

DRAFT

COMMIT

CELEBRATE

COME

CONNECT

CONTINUUM



Alumni
Association

Alumni Engagement Model for Cleveland State University

CONNECT



Alumni
Association

LOW

- Inclusion in the Alumni Directory
- Open hard copy and electronic pieces/invitations
- Hang diploma in office or home
- Submit Class Notes to the CSU Magazine

MEDIUM

- Regularly submit address, career, and personal updates
- Open and click through 3 or more sections of Viking Pride
- Open and read pertinent emails
- Read the CSU Magazine
- Submit feedback when prompted
- Follow CSU on Facebook and other social media channels.
- Connect with fellow Vikings on LinkedIn
- Submit comments/feedback to social media sites
- Attend school-based, CSUAA and/or chapter events

HIGH

- Serve as a Social Media Ambassador for CSU, helping the University/Association advance messages and engagement
- Serve as a chapter leader (existing chapter) and/or sponsor a chapter event(s)
- Start and lead a new chapter and/or affinity group

- Attend Almost Alumni Dinners and other programs engaging students with alumni
- Purchase alumni gear
- Attend a reunion of your class/group
- Participate on the Young Alumni Council/attend sponsored events
- Student participation in the 1964 Society

- Recruit CSU students on behalf of your company
- Sponsor an event; lead an event
- Mentor a student through various alumni/student mentoring opportunities
- Organize a reunion of classmates/friends
- Volunteer as an Alumni Admission Recruitment representative
- Lead efforts of the Young Alumni Council
- Student leadership in the 1964 Society and Presidential Student Ambassadors

COME



Alumni
Association

LOW

- Attend an event/lecture on campus
- Do a self-guided tour of campus
- Attend receptions held in your area
- Review event invitations and plan to attend

MEDIUM

- Tour campus with a student tour guide
- Attend Homecoming events
- Participate in CSU2U events including Alumni College
- Attend TEDx CSU
- Participate in one or more Passport Cleveland programs
- Organize social gatherings of CSU friends

HIGH

- Organize an event on campus and/or a reunion of classmates/friends
- Volunteer to speak/support student programming including (5 Under 35, Almost Alumni Dinners, Senior Series, etc.)
- Serve on the Host Committee and help plan alumni reunions regionally

- Go to an Alumni College: About Town presentation
- Attend the Women's Leadership Symposium
- Student participation in 1964 Society programs

- Participate in Exclusively Yours presentations
- Participate in 5 or more Passport Cleveland's
- Travel with CSU as part of the Viking Travel program
- Sponsor student and alumni participation in the Women's Leadership Symposium; Serve as a panelists/host for the Symposium
- Student leadership in planning and executing 1964 Society programs

CELEBRATE



Alumni
Association

LOW

- Participate in Get Your Green On Days by wearing Green and promoting CSU
- Provide CSUAA updates on personal and professional achievements
- Share/forward CSU achievements through personal webpages/social media platforms.
- Read the Class Notes published in CSU Magazine

- Use CSU/CSUAA Wallpaper and ring tones
- Display CSU bumper stickers on your car
- Hang a CSU Flag from your home

MEDIUM

- Respond to a student caller by making an Annual Fund gift
- Organize a social gathering of CSU friends
- Attend the Distinguished Alumni Awards program
- Purchase and proudly wear CSU gear
- Attend athletic events
- Read the CSU Magazine and share with others
- Connect with fellow Vikings on LinkedIn, Facebook, and other social media platforms
- Participate in the annual Homecoming parade

- Nominate fellow alumni for the Fascinating Alumni project
- Order a CSU license plate through the BMV
- Attend Viking Days for Viking Families events
- Present a lecture/workshop in a class through an academic college
- Student participation in the Viking Traditions program

HIGH

- Organize a reunion/social event of classmates/friends
- Purchase gifts for friends and families through the CSU Alumni Shop
- Regularly wear CSU gear as part of your everyday "uniform"
- Attend athletic events as a season ticket holder and/or member of the Big Green support club
- Support the Annual Fund with a leadership gift
- Nominate fellow alumni for awards including the Distinguished Alumni Awards, the Alumni Recognition Reception, and awards programs run through the colleges
- Sponsor student participation for DAA, Women's Leadership Symposium, etc.

COMMIT



Alumni
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LOW

- Read Annual Fund appeals and make a first gift or renew a lapsed gift
- Read the CSU Magazine and share with family/friends
- Students participating in Tomorrow Made Possible

MEDIUM

- Regularly attend alumni programs throughout the year
- Make a Radiance gift; sponsor a student to attend DAA
- Organize social gatherings of CSU friends
- Follow CSU on Facebook and other social media channels
- Present a lecture/workshop in a class through an academic college
- Volunteer and assist with alumni and college planning initiatives
- Students making gifts to CSU for future generations of Vikings

HIGH

- Make an endowed scholarship gift supporting CSU in perpetuity
- Make a transformative gift to CSU supporting the University's future
- Serve as an official host/organizer of a reunion or other alumni gathering
- Mentor students through Vike-2-Vike and/or other mentor programs operating at CSU
- Hire a student to work as an intern/full-time employee
- Organize a reunion with classmates/friends
- Serve as an Executive in Residence for an academic college
- Volunteer for a number of volunteer experiences through the Viking Volunteer program
- Advocate with legislators on behalf of CSU
- Make a Radiance Leadership Gift or a sponsorship level gift for DAA
- Travel with CSU as part of the Viking Travel program
- Be a CSUAA sponsor
- Attend athletic events as a season ticket holder and/or member of the Big Green support club
- Include CSU in estate plans
- Serve on the CSU Alumni Board, a college Visiting Committee, the Foundation Board of Directors and/or Board of Trustees