



# Making a Career out of Alumni Relations

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Director of Annual Giving and Alumni Relations  
Executive Director of the FSU Alumni Association  
Ferris State University

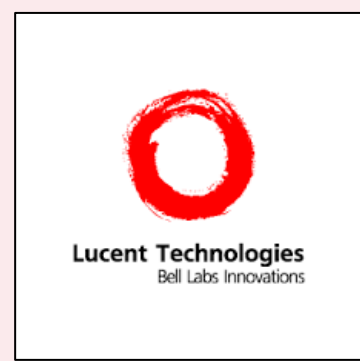


# Erin Sudrovech

Senior Director of Alumni Engagement  
Oakland University

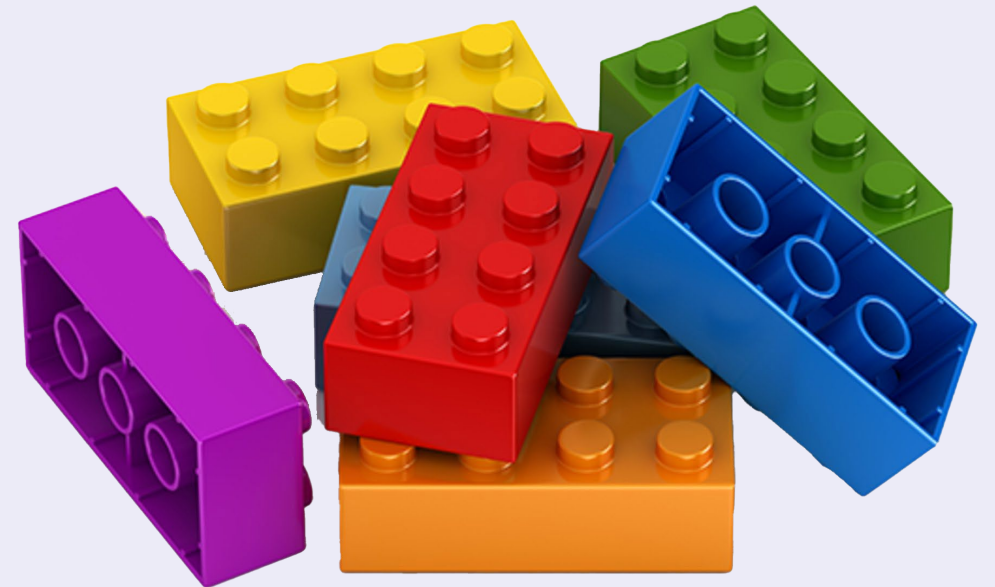


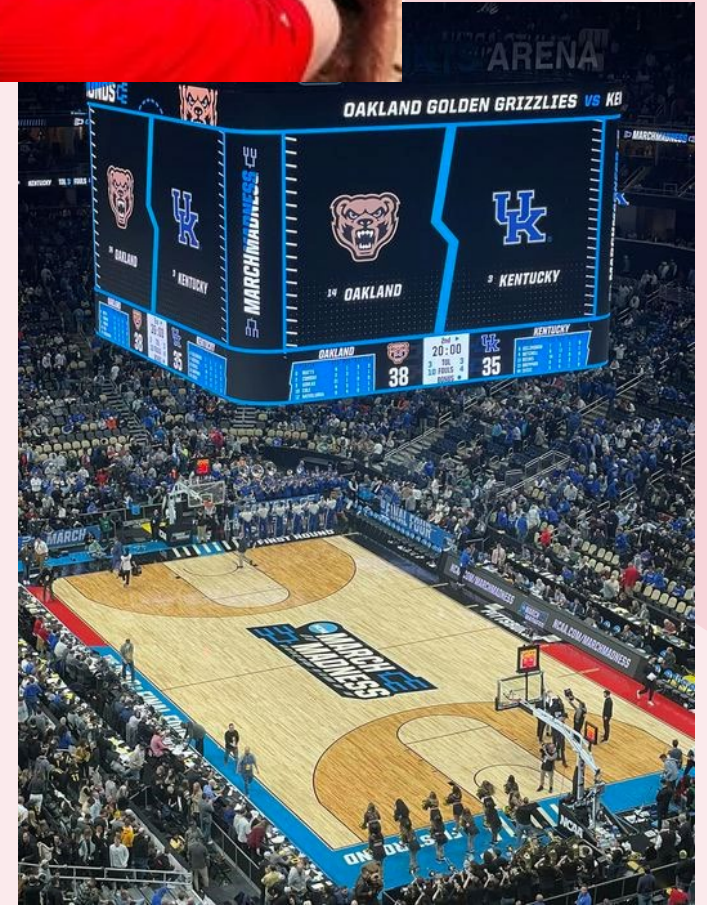
# Our journeys



# Build your path to success

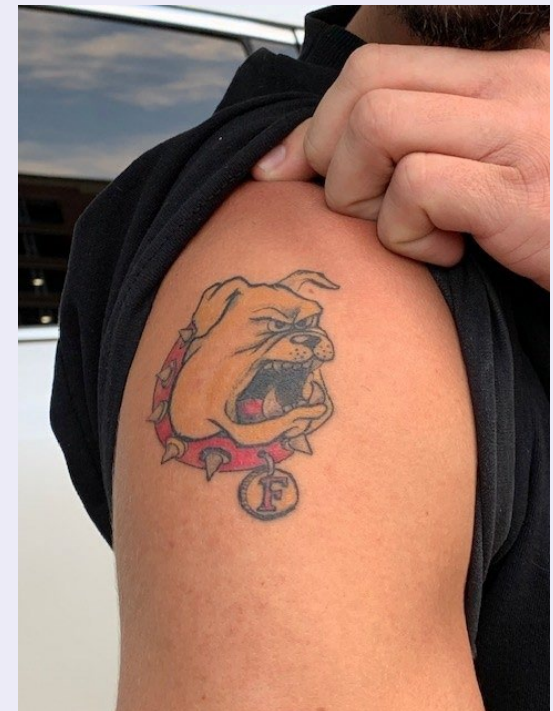
- Relationship builder
- Project manager/logistics
- Political acumen/diplomatic





# Why stay?

- Building relationships over time
- Connections and open doors
- Resource provider/customer relations
- Pride









# Bumps and bruises

- Ebbs and flows of leadership
- Evolving best practices
  - Communications and marketing
  - Within advancement or apart from
- Resource allocation
  - Budgets and staff reductions
  - Do more with less
- This profession can be hard, and yet....





Engagement is at the core of advancement.







# Thank you...and keep in touch!

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# P.S. Transferrable roles

- Consider the possibilities!
- Transferable skills from alumni relations to other areas of higher ed:
  - Events
  - Donor relations
  - Major Gift Officer
  - Annual giving
  - Planned giving
  - Communications
  - Admissions
  - Career Services
  - Student Life
  - Athletics
  - Leadership