



# Personalizing Your Regional Association Website To Attract Local Tigers

Turning your TigerNet site into a  
more effective hub for  
local alumni engagement.

CORA T-Quad Presentation  
Thursday, April 30, 2026  
5:00 PT/8:00 ET

# Personalizing Your Regional Association Website To Attract Local Tigers

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*Member, Committee on  
Regional Associations*

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*Vice Chair, Communications  
and Technology Committee*

*Past Regional Technology  
Co-Chair, Princeton Club of  
Southern California*



**Live Q&A in Chat**

**Morrow Pettigrew '01**

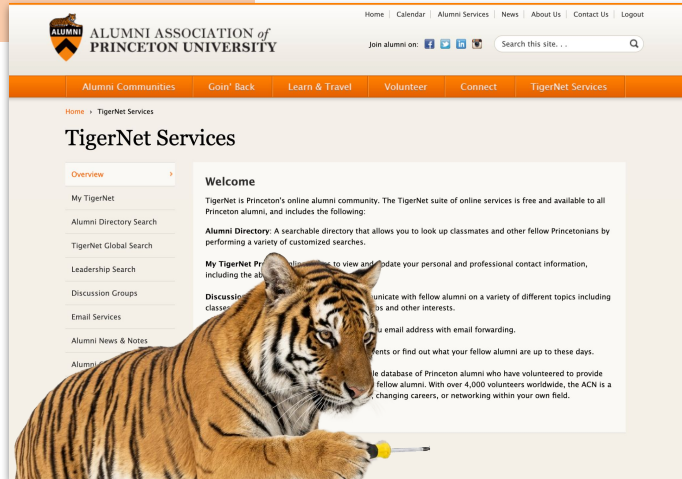
*Regional Technology Chair, Princeton  
Club of Southern California*

*Regional Chapter Chair, Princeton  
Women's Network, Southern  
California Chapter*



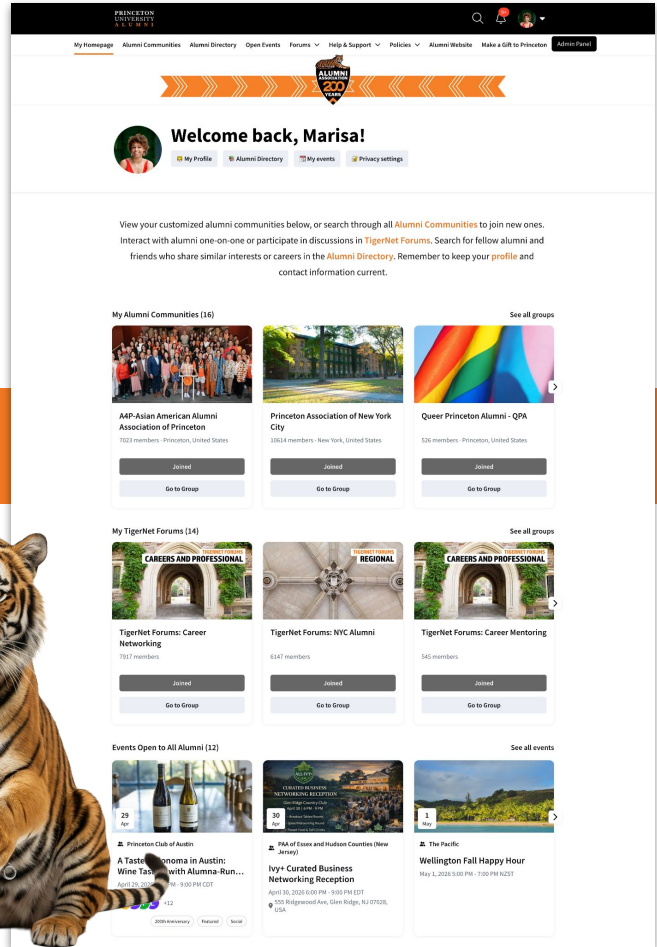
# Why TigerNet?

## THEN



The screenshot shows the 'ALUMNI ASSOCIATION of PRINCETON UNIVERSITY' website. The navigation bar includes 'Alumni Communities', 'Goin' Back', 'Learn & Travel', 'Volunteer', 'Connect', and 'TigerNet Services'. The 'TigerNet Services' section is highlighted, with a 'Welcome' message and a list of services: My TigerNet, Alumni Directory Search, TigerNet Global Search, Leadership Search, Discussion Groups, Email Services, Alumni News & Notes, and Alumni.

## NOW

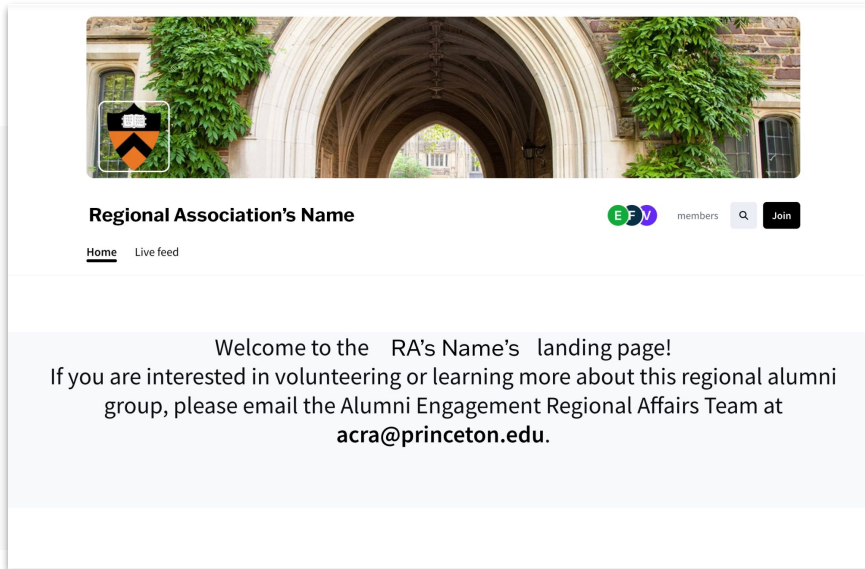


The screenshot shows the updated 'ALUMNI ASSOCIATION of PRINCETON UNIVERSITY' website. The navigation bar is more streamlined, with 'My Homepage', 'Alumni Communities', 'Alumni Directory', 'Open Events', 'Forums', 'Help & Support', 'Policies', 'Alumni Website', 'Make a Gift to Princeton', and 'Admin Panel'. The main content area features a 'Welcome back, Marisa!' message with links to 'My Profile', 'Alumni Directory', 'My events', and 'Privacy settings'. Below this, there are sections for 'My Alumni Communities (16)', 'My TigerNet Forums (14)', and 'Events Open to All Alumni (12)'. Each community and forum card includes a title, member count, location, and a 'Go to Group' button. The events section shows upcoming events with dates and locations.



# Why Your TigerNet Site Matters

Every regional group already has a TigerNet site!



“Is our TigerNet site helping alumni find us, understand what’s happening locally, and take the next steps to get involved?”



# Today's T-Quad



## Personalizing Your TigerNet Site

Regional TigerNet Site Walkthrough



## Attract Local Tigers & Encourage Volunteer Interest

Engaging Alumni While Creating Content



## Build a Digital Home Base for Your Region

Next Steps for **Your** Regional TigerNet Site



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Thank you, Regional Leaders!

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**Next step:  
Reach out to  
TigerNet Help Desk**