Meeting on Alumni Relations with Abby Kelso

December 9, 2019

1. Objectives in alumni relations:
   1. Recruitment
   2. Retention
   3. Relationship
   4. Revenue
2. Alumni communications: an alumni newsletter twice a year would be manageable and help lay groundwork. Might consider having some regular items: a featured alum, spotlight on a scholarship recipient.
3. Consider an annual alumni-student mixer. Could tie this to Return to Evergreen. If so, then we should coordinate this with Abby Kelso around the end of winter quarter.

Generally alumni want something more than a social event. Something that has an academic component (lecture or seminar) or that supports students in some way (career building) will be a bigger draw.

1. Tribal governance

--- Student mentorship likely to be appealing

--- Might want to consider an alumni event that meets during one of the cohort’s class sessions

1. Tacoma: might want to consider an alumni event with MPA alumni who live in Tacoma/Pierce County. Korbett Moseley would be a good contact to start with.
2. Might consider inviting alumni to help assess and evaluate capstone projects. Could set up the capstones in panels and invite alums to serve as evaluators for particular panels so that each does not have to commit to more than a couple of hours.