PROGRAMMING IDEAS THAT WORK

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Agenda

- About CORA
- Alumni Affairs-Related Events
- University-Related Events
- Regional Resources
- Princeton Alumni Association of Western Pennsylvania
- Princeton Club of Western Washington
- Grants
- Regional Awards
About CORA

- Committee on Regional Associations
- Resource for regional associations in developing ideas and providing guidance for:
  - Programs
  - Recruitment
  - Organization and Operations
  - Enhancing Outreach
- Work in coordination with Regional Affairs team
- [http://alumni.princeton.edu/volunteer/committees/cora/](http://alumni.princeton.edu/volunteer/committees/cora/)
Alumni Affairs Events

- **Speakers Bureau**
  - [http://tigernet.princeton.edu/public/speakerrequest.html](http://tigernet.princeton.edu/public/speakerrequest.html)

- **Global NetNight**
  - [https://alumni.princeton.edu/calendar/gnn/](https://alumni.princeton.edu/calendar/gnn/)

- **Princeton Prize in Race Relations**
  - [http://www.princeton.edu/pprize/](http://www.princeton.edu/pprize/)
University-Related Events

- **Annual Opportunities**
  - (Early April) New Admit Reception
  - (Early August) Freshman Send-Off

- **Other Opportunities**
  - Princeton Athletics Away Games
  - Princeton Triangle Club
  - A Cappella Tours
  - Group Viewings of Online University Lectures
    - [http://alumni.princeton.edu/learntravel/lectures/](http://alumni.princeton.edu/learntravel/lectures/)
Regional Resources

- [http://alumni.princeton.edu](http://alumni.princeton.edu)
- Volunteer → Volunteer Resources
Regional Resources

Volunteer Resources

Current class, regional and Reunions volunteers can login to access information, materials and tools.

Class Volunteers
Resources include the class officers’ handbook, reports, alumni mailing services info, training materials, TigerNet administrative tools.

Volunteer Login

Regional Volunteers
Resources include the regional officers’ handbook, forms, reporting, planning documents, policy information, and printing and mailing services.

Volunteer Login

TIGERNET ADMINISTRATIVE TOOLS
Tools include Email Marketing, for sending broadcast emails to constituents, and Data on Demand, for running constituent reports.

Login

VOLUNTEER RECOGNITION
Regional Resources

- Speakers Bureau
- Athletics Schedule
- CORA Resources
  - Regional Roar
  - Discussion Group
  - Staff Directory

Regional Volunteer Resources

Thank you to all of our regional officers and volunteers for all that you do to engage Princetonians in regions around the world. Whether you are planning an event, reaching out to fellow alumni, handling financial matters, or looking for examples and tools - here are some helpful resources to support you in your efforts.

**Handbook**
The Regional Officers' Handbook is a searchable document that provides information about regional association leadership, membership, communications, event programming, operation notes, finances and legal considerations. Helpful examples are also included. View the handbook.

**Communications**
- How to send an email or create a mailing list with TigerNet Administrative Tools.
- How to manage your website (PDF) with TigerNet Administrative Tools Chapter Pages.
- Printing and Mailing Services for Alumni Groups
  - Communication Samples:
    - Print Newsletter (PDF)
    - Email Newsletter (PDF)
    - Sample Membership and Activities Survey (PDF)

**Events & Programming**
Resources for planning and reporting regional events, including Speaker's Bureau and Book Award Programs. Learn more.

**Financial and Insurance Matters**
- 2013 Regional Association Financial Report (PDF)
- Financial Report Instructions (PDF)
- Alumni Organizations Suggested Accounting Procedures (PDF)
- Insurance Policy for Officially-Related Groups
- Insurance for Officially-Related Groups FAQs (PDF)
Demographic Information

- 550 Alumni
- Very Diverse Age Range (Old Guard, Boomers, Parents with Young Children, Young Alums (including Carnegie Mellon and Pitt Grad Students)
- Covers Only Southwestern Pennsylvania (separate PAA’s for Northwestern PA and Upper OH Valley)

Winner of the 2014 Princeton Club of San Antonio Award for Overall Excellence by a Large Club or Association
PAAWP 2013-14 Programming

- Core Programming (Annual Events)
  - Holiday Luncheon (Dec. 23)
  - Global NetNight (Feb. 25)
  - New Admit Reception (Apr. 4)
  - Annual Dinner (May 23)
  - Pirate Game (Aug. 10)

- One-Time Programming for All Age Groups
  - Tour of Frank Lloyd Wright’s *Fallingwater* (Oct. 5)
  - Presentation by Director of Admissions Logan Powell (Oct. 16)
PAAWP 2013-14 Programming

- Family-Friendly Programming
  - Frick Park Owl Walk (Nov. 5)
  - Pittsburgh Youth Symphony Orchestra Concert (Mar. 9)
  - Visit to Working Dairy Farm and Dinner (May 8)

- Young Alumni Programming
  - Monthly Happy Hours – PAAWP, Harvard, Yale and Penn Clubs
PAAWP 2014-15 Programming

- Retain the Five Annual Events and Add Admitted Student Farewell
- Continue One-Time Programming (Hopefully Including a Reception During 11/14-11/16 Weekend for Women’s Basketball Team)
- Continue Family-Friendly and Young Alumni Programming
- Triangle Performance on January 30
- Establishing Book Club
Demographic Information

- Over 1800 alumni, 10th largest Princeton Club
- Limited events until new leadership in 2012-13
- High young alum influx due to strong tech sector
- Member base centered in Seattle, but cover diverse geography from Oregon to BC border

Winner of the 2014 Austin P. Leland Award is for general excellence in regional alumni activities for large clubs
PCWW Core Programming

- Leverage existing university events to create reoccurring annual schedule
  - ASC interviewers reception (Jan 14)
  - Global NetNight (Feb 25)
  - Annual Banquet (Mar 2)
  - Admitted students reception (Apr 10)
  - Prof. Felton lecture (May 1)
  - Summer BBQ & intern/admit welcome (Aug 9)
  - Annual meeting (Sep 27)
PCWW Additional Programming

- Opportunistically slot in one-time events
  - Pres. Eisgruber reception – 300+ alums
  - Mariners game and Chris Young ’02 meet & greet
  - Small - art museum, plays, brewery tour
- Partnership events with other local alumni clubs
- Embrace affiliate groups
  - Princeton Women’s Network
  - ASC
- Regular Young Alumni happy hours
PCWW Takeaways

- Board needs to invest its time upfront
  - Successful events create more events
  - Need both reach and frequency of events
    - Larger events need to cater to core first and then bring in others (interns, admits)
    - Smaller events can bring in others or keep core active
  - Leverage active members to help organize
- Take and share lots of photos – look active
- Offer strong incentive for dues paying members
- Be willing to place a large bet to restart activity
Grants

- ARC Grant
  - Up to $2,000 in support of the marketing and communications outreach of its standing committees and affiliated groups
  - Sponsored by the Committee on Alumni Relations and Communications
  - [http://alumni.princeton.edu/volunteer/committees/arc/grants.xml](http://alumni.princeton.edu/volunteer/committees/arc/grants.xml)

- Community Service Seed Grant
  - $500-$1,000 for start-up costs of new sustainable community service projects
  - Sponsored by the Committee on Community Service
  - [http://alumni.princeton.edu/volunteer/committees/communityservice](http://alumni.princeton.edu/volunteer/committees/communityservice)
Grants (con’t)

- **Take Your Association to the Next Level Grant**
  - Up to $500 for activities and initiatives supporting an association’s long-term strength and sustainability
  - Sponsored by CORA
  - Deadline: December 31

- **APGA Grant for Regional Association Engagement of Graduate Alumni**
  - Up to $500 to regional associations seeking to further engage graduate alumni in their region
Regional Association Awards

- Excellence Awards
  - Austin P. Leland: Large Associations
  - PC of San Antonio Award: Small Associations
- John Maclean Award for most improved club or regional association
- CORA Award for Innovation for new and innovative programming
- APGA Regional Award for increasing graduate alumni participation
Questions/Comments?

- CORA Discussion Group
  - cora@lists.tigernet.princeton.edu