



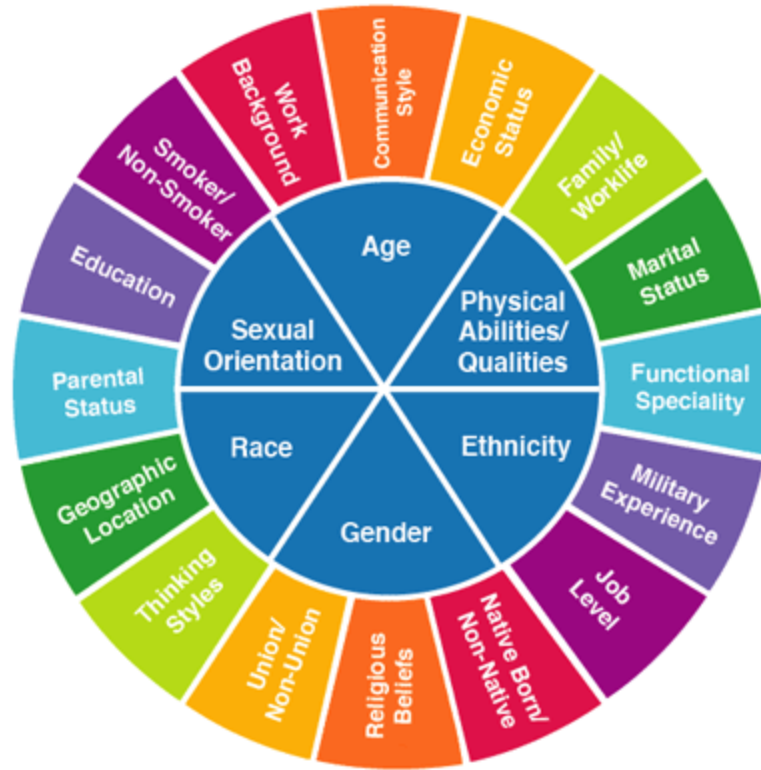
**Wisconsin Foundation
& Alumni Association**
UNIVERSITY OF WISCONSIN-MADISON

Strength through Diversity: Engaging All Alumni

- INTRODUCTION
- REFLECTION ACTIVITY
- MARKETING AND OUTREACH
- ALUMNI DEMOGRAPHICAL DATA
- DIVERSE CHAPTER INVOLVEMENT
- QUESTIONS

Presented by Gia Gallimore
Director of Diverse Alumni Engagement

ASPECTS OF DIVERSITY



REFLECTION ACTIVITY

Diversity Board Matrix

- Please take 5 mins to complete the board matrix form with your group.
- Only complete the percentage totals of the board composition
 - Your board can complete the alumni population benchmarks at a later date.
- After completing we will have a few groups share their results

In what areas of diversity can your board make improvements as it relates to the board composition?

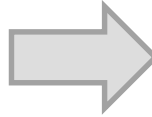
Marketing and Outreach

Volunteer Engagement Strategies...

...Accidentally Exclude Diverse Alumni

Generic Email Invitations

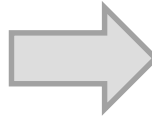
Invitation for alumni programming events sent via email



“The stories told in alumni emails don’t resonate with my memories of campus”

Networking Events

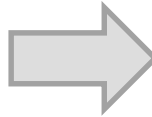
Panel discussion for alumni based on career interests



“The people at networking events are nice, but they can’t relate to the issues I face in my career”

‘Bring a Friend’ Campaign

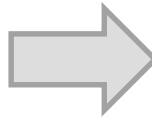
Invitation to engaged alumni to bring alumni friends to events



“If events aren’t sensitive to my experience, why would my friends come with me”

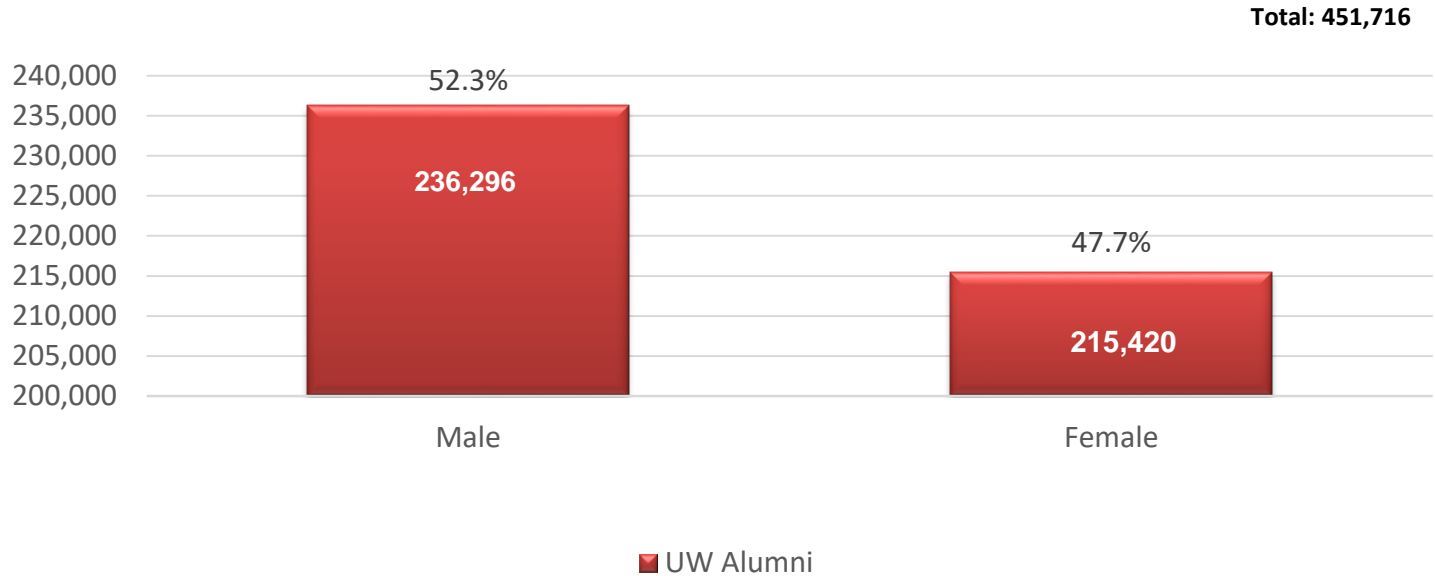
Class Reunions

Invitation to participate in class reunion based on class year

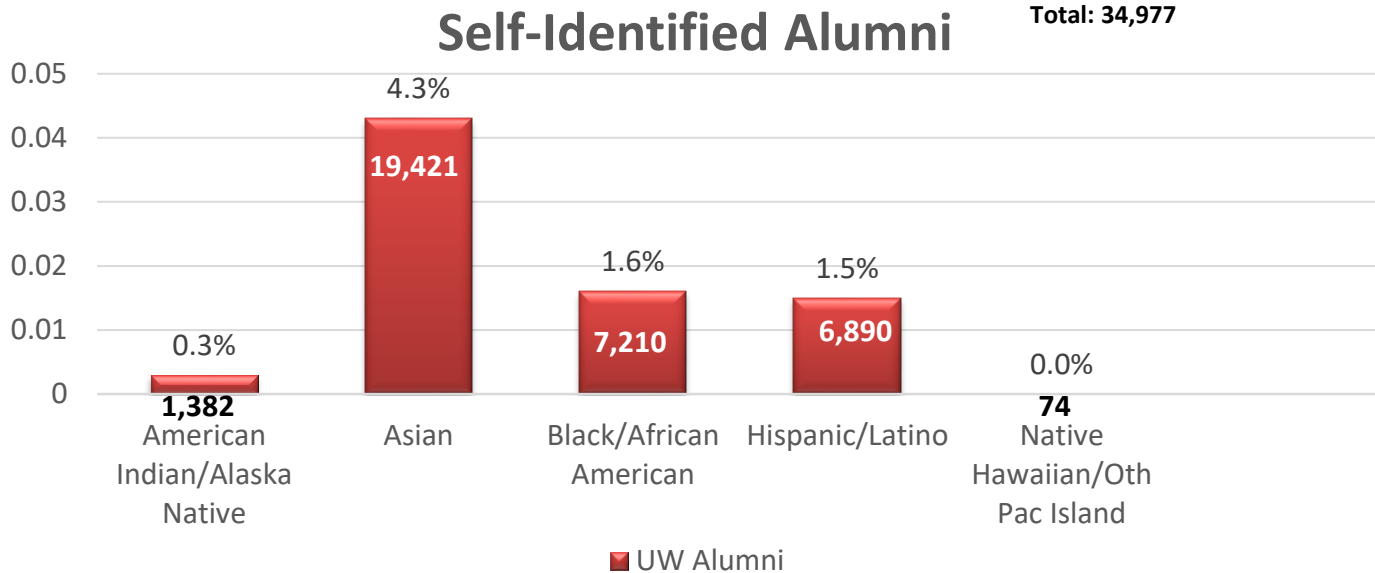


“Does my alma mater host a black alumni weekend”

Current WFAA Gender Data



Current WFAA Alumni of Color Data



Diverse Chapter Involvement (welcome, connect, and support)

- Disaggregate Advancing Badger Engagement (ABE) demographical data by ethnicity in your cities
 - Utilize demographical data to connect with diverse alumni (alumni of color; LGBTQ)
- Host events/programs in alternative locations to attract a wider audience
 - Ensure all alumni feel welcomed in the space by interacting and engaging in conversation
- Be intentional and inclusive when requesting/selecting speakers and award recipients from your area
 - Surveying your alumni for suggestions for speakers/venues/topics of interests
- Continue to find tools for educating your board on ways to be inclusive
 - Reading suggestion: Engaging Diverse College Alumni by Marybeth Gasman and Nelson Bowman III

QUESTIONS