

ALUMNI & FRIENDS **BROWARD COLLEGE®**



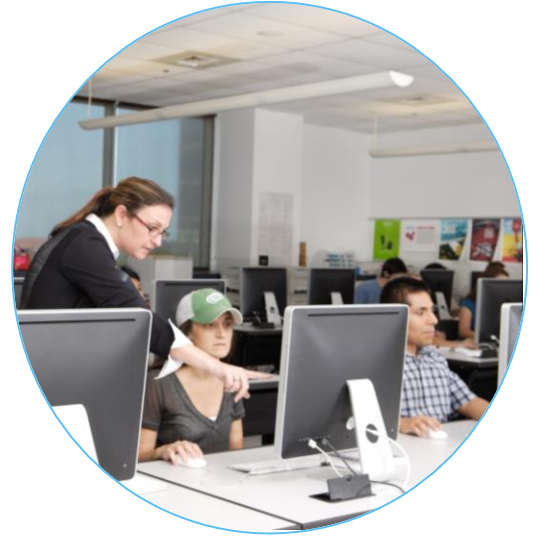
BROWARD COLLEGE **ALUMNI ENGAGEMENT TOOLKIT**

FOR FACULTY & STAFF

YOU'RE OUR KEY PARTNER!

You, our faculty, and staff are key partners of the Broward College Alumni & Friends family.

You are often on the frontlines of student engagement and you create and maintain connections with former students and graduates.



The purpose of this toolkit is to support you with resources to empower you to build enduring and mutually beneficial relationships with Broward College alumni.

WHO ARE OUR ALUMNI?

According to CASE (The Counsel for Advancement and Support of Education), “alumni are graduates of the institution and others with a prior academic relationship, including non-graduates, certificate and credential holders, distance learners, lifelong learners, residents, post-docs, honorary degree recipients and honorary alumni.”

At Broward College, alumni are any former students who successfully completed one course. Since its founding in 1960, the Broward College community has grown to more than 1 Million strong.

WHAT IS ALUMNI ENGAGEMENT?

CASE defines alumni engagement as follows:

Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution's reputation, and involve alumni in meaningful activities to advance the institution's mission.

Broward College Alumni and Friends believes that lifelong and successful alumni engagement begins the moment that students arrive on campus or open their computers to take their first course.

Positive and nurturing experiences as students impact their affinity to the college and future alumni engagement. Your role as student educators and advocates makes a profound impact on the sentiment our alumni and graduates hold towards the College.



HOW CAN YOU PARTICIPATE?

COMMUNICATION



- Providing relevant and fresh content through a variety of channels
- Celebrating alumni and giving visibility to their successes through profile stories, spotlight features, interviews, and class notes

How you can participate:

Provide names of alumni that we can profile. Share your department newsletters with us so that we can promote the great things going on at the College.

Check out our Alumni Spotlights [here](#).

VOLUNTEER ENGAGEMENT

- Provide alumni the opportunity to get involved either as organizers or partners in activities, events, and experiences



How you can participate:

Consider inviting alumni to your classes to speak to students, offer mentorship opportunities, or opportunities to serve on panels.

HOW CAN YOU PARTICIPATE?

EXPERIENTIAL



- Providing opportunities and experiences that are of value to alumni and motivate their involvement and ongoing connections

How you can participate:

Partner with us on events – alumni are likely to come out to activities if they can interact with former professors and instructors.

PHILANTHROPY

- Create a culture of giving back, paying it forward, and helping the next generation of Seahawks acquire a top-notch education which will give them the foundation they need to succeed.

How you can participate:

Acknowledge the power of scholarships in the classroom so that students learn from you, in your own words, about the power of philanthropy. Were you personally a beneficiary of a scholarship? Do you provide philanthropic support to Broward College? This is a great way to introduce or reinforce the culture of philanthropy with students.



WILL YOU WORK TOGETHER WITH US?

Broward College Alumni & Friends has developed a robust, multi-channel communications program. We disseminate a monthly newsletter, post strategically and regularly on social media platforms that are popular with alumni, and we host webinars and provide experiences to engage and connect alumni.

We love to collaborate with our many campus partners with communications that enhance our lifelong interactions with alumni. Similarly, we ask our campus partners to tag us on social media posts and in appropriate communications that alumni might receive.

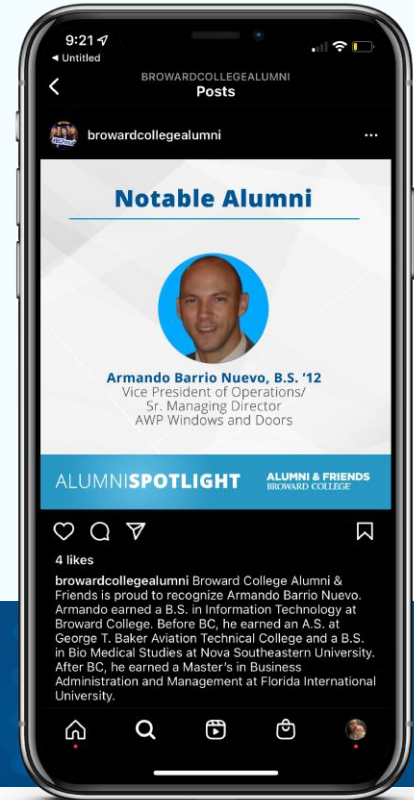
BENEFITS TO YOU:

- Support outreach through email communications, social media, and our newsletter.
- Share information about upcoming events and activities of interest to alumni (workshops they can participate in, exciting new happenings, etc.).
- Partner with your department on specific messages from your department chair and/or messages from your dean to an alumni audience.
- Explore using faculty and staff in webinars, lectures, and panels that can be disseminated to alumni.
- We can partner with you to develop a communication strategy for specific programs or initiatives.

DO YOU POST ON SOCIAL MEDIA?

If you use one or more social media, you can be an ambassador by tagging **@browardcollegealumni** or reposting stories and spotlights that we share on our platform.

Let your friends on social know that you are **#BCProud!**



CONNECT WITH US ON SOCIAL MEDIA



@BrowardCollAlum



@Broward College
Alumni & Friends



@Broward College
Alumni & Friends



@BrowardCollegeAlumni

TAG US: #BrowardCollege #BrowardCollegeAlumni

If you post alumni highlights, spotlights or news articles about alumni, please include all graduation years and share the alumni news with us at alumni@broward.edu

SHARE THAT YOU ARE #BCProud

If you, or any colleagues or members of your department are alumni, we encourage you to include your graduation year or years of attendance in email signatures. This signals pride in the College as your alma mater and employer. Please share this proudly on LinkedIn and your professional bios too, wherever they may appear.



Thank you for all that you do for our students and for our alumni. We look forward to partnering with you!