

T-Quad Takeaways: Taiwan Stories: **Lessons and Tips for a Small Club**

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HOST

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CORA

Committee on
Regional
Associations

CORA's mission is to work with regional associations to engage more Princeton alumni with the University and with one another.

VOLUNTEER LINKS

Information for
Regional
Association
volunteers online:

- [Regional volunteer resources website](#)
- [Handbook for Regional Officers](#)

SUMMARY

PAA of Taiwan is a small alumni association far away from Princeton and as such there are many challenges. Beyond geography and time zone, the demographic of the association is mostly older and graduate alumni. For a long time, the alumni in Taiwan have not been very active. In recent year, steps have been taken to revitalize the alumni community.

KEY LEARNINGS

• Know Your Members

Set up your own database: directory and attendance record. The contact information on TigerNet may not be up to date and some alumni are not in the right region. It is better to set up your own directory with notes on non-English names, dietary restrictions, family members...etc. Keeping a record on attendance of previous events helps with future event planning.

• Have a Mission

Having a mission helps focus the purpose of the events. For Taiwan, our mission is to connect the alumni back to the University. The majority of our events are related to the activities on campus.

• Use Social Media: Facebook and Instagram Accounts

Once the accounts are established, people will find you. Instagram has been very useful in connecting with the University and other alumni clubs around the world.

• Maintain Multiple Chat Groups

We have two chat groups: one for all alumni, spouses, parents, and students; and another for parents.

• Use Direct Contact as the Primary Mode of Communication and Mass Email as the Last Resort

• Eat Well

Good food is important and an attraction for attendance.

• Customize the Venue and Make Bespoke Swag

Seek out alumni in the design field to help design unique products.

• Have Programs for Graduate Students and Graduate Alumni

We include new graduate students in our annual new student reception. We also have Research on the Road that invites current graduate students to come present their current research to the alumni.

ADDITIONAL RESOURCES

Contact Michael Fei '94 for assistance:
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