



SCHOOL COMMUNICATIONS/MARKETING NETWORK



TUESDAY, NOVEMBER 9
9-10 a.m. Zoom

Communicating More Effectively with our Alumni

This session will bring all those individuals responsible for communications, alumni relations, and fundraising in schools together for a discussion on how we can communicate more effectively with our alumni in our school communities.

Through this discussion, you'll learn how to...

- » Develop a strategy - start small, think big.
- » Find your alumni.
- » Develop an alumni/community survey.
- » Embrace technology with alumni database and website.
- » Communicate! Create narrative, an editorial calendar, goals, best practice sharing.
- » Importance of events, reunions, revenue and donations.
- » How to connect all those in your district that work with alumni together to have a unified, successful communication effort.

Featuring... Jim Burgraff

Jim Burgraff is the managing partner of Alumni Nations, an organization launched in 2014 with the goal of helping schools, districts, and foundations energize and engage their alumni and other constituents, positioning schools as the foundation of strong neighborhoods, work forces and communities. They help schools find alumni, increase philanthropy efforts, find volunteers, develop communication plans, and offer a powerful database to manage your alumni. Burgraff has more than 25 years experience in the education, consumer and business-to-business markets. He has held leadership positions for leading multi-national companies, including Unilever, RJR Nabisco, Hershey Foods, Coca-Cola Company and School Specialty, Inc. He resides in Green Bay, Wisconsin.



Advanced registration is appreciated for this *virtual meeting*.

www.escneo.org ▶ Professional Development ▶ Calendar of Events
For assistance, please contact Roni Staimpel roni.staimpel@escneo.org or 216-901-4233

For network information, please contact:

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