

Strategic Goal for Alumni Association

- ◆ Create Lasting Alumni Connections
 - Young Alumni Participation
 - Campus Collaboration
 - Strong Chapter Development
 - Community Collaboration
 - Civic-engagement Program
 - Alumni Oriented Career-Services and Opportunities
 - Web-based Connections and Engagement

Enhancing the Alumni/College Web Community

A

~~Cradle-to-Grave,~~

~~Diapers-to-Depends,~~

Birth to Bequest Approach

Relevance

- ◆ Started 4 ½ Years ago with alumni online community
- ◆ C.A.S.E *Currents* Magazine – Jan 2007
 - Cover and two feature articles
- ◆ Universitybusiness.com – Dec 2006
 - Four-page feature on Engaging Alumni Online
- ◆ Our Point?
 - Universities still charting their way through development and exploitation of this multi-faceted Communication, Advancement, Alumni Relations tool
 - We see and are positioning for further opportunity

Definition

- ◆ Directories
- ◆ Services
- ◆ Interests
- ◆ Activities
- ◆ Connectivity/Interaction
- ◆ Networking (Social & Career)
- ◆ Calendars
- ◆ Messaging

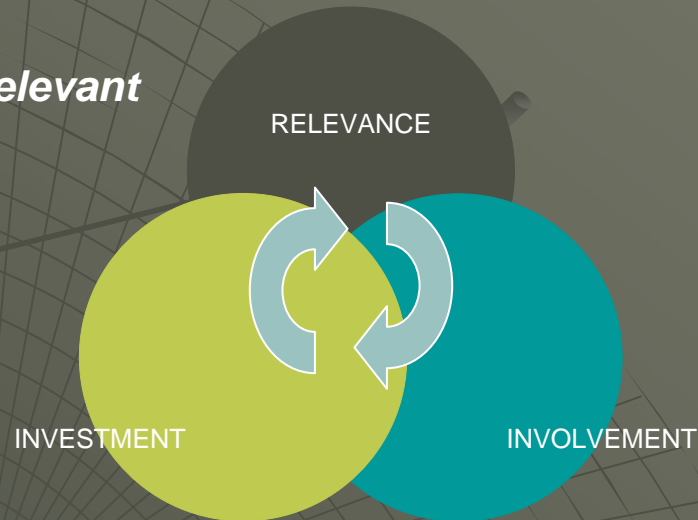
- ◆ More MultiMedia
- ◆ More Interactive

What We've Been Doing

- ◆ Engaging Alumni Online
- ◆ Growing the Community(25% reg)
- ◆ Pushing to web for Info and Registrations
- ◆ Added Web author
- ◆ Adding Content, Integrating College news and vice versa
- ◆ Being Ubiquitous - Getting into Public Spaces ([MySpace](#), Facebook, [Experience](#))

Why Expand Electronic Realm?

1. *Make the College Relevant to Alumni Lives*



3. *Involvement = Investment*

2. *Relevance maintains involvement*

“...If we can offer them one area to maintain that contact point, it increases the possibility of them engaging with the institution.”

Where We're Heading

1. Enhance Alumni Website With Innovative Ideas

- [RSS Feeds](#)
- [Blogs](#)
- [Video Feeds](#)
- [PodCasting](#)
- Photo Diaries
- [Expand Interest Group Pages](#)
- [OnLine Transcripts Access & Pay](#)
- Library Access
- College Email Address
- Book Clubs

2. Make it More Seamless with College

- Portico Group – Single web Portal
- Universitybusiness.com –

“...can help streamline the crucial turning point between college and the working world”

myWM

An Umbrella Concept for Maintaining the W&M Community

"...hope to smooth the student-to-alumni transition even further by creating a portal for students in their senior year..."

Incoming Students

Current Students

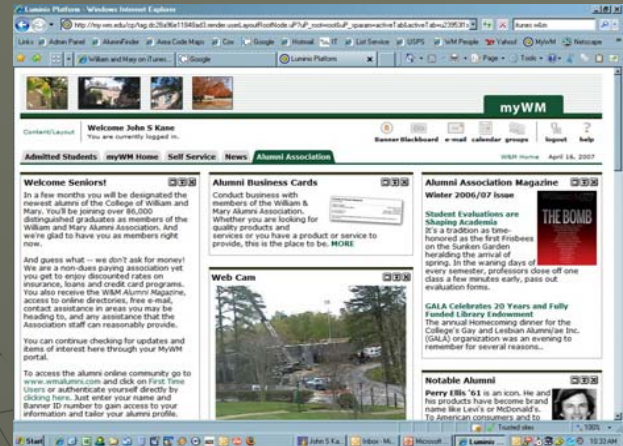
Alumni



This screenshot shows the myWM portal for incoming students. The user is logged in as John S. Kane. The main navigation bar includes links for Banner/Blackboard, email, calendar, groups, and login/help. The content area is divided into several sections: 'Welcome Admitted Students!' with a congratulatory message and contact information; 'About This Site' explaining the portal's purpose; 'A Day for Admitted Students' with a calendar for April 14; 'Other Campus Visit Opportunities' for Spring Break Programs; 'FAQs' for various services; and 'Groups' for class-specific groups.



This screenshot shows the myWM portal for current students. The user is logged in as John S. Kane. The main navigation bar includes links for Admitted Students, myWM Home, Self Service, News, and Alumni Association. The content area features: 'Web Services' for Banner self-service; 'WM Express Card' with account balance and PIN information; 'Course Evaluations' for online submission; 'Copy Center' for digital storefront services; and 'Protocol and Compliance Mgmt' for research protocols.



This screenshot shows the myWM portal for alumni. The user is logged in as John S. Kane. The main navigation bar includes links for Admitted Students, myWM Home, Self Service, News, and Alumni Association. The content area features: 'Welcome Seniors!' with information about designating a new alumni; 'Alumni Business Cards' for contact information; 'Alumni Association Magazine' for winter 2006/07 issues; 'Web Cam' for a live stream; and 'Notable Alumni' featuring Perry Ellis '61.

Info Needs:

Administrative
Social
Events

Info Needs:

Administrative
Social
Events (Campus)
News
Grades
Directory

Info Needs:

Social
Events (Alumni)
Career
Groups
Directory
News



Welcome Seniors!

In a few months you will be designated the newest alumni of the College of William and Mary. You'll be joining over 86,000 distinguished graduates as members of the William and Mary Alumni Association. And we're glad to have you as members right now.

And guess what -- we *don't* ask for money! We are a non-dues paying association yet you get to enjoy discounted rates on insurance, loans and credit card programs. You also receive the *W&M Alumni Magazine*, access to online directories, free e-mail, contact assistance in areas you may be heading to, and any assistance that the Association staff can reasonably provide.

You can continue checking for updates and items of interest here through your MyWM portal.

To access the alumni online community go to www.wmalumni.com and click on [First Time Users](#) or authenticate yourself directly by [clicking here](#). Just enter your name and Banner ID number to gain access to your information and tailor your alumni profile.

Alumni Business Cards

Conduct business with members of the William & Mary Alumni Association. Whether you are looking for quality products and services or you have a product or service to provide, this is the place to be. [MORE](#)



Web Cam



Alumni Association Magazine

Winter 2006/07 issue

Student Evaluations are Shaping Academia

It's a tradition as time-honored as the first Frisbees on the Sunken Garden heralding the arrival of spring. In the waning days of every semester, professors close off one class a few minutes early, pass out evaluation forms.



GALA Celebrates 20 Years and Fully Funded Library Endowment

The annual Homecoming dinner for the College's Gay and Lesbian Alumni/ae Inc. (GALA) organization was an evening to remember for several reasons..

Notable Alumni

Perry Ellis '61 is an icon. He and his products have become brand name like Levi's or McDonald's. To American consumers and to



- Technical Issues
 - Database compatibility
 - Differing Systems
 - Administration
 - Maintaining separate information requirements
- Existing Capabilities
 - SCT Banner MyWM
 - Alumni Database
 - Alumni Online Community
- Benefits:
 - Students retain current capabilities
 - Gain online directory capabilities
 - College gains control over messages and information
 - Seamless transition from incoming to student to alumni
 - Seamless access to population information
 - Continued goodwill towards the College

Enhancing the Alumni/College Web Community

A

~~Cradle-to-Grave,~~

~~Diapers-to-Depends,~~

Birth to Bequest Approach