

Engaging University Alumni with Webinar Programming

InternBridge Thought Leaders Symposium 2017

Tamara Gegg-LaPlume, Webster University
James Beal, Alumni.Careers

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agenda

Engaging University Alumni with Webinar Programming

1. Who
2. Why
3. How

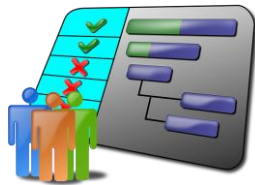


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who

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1. Tamara
2. Webster U.
3. James
4. Alumni.Careers



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who Engaging University Alumni with Webinar Programming

Tamara Gegg-LaPlume

DIRECTOR
Career Planning & Development Center



Education & Counseling
BES, Educational and Counseling Psychology; MA, Counseling

Higher Education Career Development since 1996
Director, Career Services; Assistant Director, Career Education; Career and Family Consultant

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who Engaging University Alumni with Webinar Programming

About Webster University

- Home campus in St. Louis, Missouri
 - Network of 60 campuses in the United States
 - International campuses Europe, Asia and Africa
- 17,000 students
 - Large graduate student population
- Network of over 180,000 alumni worldwide



About the Career Planning & Development Center


- Housed in Enrollment Management & Student Affairs
- Centralized to serve all students (European campuses limited Career Services staff)
- Staffing
 - Director, 3 Assistant Directors (Career Development), 1 Assistant Director (Employer Relations), 1 Program Coordinator (Customer Service and Program/Event Management), 1 part-time Coordinator (First Destination Survey)

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who Engaging University Alumni with Webinar Programming

James Beal

FOUNDER
[Alumni.Careers](#)



Interdisciplinary M.Sc. degree
Software Engineering, Geographic Information Systems, Urban & Regional Information Systems

In operations & technology since 1996
Customer Service, Fulfillment & Shipping, Data Entry, Direct Marketing, Sales, Sales Engineer, Operations Manager, Trainer, Training Designer, Director of Support, Webmaster, DB & Network Admin, Data Analyst, Report Writer, Social Media Manager, Content Strategist, Consultant, Web Developer, Application Architect, Webcast Producer, VP of Operations, Chief Technology Officer, Managing Editor

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who

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Alumni.Careers

- Service Design
- Webinar Programming
- Online Resources

Brandable. Responsive. Engaging.
Our mobile friendly web platform has been designed to accelerate your ability to provide career services resources to your alumni. And, it's branded as you!

"Alumni.Careers makes a difference in your ability to serve alumni with career help on-the-spot!"

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why

Engaging University Alumni with Webinar Programming

1. Problem
2. Methods
3. Solution

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problem

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Desired Outcomes

- **Get Ahead of the Game**
 - Office will be proactive versus reactive
- **Stretch the Dollar**
 - Take advantage of scaled alumni services
- **Serve More Currently Enrolled Students**
 - Decrease need for alumni to set appointment

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methods

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Building Capacity

- **Multiple Disciplines, Team Consensus**
 - Discussions within, across and up departments
- **Agreeing Where to Invest**
 - Where and how to spend resources
- **Defining the Service Model**
 - Online & broadcasts tie into the organization

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solution

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Virtual Alumni Career Service Delivery

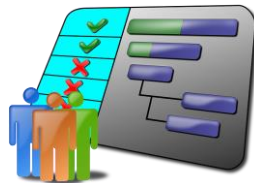
- **Active Engagement**
 - Bi-weekly live webinars; inclusion in alumni news
- **A Place To Go**
 - Dedicated web portal connected to webster.edu
- **Developmental, Modern, Thematic**
 - Compelling content set for university graduates

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how

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1. Concepts
2. Design
3. Tactics



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concept Engaging University Alumni with Webinar Programming

Diversity with Envisioning Career Planning

Self Assessment

1. Self Assessment
2. Career Exploration
3. Decision Making
4. Plan Implementation

Soft Skills

Manage Your Career

- Evaluate your career path
- Deal with transition
- Devise a network
- Learn throughout your life

career planning

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Variety of Content & How It Is Accessed

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concept Engaging University Alumni with Webinar Programming

Life

Decision | Indecision | Opportunity

Happenstance (Krumholz)

Physical

careeronestop.org/competencymodel

generally, creativity, spontaneity, optimism, problem solving, lack of prejudice, acceptance of facts

self-esteem, confidence, achievement, respect of others

regards to body, employment, resources, morality, the family, health, property

wealth, luck, power, sex, sleep, temperature, beauty

wikipedia.org search: maslow needs

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design Engaging University Alumni with Webinar Programming

Feedback & Validation of Content & Topics

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design Engaging University Alumni with Webinar Programming

Requirements for Engaging Alumni

- Relevant career topics
- Any career situation
- Anytime / anywhere
- Smart use of time
- Factual / expert
- Modern job search
- Realistic / motivational
- Immediately helpful
- (Self-Service)

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tactics Engaging University Alumni with Webinar Programming

Launching


- Creative guidelines
- Technical guidelines
- Integration with other sites
- Test environment
- Kick off & hoopla

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tactics Engaging University Alumni with Webinar Programming

Operating

- Outreach & broadcast
- "User Assistance"
- Internal brand & roles
- Feedback (1-∞ & 1-1)
- Set metrics & key reports
- Following the checklists




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tactics Engaging University Alumni with Webinar Programming


What We've Learned:

30+ Things to Consider When Committing To Engaging Alumni With Career Webinars (The Checklist)



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the end Engaging University Alumni with Webinar Programming



Discussion

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