



UNCF 72ND NATIONAL ALUMNI COUNCIL

60TH NATIONAL PRE-ALUMNI COUNCIL

# LEADERSHIP CONFERENCE

ATLANTA FEBRUARY 8-11, 2018

AND ALUMNI SUMMIT

# **Building A Better IAC**

*(Let's Make IACs Great Again)*

**Presented By:**

Anthony H. Brown, Northern Ohio IAC

Lester Holmes, Secretary, Northern Ohio IAC



**UNCF**

A mind is a terrible  
thing to waste®

# #UNCFNAC18

**BUT FIRST,**  
**LET ME TAKE A**  
**#SELFIE**





# Guiding Thoughts

- In all that we do, allow it to be:
  - **MISSION DRIVEN**, through
  - **SMALL GROUP DISCUSSION**, that will
  - **MULTIPLY LEARNING** and expand our knowledge base
- Recognize that what you bring to a conversation may certainly **ADD VALUE** to someone's thought process or understanding
- Personal Impact – how we are affected by a concept, thought or idea that will challenge us to do better
  - **BAM MOMENT** – Affirmation (Thank you for confirming my understanding)
  - **AHA MOMENT** – Revelation (I did not know that?)

# My Thoughts



- On the sheet provided, write a comment(s) on each one about the following:
  - Your BAM Moment (Affirmation)
  - Your AHA Moment (Revelation)
  - Something important that you gained today
  - Creating Systems that Work Activity
- We will tally the comments as our learning statements and action items from this session and share with the leadership for consideration of next steps.



# Objective

In an ever-increasing, ever-growing competitive market that desires to offer quality top-notch programs and events, alumni groups are seeking strategies and systems to engage current alumni and attract new alums by building capacity through:

- Essential Relationships
- Value-Added Programming and
- Communication Efforts

to positively enhance the ability to achieve its mission and sustain itself over time. This session will address these matters and share meaningful strategies to make our IACs great again.



# Overview

- What the Research Says...
- Trends and Best Practices in Alumni Associations
- This is How We Do It or Do We?
- Creating Systems that Work Activity
- Links to Support Strategies
- Reflection – Action Items
- Final Thoughts



# What the Research Says...



- The Napa Group is a strategy, leadership and organizational consulting firm committed to orchestrating Strategic Results for education, nonprofits and business.
- Alumni associations are rethinking and radically changing, their longstanding models for programs and services, organizational structures and relationships.
- Alumni are reshaping their role from simply delivering popular or targeted programs and services to serving as a portal between the institution and its alumni.



# Recipients of the Research



Georgetown  
University



WILLIAM & MARY

CHARTERED 1693

*Grimm Family*  
**EDUCATION FOUNDATION**



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION®



UNIVERSITY  
OF MIAMI

# Trends and Best Practices in Alumni Associations

1. Alumni organizations are focusing their efforts on **MARKET-RELATED ACTIVITIES** that have greatest impact, increasingly relying on market information **AND DATA** to segment programs and create **VALUE-CENTRIC RELATIONSHIPS** with their alumni.

2. Alumni engagement through lifecycle interests focuses on a **CONTINUUM OF INVOLVEMENT** with the university, beginning as soon as a student enrolls (if not before) and extending through life, with **PROGRAMS PROVIDED FOR ALL AGE GROUPS**, in local clubs and top-tier regions.

# Trends and Best Practices in Alumni Associations

3. As alumni seek meaningful relationships with their universities, **ALUMNI ORGANIZATIONS ARE** positioning themselves as **“PORTALS”** between alumni and alma mater, **THROUGH PROGRAMMING** and **COMMUNICATIONS.**

4. **INFORMATION** and **DATA MANAGEMENT** and **ANALYTICS ARE** becoming critical success **FACTORS FOR** alumni associations as they segment **PROGRAMS** and become more market-focused.

# Trends and Best Practices in Alumni Associations

5. Alumni surveyed nationally consistently report that the **REPUTATION OF ALMA MATER AND** the increasing **EQUITY OF THEIR DIPLOMAS ARE KEY MOTIVATORS** for connectivity.

6. **DECLINING RESOURCES** are **FORCING ALUMNI** organizations to **THINKING DIFFERENTLY** about alumni engagement.

# Trends and Best Practices in Alumni Associations

7. Both private and public universities are **RECOGNIZING THE NEED FOR PRIVATE SUPPORT** and **REEVALUATING MEMBERSHIP MODELS** as state and federal resources decline and educational costs rise.

8. Boards of Governors (or other association **GOVERNING BOARDS**) are **RECONSIDERING THEIR ROLES**, membership, committees, and structures **TO BE** more **ALIGNED** with the **ASSOCIATION'S** strategic **GOALS AND OBJECTIVES.**

# This Is How We Do It

## In support of UNCF and its mission, the NAC will:

- Increase individual contributors and contributions from alumni to their alma maters.
- Increase individual contributions to UNCF.
- Maintain a strong communications network among alumni of UNCF-member schools.
- Disseminate information of vital importance to the life and well-being of HBCUs.
- Provide volunteer assistance to local UNCF campaigns through Inter-Alumni Councils and Pre-Alumni Councils.
- Inform the general public, prospective students and funding sources of the value of HBCU alumni to civic improvement and community progress.
- Encourage recent graduates to become active members of their respective alumni associations.
- Develop and pursue other goals relevant to strengthening and expanding the contributions of HBCUs and HBCU alumni.

# This Is How We Do It

HBCU Alumni  
Family  
Friends

UNCF  
NATIONAL ALUMNI COUNCIL  
A mind is a terrible thing to waste®

DIAC  
Detroit Inter-Alumni Council/UNCF

Walk Supporters  
Sponsors  
Volunteers

**The Walk Warm-Up After Work Party**  
 Saluting  
**Michigan's Building Better Futures™**  
**UNCF Weekend**

Hotel St. Regis  
 Hotel St. Regis Detroit  
 3071 West Grand Blvd.  
 Detroit, MI 48202

WALK FOR EDUCATION  
 A mind is a terrible thing to waste®

Friday, August 26, 2016  
 6:00pm — 9:00pm  
 Pre-Register for  
 Door Prizes & Incentives  
[www.UNCFDIAC.com](http://www.UNCFDIAC.com)

Join the **WIAC/UNCF**  
 "Two Trains Running"  
 Sat., 04/28/18, 2pm  
 \$80/pp

PhotoCollage

SAVE THE DATE - JUNE 11th

UNCF  
 A mind is a terrible thing to waste®

Las Vegas Metropolitan  
 Inter-Alumni Council  
 2017 UNCF Jazz Brunch!

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# This Is How We Do It



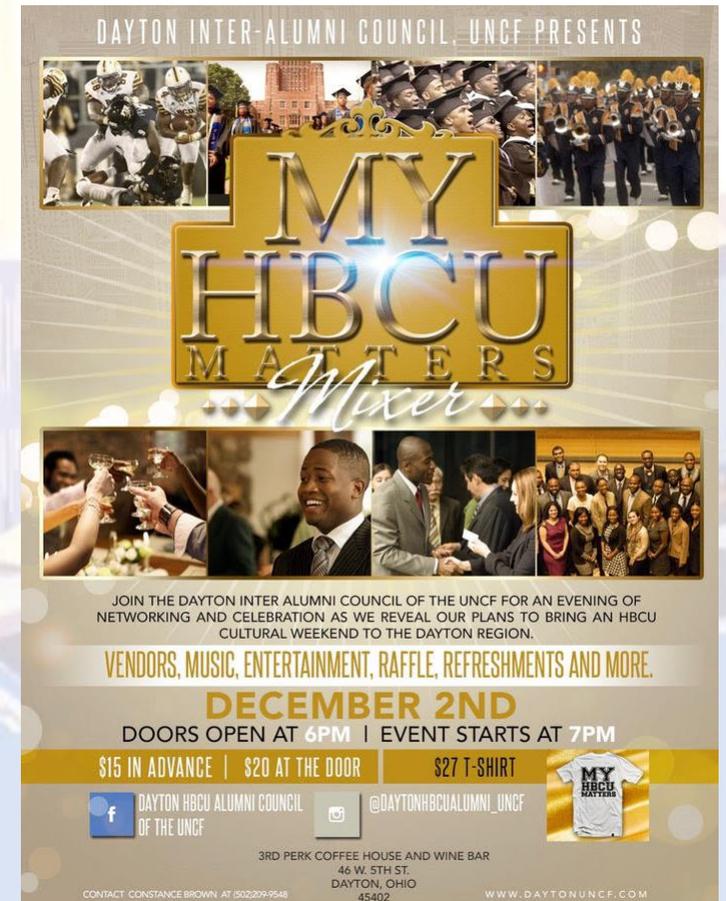
*3rd Annual*  
**UNCF 5K WALK/RUN FOR EDUCATION**  
 SATURDAY, AUGUST 19, 2017  
 8:30 AM - 11:30 AM  
 CLEVELAND METROPARKS  
 NORTH CHAGRIN RESERVATION  
 STRAWBERRY FIELDS PICNIC AREA  
 WILLOUGHBY HILLS, OH 44094

A MIND IS A TERRIBLE THING TO WASTE, BUT A WONDERFUL THING TO INVEST IN.

**WALK FOR EDUCATION**  
 5K WALK/RUN

DAY AT-A-GLANCE  
 7:30 AM REGISTRATION  
 8:00 AM WELCOME & WARM-UP  
 8:30 AM RACE BEGINS

EARLY BIRD REGISTRATION CLOSES AUGUST 11, 2017  
 \$25 ADULTS | \$15 CHILDREN | 12 AND UNDER FREE  
[WWW.UNCF.ORG/CLEVELAND](http://WWW.UNCF.ORG/CLEVELAND) | 216.781.8623



DAYTON INTER-ALUMNI COUNCIL UNCF PRESENTS

**MY HBCU MATTERS Mixer**

JOIN THE DAYTON INTER ALUMNI COUNCIL OF THE UNCF FOR AN EVENING OF NETWORKING AND CELEBRATION AS WE REVEAL OUR PLANS TO BRING AN HBCU CULTURAL WEEKEND TO THE DAYTON REGION.

VENDORS, MUSIC, ENTERTAINMENT, RAFFLE, REFRESHMENTS AND MORE.

**DECEMBER 2ND**  
 DOORS OPEN AT 6PM | EVENT STARTS AT 7PM

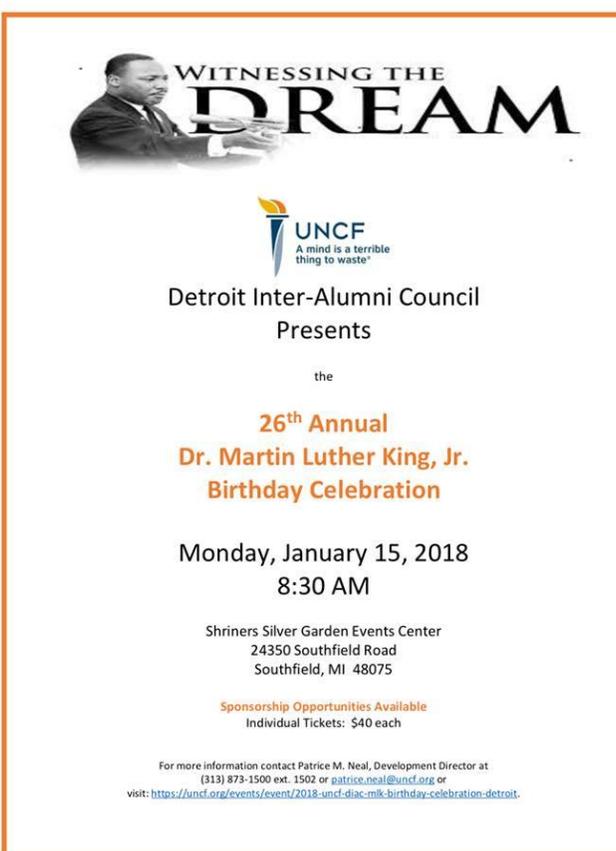
\$15 IN ADVANCE | \$20 AT THE DOOR | \$27 T-SHIRT

DAYTON HBCU ALUMNI COUNCIL OF THE UNCF | @DAYTONHBCUALUMNI\_UNCF

3RD PERK COFFEE HOUSE AND WINE BAR  
 46 W. 5TH ST.  
 DAYTON, OHIO 45402

CONTACT: CONSTANCE BROWN AT 502.209.9548 | WWW.DAYTONUNCF.COM

# This Is How We Do It



WITNESSING THE  
**DREAM**



UNCF  
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Detroit Inter-Alumni Council  
 Presents

the

**26<sup>th</sup> Annual  
 Dr. Martin Luther King, Jr.  
 Birthday Celebration**

Monday, January 15, 2018  
 8:30 AM

Shriners Silver Garden Events Center  
 24350 Southfield Road  
 Southfield, MI 48075

Sponsorship Opportunities Available  
 Individual Tickets: \$40 each

For more information contact Patrice M. Neal, Development Director at  
 (313) 873-1500 ext. 1502 or [patrice.neal@uncf.org](mailto:patrice.neal@uncf.org) or  
 visit: <https://uncf.org/events/event/2018-uncf-diac-mik-birthday-celebration-detroit>.



Omega Psi Phi Fraternity, Inc.  
 Nu Omega Chapter




**FIRST WITH THE QUES**  
**FRIDAY**

United Negro College Fund-Night at the  
 Historic Nu Omega Chapter House

**FRIDAY, DECEMBER 1, 2017**  
 6:00 PM. – 12:00 A.M  
 235 EAST FERRY, DETROIT, MI 48202  
 Minimum Donation \$10

The monies raised from this event will go towards providing  
 much needed scholarships for students who plan to attend or are enrolled in  
 college and university, especially our  
 UNCF Institutions, who are in dire need of our support.

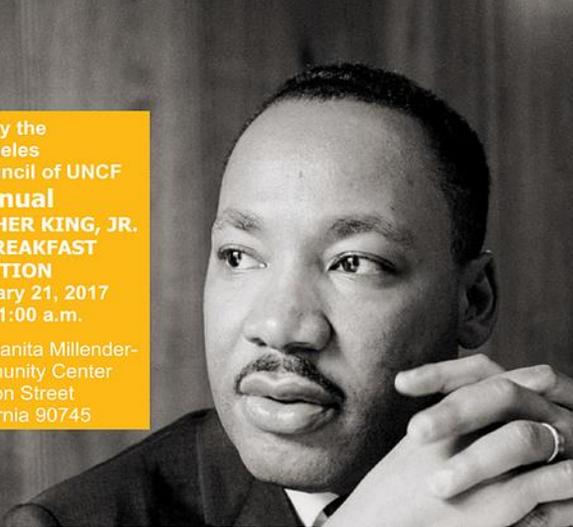
All are Welcome to attend Individuals, Fraternities,  
 Sororities and others.



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Hosted by the  
 Los Angeles  
 Inter-Alumni Council of UNCF  
**28<sup>th</sup> Annual  
 DR. MARTIN LUTHER KING, JR.  
 BIRTHDAY BREAKFAST  
 CELEBRATION**  
 Saturday, January 21, 2017  
 8:30 a.m. – 11:00 a.m.

Congresswoman Juanita Millender-  
 McDonald Community Center  
 801 E. Carson Street  
 Carson, California 90745



# This Is How We Do It

UNCF  
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**27TH ANNUAL**  
**MARTIN LUTHER KING JR.**  
 AWARDS BREAKFAST

GREATER NEW YORK INTER-ALUMNI COUNCIL OF UNCF

Sponsored by  
**AARP**  
 Real Possibilities

**Monday, January 16, 2017**  
 9 a.m. - 12 p.m.

Antun's  
 96-43 Springfield Blvd.  
 Queens Village, NY

Donation: \$50.00

Please direct any inquiries to Walter Dogan 917-294-7914 or walterdogan@gmail.com

**The Chicago Inter-Alumni Council – UNCF**

Invites you to  
**Old School Party 2018**

**DATE:**  
 Saturday February 17th  
 7:00 pm - 11:00 pm

**LOCATION**  
 HARRAH'S CASINO JOLIET  
 151 N. JOLIET ST.  
 JOLIET, ILLINOIS

**Honoring**  
 Legacy Awardee, Betty A. Mahone  
 Shining Star Awardee, Chicago  
 HBCU Alumni Alliance, Incorporated

**Honorary Chair**  
 Dr. Bloudean Y. Davis, Superintendent  
 Matteson School District 162  
 CEO Southland Charter Preparatory  
 High School

**Event Chair**  
 Michelle Jackson  
 773-203-6879  
 ciac.uncf@gmail.com

**UNCF**  
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**Enjoy A NIGHT OF FUN AND FESTIVITIES**

**Donation \$100**  
501(c)3

*Rooms are also available at this beautiful facility for \$139 per night plus tax  
 Enjoy the weekend*

**SAVE THE DATE**  
 UNCF Indianapolis Inter-Alumni Council (IAC) Golf Classic  
 September 21, 2017

The UNCF Indianapolis Inter-Alumni Council (IAC) will be hosting its 5th annual Indianapolis IAC Golf Classic on September 21st, 2017 @ Golf Club of Indiana. Proceeds from the golf classic will go to the UNCF to support our mission of getting students to and through college

Event information contact - Amber Clarke  
 amberdclarke08@gmail.com

# Question – Is This All We Do?



# Creating Systems that Work Activity

Based on the research provided and using the concept of:

- Support, Promote, Influence and Strengthen HBCUs through our various networks through **FUNDRAISING, RECRUITMENT, ADVOCACY, LEADERSHIP AND SERVICE & COLLABORATION** on how NAC currently operates

**THINK** about the systems/strategies we currently employ or should consider

**PAIR** with another person and compare thoughts

**SHARE** with the entire group



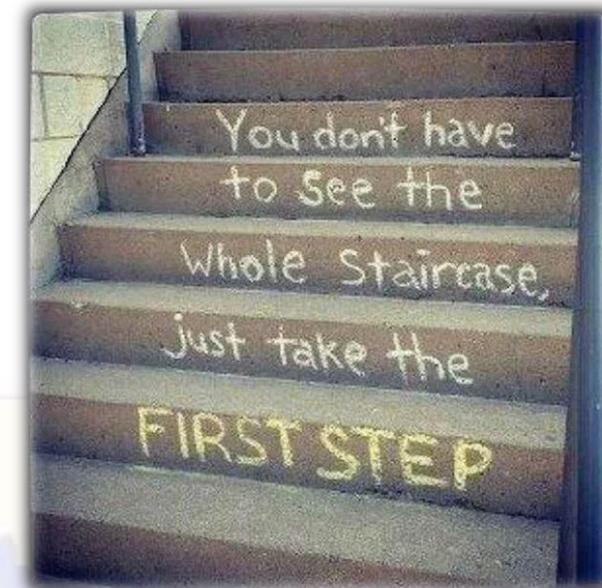


# Support Links to Strategies

- [Event Planning Checklist](#)
- [A Super Simple Fundraising Plan Template](#)
- [Fundraising Event Ideas](#)
- [Step by Step Guide to Planning a Fundraising Campaign eGuide](#)
- [How to Raise Money with Fundraising Events](#)
- [Ultimate Event Fundraising Best Practice Guide](#)
- [How to Manage and Inspire Your Nonprofit's Board](#)
- [Strategic Volunteer Engagement](#)
- [Ten Keys to Successful Strategic Planning for Nonprofit Leaders](#)
- [Trends and Best Practices In Alumni Association Advocacy Programs](#)
- [Best Practices & Trends in Alumni Communications](#)
- [Trends and Best Practices in Alumni Associations](#)

# Final Thoughts

- Develop new services for alumni with transitions in life (i.e. retirement planning, and so on).
- Coordinate and focus activities and resources for maximum impact.
- Use of social media is a significant part of an effective engagement strategy.
- Increase volunteer leadership and training.
- Increase personal interaction.
- Engage alumni from a generational perspective.



# Let's Continue the Conversation

Anthony H. Brown, President

- Northern Ohio Inter-Alumni Council/UNCF
- Cleveland Council of Black Colleges Alumni Association
- 216-282-4228
- [admin@HBCUAlumniCLE.com](mailto:admin@HBCUAlumniCLE.com)



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- 216-369-7517
- [secretary@HBCUAlumniCLE.com](mailto:secretary@HBCUAlumniCLE.com)

