other working groups/task forces (TC Advisory Task Force/ Career Exploration Task Force, etc.)		Groups are identified and convened as needed	On campus or virtual
Class Agents/Grand Society Agents	Macalester Fund	Volunteers reach out to classmates to support philanthropy for Mac	On campus or virtual
Career Helpers	Career Exploration/ Alumni Engagement	"button" on MacDirect page for alumni to click to indicate willingness to network, etc	On campus or virtual
Internships	Career Exploration	Local/National/ International	Regional
Career Fairs	Career Exploration	Many employer reps are alums	Regional
Admissions events	Admissions/ Engagement	serve as hosts	On Campus, regional
Admissions writers	Admissions/Alumni Engagement	reach out by postcard to accepted students	Regional
International Connections Program	Alumni Engagement/Study Awa	Alumni write students as they study in different countries with offers to connect and learn about their countries	Regional
Alumni teaching courses	(multiple across campus)	No formal, unified pathway for alumni to teach	On campus
Guest speakers in	Academic	asked to join as speaker, other volunteer	On campus

classes	Departments		or virtual
Department Networking Events & Opps	Academic Departments (ex. MCS Beyond Mac)	Networking events	On campus or virtual
Informational Interviews	Departments; Concentrations; Mostly in Capstones or Senior Colloquia		On campus or virtual
Scots LEAD Alumni Mentoring Program	Athletics Dept/ Alumni Engagement/ Alumni Board AWG		On campus or virtual
Student Organization partnerships	OSLE/Students	Some standing ties (forensics, athletics, one-time events)	On campus or virtual

Events	Office/Connection	Description	Modality
Mac In Your City	Alumni Engagement-regional chapters	Longstanding annual alumni-led gatherings in fall	Regional
Tartan Trivia	Alumni Engagement-regional chapters	February virtual Mac trivia event	virtual
Week of Service	Alumni Engagement-regional chapters	April volunteer-driven service projects	Regional
Regional college-led events	Alumni Engagement-regional chapters	On the road activities like Big Questions, athletics gatherings, etc.	Regional
Regional locally organized events	Alumni Engagement	Social and cultural events open to all area alumni with invitations, RSVPs and follow up supported by Engagement	Regional and virtual
Admissions yield and accepted students events	Engagement, Admissions	Events to welcome prospective and admitted students into the wider Mac community	Regional
Mac2Med event	OR Hub, Alumni Engagement	Saturday event for alumni in health professions to engage with pre-health students	in-person, on-campus is best, has been done virtually
Alumni health professionals career panels	Hub and health prof student org	career panels with alumni in health professions (in-person and virtual)	On campus or virtual
MacConnect/	Career Exploration	Local / National treks that include site	Regional

MacExplore		visits and alumni receptions	
Reunion	Engagement, Campus	Annual event to bring together alumni of different class years and celebrate other historic anniversaries	On campus
MacFest (includes fall poster session)	Engagement, Campus	Fall Event that celebrates Mac community including parents, faculty, staff, alumni, students, and community members	On campus
Sports Days	Athletics, Engagement	Winter and Spring days to celebrate Mac Athletics	On campus
Online Townhalls	Engagement, Communications, SLT	Online virtual townhalls to update alumni on the College	Virtual
Academic Dept Alumni Panels	Academic dept/ sometimes Career Exploration/Alumni Engagement support	Facilitated conversation to learn about a range of career fields	On campus or virtual
Career Specific Panels (e.g., CS, Consulting, Govt)	Career Exploration	Facilitated conversation to learn about specific career fields	On campus or virtual
Bonner Mock Interviews	Career Exploration/CEC	Bring alumni in to provide practice interviews for Bonner Scholars	On campus
Academic Department Alumni Panels	Academic dept/ sometimes with Career Exploration/ Alumni Engagement support	Bring alumni in to describe their post-Mac experiences, career trajectories to current students. Held during senior seminar.	On campus
AAC Alumni Fair	Career Exploration/MCSG	Networking event	On campus or virtual
Macathon	E&I/Alumni Engagement	act as mentors and judges in overnight problem-solving competition	On campus
SAAC Athletics Career Social	Athletics Dept/Career Exploration/Alumni Engagement	alumni speakers	On campus or virtual
Ordway snowshoe event with Mississippi Parks Connection	Ordway Field Station	Invasive species removal and nature hike at Ordway Field Station in January	Regional (Ordway Field Station)

Existing Communication Channels for Alumni

- MacToday magazine
- MacWire monthly newsletter
- Lifelong Learning monthly newsletter
- Regional Events notices
- MacDirect
- Facebook (including Groups)
- Instagram
- LinkedIn
- Departmental newsletters

- Athletics newsletters
- E&I newsletters
- Twin Cities newsletter
- Macalester Website (alumni pages)
- Alumni Board letters/emails
- MClub Newsletter

- Mac Fund communications (Anchor newsletters, GTMDs, etc.)
- Targeted outreach from Development (Wallace societies mailers, campaign)
- Handshake for current student side of communication

APPENDIX 2: Our consolidated ideas to immerse alumni in the intellectual life of the college (IAITILOTC):

I. **Current things we do with/for alumni that can be expanded**
II. **Integrating alumni into the ILOTC, inviting alumni into our work**
III. **New flagship things/Bring back things**
IV. **Increase Visibility of Alumni**

I. Current things we do with/for alumni that can be lifted up/expanded
  A. Highlight/expand work involving alumni happening across campus (see Appendix 1)
      a. Share successful models (e.g., Econ, ES, Macathon, Mac to Med, Datafest, Macathon, Olin-Rice Distinguished Alumni series) for others to adopt/adapted.
  B. MacConnect and MacExplore trips through Career Exploration
  C. How best to utilize the Alumni Board to increase IAITILOTC?
  D. Reunion –
      a. Increase roles for students
      b. Engage faculty in Reunion in specific, easy, inviting ways (e.g., driving golf carts, mingling at select events (e.g., Wallace dinner) AND intellectual ways (lectures, classes, etc)
      c. Build out open houses in academic departments for alumni to visit.
      d. Consider holding commencement and reunion at the same time. (heavy lift for staff)
  E. Mac Fest
      a. Invite alumni to specific events!
      b. Build activities into the MacFest programming that bring faculty, staff and students together with alumni
  F. Build out Alumni Regional Chapters
      a. Send facstaff to regional chapters (in person or virtually), newly endowed chairs and new faculty visit regional chapters

b. Bigger emphasis of current alumni welcoming / supporting new grads into the Mac alumni community (job/grad school search/moving to new city/making connections etc.)

G. Expanded alumni access portal/calendar to make it easy to know, attend events

H. Faculty – Make it easy for faculty to connect with alumni across faculty life cycle
   a. Highlight new faculty, to connect alumni with young faculty
   b. Help older faculty and academic departments manage, engage and sustain their alumni network.
   c. Newsletter templates to make it easy for all academic departments and programs to communicate with their alumni

I. Alumni panels – many types (virtual and in-person). Students should have the opportunity to attend many alumni panels during their four years.
   a. Career panels, e.g., career pathways and discipline-specific panels
   b. Life skills (e.g., financial literacy, negotiating job offers)
   c. Living our Macalester values
   d. Visiting alumni places of work/work environments

II. Integration of alumni into the ILOTC, inviting alumni into our work

A. Fac/staff/student on college travel seek out alumni, visit regional chapters, host mini-reunions at professional meetings

B. Invite alumni to major declaration day, academic dept events, orientation, Mac Fest, capstones, etc.

C. Build pathways/models to make it easier for alumni to contribute to teaching. Alumni working in specific fields bring more current knowledge.
   a. Scholars in Residence- one year or one semester appointments
   b. Team teaching with staff or faculty member
   c. Guest lectures – Speakers Bureau to find alumni speakers
   d. Visiting Alumni Instructors – specific pathways into campus? Offer different formats besides just 4 credit courses

D. Departmental, Divisional or Programmatic events to engage alumni, such as:
   a. STEM Research: Collaborators, Consultants, Supervisors for off-campus internships
   b. Mini-reunions at national professional meetings
   c. Datafest in MSCS - alumni as judges/ advisors and Macathon
   d. Athletics- Guest coaches, SAAC Career Social, M Club Events
   e. Arts: Alumni conductors, choreographers, artists, etc.
   f. Humanities and Social Sciences– learn more
   g. Involve alumni in Admissions events, Orientation, Commencement, City Send-Off events for recruited or admitted students

h. International Student Program events

III. New flagship things/Bring back things
  A. Expanded Travel Programs
      a. Cool educational/study trips (US and international) highlighting themes of interest, Mac faculty, Mac programs, Mac history
  B. Alumni Speakers Bureau
      a. Accessible to staff/faculty and students
      b. Funds to support honoraria and/or travel for alumni visitors → faculty feel hesitant to ask alumni to visit if it costs them to do so
      c. Alumni Travel Fund for (young) alumni to come back to campus
  C. Big Questions events- highlight new or newly tenured faculty? Or newly endowed chairs? Does not always need president? could be panels of faculty, staff, students, alumni visiting alumni chapters around the world to discuss issues.
      a. Tackle Difficult topics series: Give alumni insights into workings of the College, current challenges/controversies in higher ed and world: increase transparency about workings of College.
  D. Take an alum for coffee funds, faculty can use FTR for alumni coffee, meals
      a. Maybe alumni always get free coffee or tea at Café Mac if accompanied by student, maybe coffee always on at alumni front door to campus
      b. Visible coffee shop in alumni center on campus, run by alumni & students?
  E. Alumni Mentorship programs linked with FYE for every student! mentoring programs between older and younger students; expanded exposure to alumni for all students, especially around career, life skills, identity, other non-academic foci
      a. How can alumni contribute to student support networks? (contribute to student well-being)
  F. Internships and summer research opps w/alumni (several models exist in OlinRice)
  G. On-campus Alumni Summer School- or host Alumni Summer School in different parts of the world, with faculty/staff/alumni leaders.
      a. offer one or two courses for alumni per semester, focused on pressing issues in the Twin Cities and wider world
      b. Alumni could audit classes that have remaining space after students register
  H. Hosting an 'alumni connection' day during the academic year, where faculty/staff are encouraged to bring the expertise of alumni into the classroom/field work/career and life exploration
  I. Connect alumni who work at a place. Common places: Univ MN, MN Dept of Health, 3M, EPIC (Madison), Mayo Clinic, Macalester College, others.
  J. Resources to support facstaff who devote additional time to intellectual activities with alumni (e.g., course releases, stipends, material and/or travel funds, endowed funds

for alumni-facstaff-student collaborations, awards to recognize exceptional faculty/staff with respect to involving alumni in their work

K. Career Exploration has just purchased a tool called <u>Meetaway</u> that could be a way to connect alumni to students with similar interests

IV. Increase Visibility of Alumni: *Alumni need to feel welcome; students need to see alumni, ideally alumni who "look like them"*

A. New, visible, welcoming "front door" accessible space on campus for alumni
B. Dedicated staff time for durability/sustainability, demonstrated commitment of College to long-term viability of alumni engagement efforts in ILOTC.
C. Increase alumni SWAG- Mac branding that shows it is cool to be a Mac alum, help confer ownership to students early on, Mac alumni might wear at campus events and be recognizable, smooths transition from student to alum (mac alum shirts at graduation). Use to highlight Mac connections around the world. (think photos in MacToday mag)
D. Alumni stories on monitors around campus, alongside campus events calendar
E. General need for more communication and coordination between Alumni Engagement and facstaff. Create "marketing message" to campus community on how alumni involvement contributes to student learning and success
F. Help smooth transition from student to alum. Make it attractive/ natural to become an alum, not scary.
   a. Smooth transition from student to alum with "Disorientation" (Laurie Adamson) to prepare for life after Mac as an alum
G. Faculty/staff – How can College make it easy for facstaff to connect w/alumni
   a. Create "marketing message" to campus community on how alumni involvement contributes to student learning and success
   b. Highlight young faculty, connect alumni with young faculty since faculty start out NOT knowing alumni
   c. Help older faculty and academic departments manage, engage and sustain their alumni network.
   d. Staff – What types of things do staff do that can benefit from more alumni involvement?
   e. Ask about alumni engagement in course evaluations, employee evaluations
H. Campus-wide, bonanza alumni career panel day each spring semester for sophomores declaring majors
I. Intentionally instill ownership of College in students. Students need to see self as member of campus community from day 1 or before. Move from "consumer mentality" to culture creator role of responsible ownership mentality. Get invested early, then transition to alum is easy.
   a. Leadership (stud orgs, MCSG, committee service, student employment)

b. Expand opportunities for upperclass students to mentor underclass students, make common the habit of mentoring Mac community members. Create culture of mentoring ("do it once, turn around and help a person behind you").

c. Help students *see* themselves as future alumni requires seeing alumni and seeing alumni who look like them.

d. Introduce students to alumni network early on and regularly, see alumni "modeling good alumni behavior"

e. Remind students they will be alumni for longer than they were students (4 yrs vs 50+ yrs)

J. Encourage alumni to reserve space on campus for their meetings or events

a. Small reservable conference room near the welcoming "front door"

b. Encourage alumni to rent spaces on campus for larger events (fee)

K. A MacDirect-like database with user-friendly interfaces for both facstaff and alumni. Perhaps modeled on contractor sites like Upwork or Kolabtree. Should include up-to-date contact info for participants, From facstaff: 1) Description of scholarly work and/or courses available for input from alumni, 2) Ideas about how alumni might contribute, or needs that alumni might fill. From alumni: 1) Description of expertise/experience, 2) What kinds of opportunities they are interested in.

L. Improve campus facilities for alumni virtual engagement.