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# Programs Linking Our Young Alumni

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University of Southern Queensland*



# SURVEY QUESTIONS

How does your institution define young alumni?





**What is the purpose of having your young alumni program?**

**STAFF**



How will your young alumni program be resourced?





Alumni programs are about your  
institution & your alumni.

Listen to your alumni!





Some industry examples for you



Anthea Cuddihy  
Deputy Director –  
Alumni Relations & Advancement  
Services  
CQUniversity Australia

# Central Queensland University: 30 Minutes a Month

# Positives of the 30 Minutes a Month

- Idea came from their alumni
- Flexible volunteering
- Much of the program is automated, including tracking of volunteerism
- 65% more likely to give to CQU
- Average donation 200% higher than general alumni
- Up to 250 volunteering hours provided to the university annually





Dr Bervyn Lee  
Director –  
Office of Alumni Relations  
Singapore Management  
University

# Singapore Management University: Student-Alumni Engagement Pathway

# Positives of the Student-Alumni Engagement Pathway

- Building affinity at pre-alumni stage all the way to continuous learning
- Aligned tightly with university strategy
- All about alumni inspiring and interacting with students
- Mentoring plays a critical role



# The University of Queensland: Young Alumni Advisory Board

# Positives of the Young Alumni Advisory Board

- Good diversity
  - Gender
  - Ethnicity
  - Age
  - Area of study
  - Year of Graduation
- Good website
- Good events



# St Laurence's College (Queensland): 1 year out event mid-year

Helen Turner, Director of Communication, Develop & Events



# Anglican Church Grammar School (Churchie – Queensland): New Old Boys Night & 5 Year Reunion

David Miles, Director of Engagement

# Learnings & Recommendations

Understand what your alumni want	Link your program to strategy
Scalability of the program	Long-term engagement strategy
Find champions	Plan
Continually refine	Resource properly



Thank you and questions!

Ken Gideon

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