

# New Grad Communication & Engagement Strategies Round Table



# GVSU

- Toast
  - Remarks from a young alumni and the president
  - Fun video featuring grads
  - Champagne flute keepsake
  - Vibe/look that is only used for this event
- Commencement
  - Alumni welcome video
  - Alumni pin hand-out
  - Page in Commencement program
- Email Communications
  - Toast invitation
  - Congratulations messages and commencement photos
  - Resources and event highlights



# SVSU

## New Grad Communication

- After commencement, graduates are placed on a 6 month communication plan with monthly emails easing them into the Alumni Association
- Emails cover alumni events, alumni benefits, giveaway incentives, and career tips from our Career Services Office
- Giveaway for new alumni who follow us on social media

## New Grad Programming

- Grad Fair
- Senior Toast
- Commencement
- New alumni get first pick at free sporting event tickets to help boost their engagement

# Discussion

- What are your pain points when engaging with new alumni?
- What are some successes that you have experienced with engaging and communicating with new alumni?
- What are other ways that you engage new alumni?
- What metrics do you track to show success or growth in new graduate engagement?
- What key messages are you pushing to new graduates?