

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK
THE UNIVERSITY SENATE

ALUMNI RELATIONS COMMITTEE

2016-17 ANNUAL REPORT

The University Senate Alumni Relations Committee focused on the strategic connections between alumni and the University. This year, the Committee's primary project concerned the pathway from Columbia to career. The committee worked closely with SAC and CAA to implement a pilot program called "CU there!" which connected students across the whole University with alumni through a series of gatherings hosted by local alumni and regional clubs. The pilot's interest level was a big success with over 3,000 students signing up to meet alumni across the globe.

New York City Events

- 8 CU there! events in Manhattan
- 420 students attended
- 126 alumni attended to connect with students

Regional Club Events

- 2 of 8 Domestic Clubs who responded held events just for CU there! students
- 5 of 13 International Clubs who responded held events just for CU there! students
- Significant variety of events
 - Happy hours, small dinners, informal gatherings
 - Tour of Google's campus in Northern California
 - Entrepreneurship event in Japan.

Marketing Plan & Statistical Results

The committee and CAA used social media, the *Spectator*, etc. to publicize the CU there! program. Senate staff wrote letters to the deans of schools about CU there. Student senators encouraged their constituents to sign up for CU there!

- Domestic Clubs saw a 41% average open rate in emails that they sent to students
- International Clubs saw a 33% average open rate in emails that they sent to students

Feedback & Next Steps

The Committee looks forward to fine tuning the program for increased success in meeting the goal of drawing alumni into the lives of CU students. At summer's end, students who were surveyed had some recommendations for future programs:

- More casual networking activities with younger alum
- 101 sessions based on industry; overview of their work and career path; advice
- Mixers, tours of workspaces, outings to arts and sports events
- Chances to build community through years (I found the informal setting of a home very conducive to creating a sense of pride in my school!)
- Low-cost day trips within the tristate area that allow for less formal interactions and a more casual approach to making connections; something along the lines of hiking in the Palisades or upstate NY; picnics in a local park. I'd also like to engage in current student/alumni volunteer and community work: joining as a team to work at a soup kitchen for the holidays; volunteering to clean up NYC parks around Morningside Heights; etc.

Recognition of Participants

The Alumni Relations Committee members felt very proud of this initiative. The number of students who signed up for CU there was 3,078 which overwhelmingly exceeded expectations.

Other Activities

The committee continued to meet with other Columbia stakeholders throughout the year:

- Meg Heenehan (Executive Director of Career Services, SIPA)
- Diane Spizzirro (Director of Career Management, School of Professional Studies)
- Marta Ricardo (Senior Director Intl & Career Services) Law School
- Kenny Chen (Program Coordinator, CAA Marketing and Digital Initiatives)
- Kavita Sharma (Dean, Center for Career Services)
- Courtney Como (Executive Director, Employee and Alumni Relations)
- Rose Sterling (Director, Alumni Career Services)
- Anice Mills, Undergraduate Services Librarian

Committee members learned that Columbia alumni have significant use of the library facilities including free lifetime use of all Columbia library facilities; borrowing privileges that may be purchased for \$30 per month; and free remote access to many library databases using an active UNI and password. This valuable information should be disseminated more among alumni. For more information, see: <http://library.columbia.edu/services/using-libraries/alumni.html>

Respectfully submitted,

Sharon Liebowitz and Kurt Roeloffs
 Committee Co-chairs
 September 13, 2017

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Senate Alumni Relations Committee Roster:

Anne Armstrong-Coben	P&S	Senator	aha2@cumc.columbia.edu
Arthur M. Langer	SPS	Senator	al261@columbia.edu
Mark Logan Wright	LAW	Senator	mlw2163@columbia.edu
Smaranda Muresan	Research Officers - Professional	Senator	smara@columbia.edu
Donna MacPhee	Administration	Non-Senator	dhm18@columbia.edu
Sharon Liebowitz	Co-Chair Alumni	Senator	sjliebowitz@gmail.com
Kurt Roeloffs	Co-Chair Alumni	Senator	kwr3@caa.columbia.edu
Michael Anagnos	CC	Senator	michael.anagnos@columbia.edu
Sally Hull	CDM	Senator	sah2207@cumc.columbia.edu
Joshua Schenk	CC	Senator	jms2430@columbia.edu
Paula Goodman	Morningside / Lamont	Senator	plg47@columbia.edu
Jessie Mygatt	Morningside / Lamont	Observer	jsm9@columbia.edu
Gerald Sherwin	Alumni	Non-Senator	gs481@juno.com
K. Daniel Libby	Alumni	observer	kdl26@columbia.edu
Hartley Dupont	Alumni	Non-Senator	hartleydupont@aol.com