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Alumni Interviewers – Taking Alumni Engagement to the Next Level

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Alumni Interviewers – HERU 2019

Goals of Presentation



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- By the end of this presentation, you will know about:
 - Our program
 - Our problem
 - Our solution process





Part 1: Background





- History
 - University Scholars Program est. 1980
 - Schreyer Honors College est. 1997
- Structure
 - Admissions
 - Primary Enrollment
 - Faculty
- Size
 - First-year
 - Second- and third-year



Alumni Interviewers – HERU 2019 History



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- Benchmarking
- Multi-purpose tool
- Task Force
- Pilot
- Full integration



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Purpose



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- Applicants
- Constituents
- Marketing



Alumni Interviewers – HERU 2019 Recruitment



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- Channels
 - Digital
 - Events
 - Peer-to-Peer
- Messaging
 - Need-based
 - Give back triangle
- Benefits
 - Pipeline



Alumni Interviewers – HERU 2019 Training



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- Current: Webinar
- Future: Exploration



Alumni Interviewers – HERU 2019 Evaluations



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- Format
 - 30 minutes
 - Informal – conversational
 - Questions
 - Optional – but recommended
- Background
 - Shared / not shared
- Evaluations
 - Questions and ratings



Alumni Interviewers – HERU 2019 Statistics



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- Alumni
- Interview Usage



Alumni Interviewers – HERU 2019 Format



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- Independent
 - In-Person*
 - *Videochat*
- College Hosted Days





Part 2: New Format, Expanded Engagement



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Context



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- Common Application
- New Deadlines
- Old Model Viability



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Storming, Forming



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- Back to the drawing board
- Lemonade out lemons



Alumni Interviewers – HERU 2019 Solutions



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- Recruitment
- Planning
- Training
- Execution



Alumni Interviewers – HERU 2019 Outcomes and Looking Forward



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- What worked
- Areas to improve
- Looking forward!



Alumni Interviewers – HERU 2019 Outcomes and Looking Forward



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- Questions?





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