**NAGAP Webinar: Alumni Engagement and Admissions: Ways to Engage Graduate Alumni While Serving as Admissions Ambassadors 8/13/2019**

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Prospective students want to know if alumni exceeding in the industry?

AFI shows a “teaser reel” to prospective students

Identify Need Areas:

* Know Your Data
	+ How did your applicants hear about your school? At AFI about 73% of applicants hear about program through alumni
	+ Why did your applicants apply? Alumni/reputation of alumni rated - 53% extremely important
	+ Why did your applicants decide to enroll? Encouragement of Alumni/Reputation of Alumni. AFI has **alumni make congratulatory calls to admitted students**
* Know how your alumni can help
	+ Alumni Engagement Opportunities: 1. Recruitment Events: Q&A panel with alumni/Facebook Live 2. Application Process: Reviews, Interviews, Selection Committee. Alumni involved in their process. 3. Enrollment Events: Post acceptance mini student film festival, mixers, congratulatory calls.

Importance of Engagement

1. Employment Statistics
	1. Can bolster favorable employment statistics
	2. Can help candidates decide to choose your school
2. Alumni Success Stories: Are alumni being successful?
3. Honest Conversation
	1. Let Alumni engage in honest discussion with candidates.
4. Reconnect with School
	1. Can spark interest in giving back in a variety of ways
	2. Some alumni want to give back, but have never been asked

Recruiting Alumni

1. Engage all offices
	1. Alumni Office
	2. Program Heads – determine who will be the best alumni to rep the program
	3. Faculty
	4. Staff
2. Create and Design Guidelines
	1. Effective recruitment strategy for alumni to follow
	2. Guideline development for each phase
	3. Train the alumni, if necessary. Ask alumni for feedback/couple sentences after congratulatory calls
	4. Staff
3. Inviting Alumni to Participate
	1. Alumni who donate money may not want to help
	2. Engage Alumni who are willing to help, but may not be able to contribute financially to your school
	3. Employ “famous” alumni only when necessary

Example of Employing Famous Alumni
-video with an interview with a famous producer

Questions:

How do you screen alumni and ask for feedback? See notes

What does the relationship look like between Alumni office and Admissions office? Alumni office at AFI is one person (eek…!). They are restructuring office currently. Currently engaging more alumni at the interpersonal level. Important in Admissions to engage all offices. They are super involved in the process.

Process of staying in contact with alumni? Alumni office has a newsletter that goes out. Alumni also enrolled in admissions newsletter that goes out. Alumni has full privileges to use university (i.e. library, reserving rooms, etc.). “Extension of friendship.”