

Virtual Engagement CORA Webinar



Getting Started:

- Connect to Zoom via your phone or computer.
- You will be muted for the duration of the webinar.
- Please type your questions in the chat box.
- If Zoom fails, refer to your confirmation email to join the meeting by phone.
- *This webinar is being recorded.

The webinar will begin at 12:00pm EDT.

*By participating in this webinar you agree to be filmed and recorded.
A recording will be shared with all attendees and regional volunteers upon request.



Princeton is Where You Are: Bringing Tigers Together in a Virtual Age



Rob Wolk '91
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*President, Princeton Association of
New York City*



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Member, CORA

*Immediate Past President,
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*Co-President,
Princeton Club of Northern California*

Hosted by the Committee on Regional Associations (CORA)



Committee on Regional Associations (CORA)

- CORA: RA leaders from the US and around the world
- Goal is to work with RAs and facilitate alumni engagement
- Resources to support RA leaders
 - RA leader handbook
 - Onboarding for new RA leaders
 - Webinars
 - Did You Know (DYK) e-postcards
 - Outreach (RA leader conference calls)
 - Princetagram
 - Grants to enable innovative programming & collaboration
 - Annual RA activity survey to identify needs of RAs
- We are here to help you. Don't hesitate to reach out!



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Bringing Tigers Together in a Virtual Age

- Great opportunity to engage Tigers of All Stripes!
 - Engaging alumni in geographically dispersed areas
 - Enabling collaboration across geographies
 - Pre-Read in a Box (PCSWF & PAUK)
 - Helen Zia '73 book talk (A4P, PCNC & PANYC)
 - Leveraging content from other regions
 - Panel on science behind COVID-19 (Tom Swift, PA3)
 - Helping students in need
 - Kim Betz (CCD) call for help with virtual internships
 - Bringing content from Princeton out to alumni (LFON)
- ***Princeton is Where You Are***: never more relevant than now!



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#TigersHelping

- Platform to connect alumni & the Princeton community (**#TigersHelping**)
 - Our Stories: stories of alumni, faculty, staff & students helping others in these challenging times
 - Resources: featuring online events & experiences
 - Helping Students: virtual internships & advice
 - Sheltering at Home: arts/culture & family resources
 - Virtual Learning: online lectures & webinars
 - Online Wellness: meditation & fitness
 - Podcasts
 - We Roar podcast
 - Focusing COVID-19 research and innovative solutions, the disease's impact on society & the ways in Princeton is adapting to disruptions to its academic program and campus life
 - Post stories, events or resources and inspire others!



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Key Considerations & Challenges

- Choice of technology/platforms
 - Zoom, GoToMeeting, Cisco WebEx, Skype
 - Free vs. paid accounts (time & participant limits)
 - Video call or webinar
- Thoughtful management is key to a successful experience
 - Handling of Q&A, muting and permissions
 - Timing (day vs. evening, multi-location events)
 - Recording of events
- Resources for getting help with tech/IT issues



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A Few Things We Are Doing in NYC (1)

- *TigerTalks In the City to TigerTalks Digital*
 - Adapted in-person PEC series to a digital webinar format
 - Over 400 people across North America registered, almost 200 attended
 - Upcoming *TigerTalks Digital* webinars on May 7th & 14th
- Helen Zia '73 Book Talk
 - Bicoastal collaboration with A4P, PCNC, and Harvard Asian Alumni Alliance
- Princeton Alumni Angels: Transformed semiannual bicoastal Pitch Night into 3 virtual pitch events on April 23rd, May 20th & June 18th
 - Now open to alumni across North America: not only NYC and SF, but also from Chicago, Wash DC, Boston, Reno, Nashville, San Diego & Florida
 - Virtual Q&A rooms for each startup and Zoom feedback session for investors



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A Few Things We Are Doing in NYC (2)

- Programming: working with CORA RA leaders to plan 2-3 multi location panels, with speakers from across North America
 - Experiences of doctors and frontline healthcare workers during COVID-19
 - Economic impact of COVID-19
 - Journalist perspective on the politics & public policy of COVID-19 response
- Community Service: *#TigersHelping* on a local level
 - Letters to seniors to prevent isolation
 - Donation of masks and PPE to local hospitals
 - Creating a sharable spreadsheet with “asks” and “offers” from those in the community in need of assistance
- Social Connection: bringing alumni together in a virtual age
 - PWN of NYC book clubs
 - Virtual “Happy Hours”
 - Virtual Escape the Room



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Going Virtual

- Low-tech and high-tech options
 - Conference calls
 - Zoom – webinars and chats (the Brady Bunch screen)
 - YouTube & Facebook livestreams
- Match event type with technology
- Don't be afraid to make mistakes
- Split event planning between content and technology
 - Utilize tech savvy alums
- Reach out to partners - use their capabilities/resources
- Designate a moderator



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Low-Tech Example – Conference Call

Economic Forum with Northern Trust

- Email presentation in advance
- Intro, 30 minute presentation, Q&A
- Questions submitted by email
- Easy to setup and manage
- Reaches widest possible audience
- Easy to involve other Clubs/partners



The slide features the Northern Trust logo (an anchor with 'NT' inside) and the text 'NORTHERN TRUST' in the top left. A large teal circle on the right contains the text 'MARKET OUTLOOK'. The central text, in yellow and white, reads: 'Presentation to the: Harvard Club of Naples, Yale Club of Southwest Florida, Princeton Club of Southwest Florida'. At the bottom, it identifies 'Jim McDonald' as 'Chief Investment Strategist'.

 NORTHERN TRUST

Presentation to the:
Harvard Club of Naples
Yale Club of Southwest Florida
Princeton Club of Southwest Florida

**MARKET
OUTLOOK**

Jim McDonald
Chief Investment Strategist



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Livestreaming Example – YouTube

Special PCSWFL Event - "The Economy and Markets in the Time of COVID-19" with Scott Clemons '90

- Prominent alums willing to engage and alums like hearing from other Princetonians
- Email presentation in advance or put on website
- 35 minute livestream via YouTube followed by Q&A
- Questions submitted by email to moderator
- Easy for large group of alums to access
- Very accessible for partner groups
- Record & leave up for limited time
- Need a tech person to setup
- Planned & executed in 5 days
- Custom & bespoke feel



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Book Discussion Example – Zoom



Class of 2023 Pre-Read, *Stand Out of Our Light: Freedom & Resistance in the Attention Economy*

- Moderated Zoom discussion with 18 members of Princeton Club of Southwest Florida & Princeton Association United Kingdom
- Connect alums of different geographies & clubs
- Include links to videos
- Links alums with each other and current Princeton content
- Programming already developed by Dean Menegas '83 and previously utilized for in-person meetings



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Some Takeaways About Virtual Events

- Identify topics that are current & differentiated
- Great time to seek new ideas
 - Many are asking, “Why didn’t we do this earlier”
- Reach out to alums that are new or not regulars
- Where possible let alums introduce themselves and offer a Princeton memory
- Get started now & revise as you go – the point is to connect & engage Princetonians

Princeton is Where You Are!



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Engagement Strategies

- **Social Media** (examples on following slides)
 - Reading + Film List
 - #SupportTigerBusinesses
 - Instagram Takeovers
 - **Collaborations** – either for virtual Zoom events or social media initiatives (examples on following slides)
 - Princeton Clubs/Alumni Associations Around the World
 - Affiliate Groups
 - Other Ivy League Regional Alumni Associations
 - **Supporting Alumni-Led Initiatives**
 - COVID Supply Team
 - Local businesses
 - Hashtags started by other Princeton groups
 - #tigerstakecare (@princetonograd)
 - #TigersHelping (@princetonalumni)
 - **Reach Out to Local Partners**
 - SF Symphony, SF Opera, SF Ballet, etc. to see if have exclusive or early release content can share
-



Collaborations

We're a global Princeton community, and now is a great opportunity to engage with alumni across the world through social media initiatives or virtual events.

- **Our Local Collaborations For Spring 2020 Virtual:**
 - A4P + Harvard Asian Alumni Alliance: Helen Zia book talk 5/7/20
 - Penn Club, Brown Club, Yale Club: COVID events in April
- **Our Non-Local Collaborations For Spring 2020 Virtual:**
 - Princeton Club of Japan: Instagram Takeover
 - Princeton Alumni of New England (PANE): Yoga and Mindfulness Meditation Workshop
 - Princeton Entrepreneurship Council: May 2020 Panel on Online Retail



Thanks to PANE for leading the workshop!



Social Media Engagement

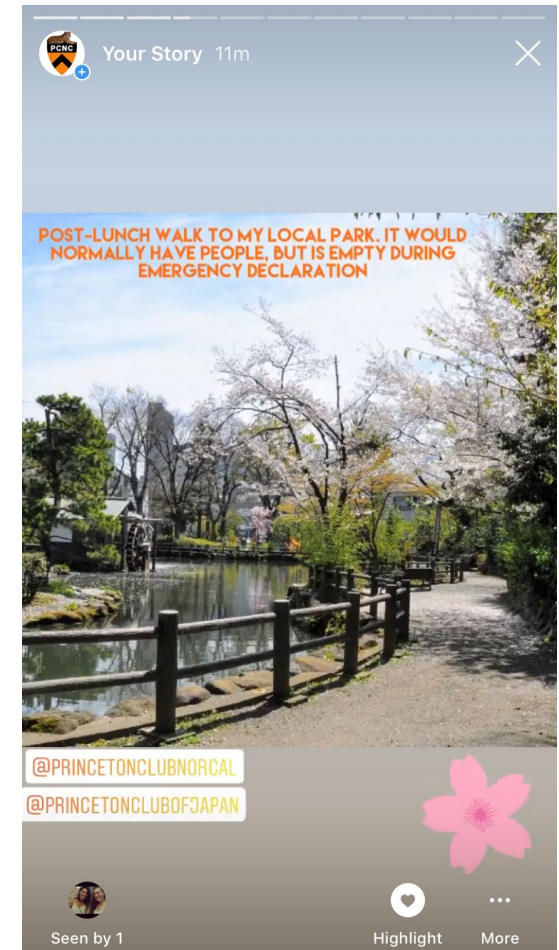
Instagram Takeover: Princeton Club in Japan <-> PCNC



Post



Example of Stories



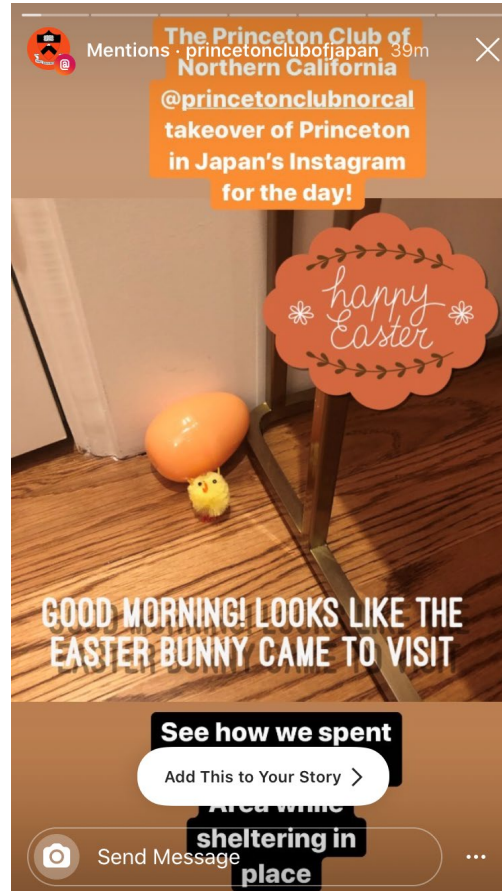


Social Media Engagement

Instagram Takeover: Princeton Club in Japan <-> PCNC



Post



Example of Stories



Social Media Engagement

Reading + Film List

PRINCETONCLUBNORCAL Posts

princetonclubnorcal
San Francisco Bay Area

JOIN US TO EXPLORE WORKS BY #PRINCETONALUMNI
Spring 2020

View Insights Promote

Liked by tigersinaustin and 14 others
princetonclubnorcal As many Bay Area Tigers are

PRINCETONCLUBNORCAL Posts

princetonclubnorcal
San Francisco Bay Area

PRINCETON CLUB NORCAL
READING + FILM LIST

CLASS OF 2002 ALUMNA

View Insights Promote

Liked by tigersinaustin and 18 others
princetonclubnorcal The first book was

PRINCETONCLUBNORCAL Posts

princetonclubnorcal
San Francisco Bay Area

#BECOMINGMICHELLEOBAMA

PRINCETON CLUB NORCAL
READING + FILM LIST

FLOTUS MICHELLE OBAMA '85

View Insights Promote

Liked by tigersinaustin and 20 others
princetonclubnorcal A Tiger reading list would be

PRINCETONCLUBNORCAL Posts

princetonclubnorcal
San Francisco Bay Area

PCNC READING + FILM LIST

Supreme Court Justice Sonia Sotomayor '76

View Insights Promote

Liked by princetonalumni and 12 others
princetonclubnorcal Supreme Court Justice Sonia



Social Media Engagement

#SupportTigerBusinesses



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Liked by [princetonclubofjapan](#) and 10 others

[princetonclubnoral](#) We're highlighting Tiger led



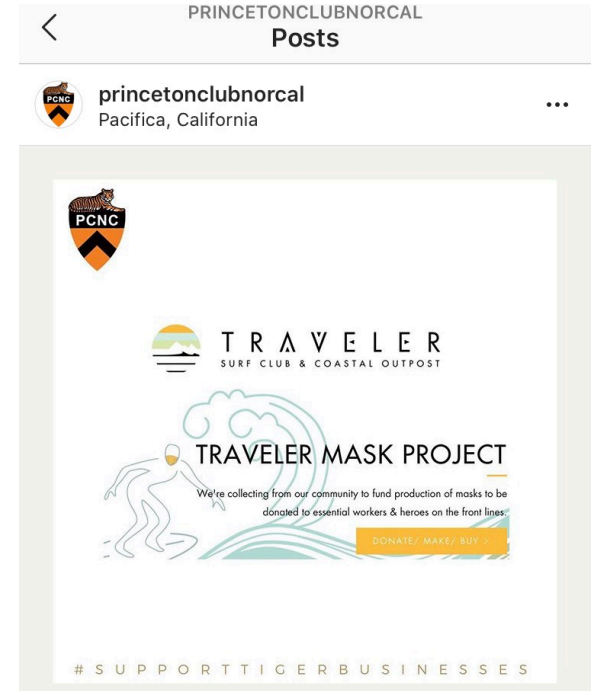
[View Insights](#)

[Promote](#)



Liked by [princeton](#) and 11 others

[princetonclubnoral](#) The first Bay Area Tiger



[View Insights](#)

[Promote](#)



Liked by [princetonalumni](#) and 4 others

[princetonclubnoral](#) Need masks? Traveler Surf



Communications Strategies

- Social Media vs. Email Listserv
 - Think about which is better-suited for which platform
- With collabs, can reach more people by marketing through all groups' emails/social channels
- Reach out to other groups by email or social media!
 - IG takeover and Yoga/Meditation workshops were initiated through Instagram



Want to collaborate?
Reach us at president@pcnc.org



Paws for Questions!

(please type your questions in the chat box)

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#TigersHelping



PRINCETONIANS SERVE AND SUPPORT THEIR COMMUNITIES AND EACH OTHER *WITH ONE ACCORD.*

[ABOUT](#) | [OUR STORIES](#) | [RESOURCES](#)

From the frontlines to the homefront, Princeton alumni, faculty, staff and students are serving and supporting their communities and fellow Tigers amid the challenges of COVID-19.

FEATURED STORY



April 21, 2020

SHARON CARVER '82 HAS THE ANSWERS FOR AT-HOME PRESCHOOL EDUCATION

Sharon Carver '82, director of Carnegie Mellon University's Children's School, is helping the parents of preschool and kindergarten children by sharing online resources for at-home learning.