

# OAKLAND UNIVERSITY™

**Alumni Reunion Weekend: An Alternative to  
Homecoming**



# Historical Context

- Traditional Homecoming format minus sports-centric activity: 2012 - 2022
- Alumni lead and Student Affairs lead
- Non-traditional student population; commuter
- Students were not engaged; focus was muddy
  - Other student events throughout the year experienced more success
- Trying to be too many things to too many people
- Too many cooks in the kitchen with respect to planning and control for all of the various audiences
  - Faculty/staff voices - can't please everyone
- Limited resources and bandwidth also required a shift in focus

# Pivot to Focus on Alumni

- Alumni survey - what does Homecoming mean to you?
  - Results were varied (sports, high school, etc.)
- Adjusted programming to focus on our main audience and goals - engaging alumni
- Just targeting alumni = more control over messaging and programming since it is our specific audience
- Able to dedicate more energy to affinity reunions - student leader, housing, Black Alumni, etc.

- Main push August/September
- 55,000+ reach on FB with close to 2,000 clicks (organic)
- Targeted emails to specific groups; allowed us to revisit our coding and clean up our data relate to affinity groups and other sub populations
- 4 total events - Golden Celebration Reunion, Black Alumni Chapter Reunion, Student Leader Reunion, and All Alumni Night in Vegas

# Results

- Engaged around 700 total alumni across events, with around 500 attendees
- Lower overall numbers compared to previous years, BUT quality over quantity was the focus (i.e. engaging the RIGHT people)
  - Many have engaged further in other ways in the year since the event

# 2024 Plans

- Affinity group events: BAC 50th anniversary, Housing Reunion
  - Housing will be kid-friendly due to the nature of the event (timing, atmosphere)
- All Alumni: Games, Grooves, and Golden Grizzlies

# What are YOU doing?

- Are you experiencing any challenges related to Homecoming/Alumni Reunion events?
- How are you addressing those challenges?
- What type of affinity group events are you hosting?
- What methods of promotion do you find most effective?  
(Postcards, social media, email)