



Alumni Communications

Three Leading Issues

1

Universal &
Consistent
Outreach

2

Audience &
Platform
Management

3

Information
Database

1. Universal & Consistent Outreach

Breakdown:

- **Not Receiving Fraternity News**
 - Through a variety of platforms many alumni report never receiving fraternity news.
- **Uninformed Expectations**
 - If you are not receiving communication as a baseline- many are unaware of what to expect and when. (you don't know what you don't know)
- **Internal Passdown**
 - Alumni Association boards may lack to passdown critical information missed by its members.
- **Lack of Consistency**
 - Depending on the time of year information may be more/less frequently with a variety of urgency levels.

1. Universal & Consistent Outreach

Discussion:

- **Not Receiving Fraternity News**
 - Internal Turnover of Member Status
 - Collegiate members are not turned over to alumni status upon graduation
- **Uninformed Expectations**
 - Website traffic
 - External resources, such as the fraternity website, are not utilized to find and search for information/new receipts.
- **Internal Passdown**
 - Alumni members need the tools and knowledge to update and effectively utilize platforms such as Member Planet
- **Lack of Consistency**
 - Individual Association involvement
 - If associations themselves were for consistently involved throughout the year would it create a more consistent flow of communication?

1. Universal & Consistent Outreach

Solution:

- **Not Receiving Fraternity News**
 - Member Planet Training and Encouragement
 - Ensuring that collegiates are trained and encouraged to turn over membership status prior to graduation.
- **Uninformed Expectations**
 - Website Traffic
 - Utilize the website as a communication backup with posting of all recent news.
 - Encouraging alumni brothers to frequent the website especially when they have not been receiving notifications.
- **Internal Passdown**
 - Platform Training
 - Informing alumni routinely so that they can update this information on their own.
- **Lack of Consistency**
 - Individual Association involvement
 - Creating a quarterly-annual outline of events for alumni associations so they know what to expect.
 - Don't chase those who don't want to be found.
 - Quality over quantity

2. Audience & Platform Management

Breakdown:

- **Platform Bias**
 - Certain types of information and news are best shared on specific platforms.
- **Audience/Demographic Reception**
 - A wide range of preference and experience leads to an overly diverse range of communication options.
- **Excessive Distribution**
 - The struggle to suit everyone's preference leads to posting notifications on all forms of communication and an overly saturated pool of information everywhere burying what can be critical.
- **Task Delegation**
 - With so much information on so many platforms who is to manage it? (professional, volunteer, board etc.)

2. Audience & Platform Management

Discussion:

- **Reception Analysis**

- Posts and notifications can be tracked. Searching for notifications with very high/low response rates will indicate which information is most preferred on each platform.

- **Audience/Demographic Reception**

- Is there one platform that works for all?

- **Excessive Distribution**

- Is excessive distribution beneficial for visibility or is it burying the critical notifications.

- **Task Delegation**

- Is the task list too long for a single individual?
- What about alumni without an association?

2. Audience & Platform Management

Solution:

- **Reception Analysis**
 - “Soft news” is better served on platforms such as Instagram, facebook, twitter
 - Critical news is better served on platforms such as the website, email, and mail
- **Audience/Demographic Reception**
 - Using one platform as a baseline and elevating that with bonus platforms for visibility.
- **Excessive Distribution**
 - With a baseline platform chapters can choose which bonus platforms work best for their association.
- **Task Delegation**
 - Most alumni associations have a worthy scribe on their board that could absorb the responsibility.
 - If the task list is far too long it could be broken down into a committee
 - In the event of a non-association a metro group mayor could step up to the responsibility.

3. Information Database

Breakdown:

- **Resource Saturation**
 - Too much information can clutter out the “soft” from the critical.
- **Documentation & Receipts**
 - A backup of information would ensure all members have access without request.
- **Outreach**
 - If a form of information cannot be found members should have access to reach out to others who have experience with their inquiry.

3. Information Database

Discussion:

- **Resource Saturation**

- There is a plethora of information and chains of communication it can be difficult for alumni to know where to find the source they are searching for.

- **Documentation & Receipts**

- How can alumni ensure there is a master copy/receipt of information if they loose or do not receive their personal copy.

- **Outreach**

- Do alumni feel comfortable/know how to contact any member of the fraternity.

3. Information Database

Solution:

- **Resource Saturation**

- Creating a system that is as simple as possible. See if Alumni can simply accept decline events/news and add it to a calendar so that critical notes are never lost.

- **Documentation & Receipts**

- Supply a resource key with linked receipts to the most critical items. This way all members know where to find information at all times even if their copy is lost due to saturation.

- **Outreach**

- Members should be informed on where to locate and how to use the master directory.
- A data base key could be used in the same way- but for information in lieu of members.

Solutions

1

Universal & Consistent Outreach

- Train and inform all members on Member Planet prior to graduation.
- Encourage a consistent involvement to active alumni.

2

Audience & Platform Management

- Elect a volunteer to manage internal chapter communications and upkeep a consistent calendar of chapter events with a distribution list.

3

Information Database

- Frequent the fraternity web page.
- Develop a master database with receipts to critical fraternity news.