Partnering on Events with Alumni Relations
Creating purposeful events with clear outcomes that benefit all parties

PRE-EVENT
Awareness, Planning & Outcomes

- Notify AR office 7+ weeks in advance of event date to give proper time for planning, marketing and communications.

- Provide purpose of event – what are desired outcomes by leadership (dean, dept chair), development and alumni relations?
  - *The AR office is committed to collaboration, and would like to understand its role as a partner and establish common goals to ensure proper use of staff and finances.

- Cost sharing – the AR office will split catering up to $200. Any orders under $400 we will be willing to split. College/dept to provide ST to Event Services and then send journal entry to AR office. Other costs will be incurred by college or dept.

- AR can only commit to event cost sharing one per semester for each College or campus wide department (Athletics, etc.)

Have other questions? Please contact us.

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COLLABORATION
Logistics

Colleges/Departments with eComm user will create emails and registration pages with support from AR eComm specialist and can provide samples. We suggest the following communication to be created and scheduled:

6 weeks: email Invitation
4 weeks: reminder invite to non-registrants
2 weeks: if necessary, reminder invite to non-registrants
1 week: confirm attendance – student workers to call registrants
2 days prior to event: “Know Before You Go” Email
Day following event: Post-event email to attendees with photo album, giving link and feedback survey - No-show email to registrants who did not attend

Location logistics – partnership with Event Services

Confirm space
Parking needed
Catering order and confirmation A/V needs
Stay Connected Cards? If so, will need the requested volunteer actions 2 weeks prior to event for AR office to create and print customized cards. Sample will be given at initial meeting. College/Dept and AR office will provide raffle items.

AR office will provide research of registrants at least a week prior to event and create nametags

Coordination of program - Creation of Program Schedule

Roles at event – registration table, floater, etc.
If there is a featured guest/speaker, who will make introduction? Often the AR office makes introduction as these events are tailored to alumni and we can highlight all-alumni events or opportunities to continue engagement
Stay Connected Cards? If so, who will lead raffle?

Social Media/ Photos

If the college has a marketing coordinator, they should attend to take photos.
AR will coordinate with Comm team to request help from social media coordinator to post live events on UCCS Alumni channels. Your college/ dept is encouraged to share.

POST-EVENT
Follow-up

The AR office finds this to be the most critical part of the event. Our hope is to provide opportunities to continue to engage with the campus.

Host follow-up meeting within a week of event to share feedback and coordinate follow-up with attendees.
Send post-event emails to attendees and those registrants who were no-shows
Provide analytics and feedback from post-event communications

ROLES
INVOLVED PARTIES


