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
Chair, CORA
President, Princeton Association of New York City

Trey Farmer ’93
Member, CORA
Immediate Past President, Princeton Club of Southwest Florida

Stephanie Bachas-Daunert ’10
Co-President, Princeton Club of Northern California

Hosted by the Committee on Regional Associations (CORA)
Is this why we stockpiled toilet paper?

and April

March vs. Madness...
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!
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!
#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!

Alumni Council - Committee on Regional Associations (CORA)
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
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
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
SERIOUSLY?
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
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

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

Jim McDonald
Chief Investment Strategist
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
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

*The Princeton Pre-read Tradition*

The Pre-read program, initiated by President Christopher L. Eisgruber in 2013, introduces incoming freshmen to Princeton’s intellectual life.
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!
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 (@princetongrad)
    - #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:**
  - 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

PRINCETON CLUB NORCAL
Posts

PRINCETON CLUB NORCAL
Posts

PRINCETON CLUB NORCAL
Posts

PRINCETON CLUB NORCAL
Posts

JOIN US TO EXPLORE WORKS BY PRINCETONALUMNI
Spring 2020

View Insights
Promote

View Insights
Promote

View Insights
Promote

View Insights
Promote

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

Liked by tigersinaustin and 18 others
princetonclubnorcal The first book we're

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

Liked by princetonalumni and 12 others
princetonclubnorcal Supreme Court Justice Sonia

#BECOMINGMICHELLEOBAMA

PRINCETON CLUB NORCAL
READING + FILM LIST

ELLIE KEMPER
My Squirrel Days

PRINCETON CLUB NORCAL
READING + FILM LIST

MICHELLE OBAMA
BECOMING

PRINCETON CLUB NORCAL
READING + FILM LIST

FLOTUS MICHELLE OBAMA '08

PRINCETON CLUB NORCAL
READING + FILM LIST

Sonia Sotomayor
Turning Pages

Supreme Court Justice Sonia Sotomayor '76
Social Media Engagement
#SupportTigerBusinesses
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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Trey Farmer ’93
treyfarmer@gmail.com

Stephanie Bachas-Daunert ’10
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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.