Alumni Network Committee

Committee members should look for opportunities to improve the existing Council’s internal network, operation and chemistry.

- **Alumni Council Kick Off Celebration**
  - Wednesday, September 2 from 5-6:30 pm
  - Vaulted Oak Brewing (alumni owned) outdoors

- **Alumni Council Directory**
  - Build and distribute pdf document of current Alumni Council members to include contact information, title, employer, degree, etc.

- **Council Connections**
  - Host series of small group meetings (virtual or in person) though which Council members can opt-in to connect with fellow Alumni Council members outside of meetings/events
  - Devise bank of questions for host to lead discussion
  - Committee members would volunteer to host (or co-host) a Council Connections session
  - Attempt to offer the series of Council Connections meetings with an array of times/day options (ex. morning, lunch, evening option)
  - Encourage Council members to register for a Council Connections meeting
    - Suggest fun incentives to promote registrations (perhaps a Belk College prize, superlative,

- **Year End Celebration: April 2022**
  - Virtual or In-Person tbd
  - Help select format (and/or venue, menu, gifts, etc.)
  - Coordinate Alumni Council superlative and award voting online

- **My 49er Network**
  - Strategize:
- How can the Alumni Council “lead the charge” to engage all Belk College alumni through My 49er Network platform?
- Can we get all Council members to register with their LinkedIn profile?
- my49ernetwork.com

- Four Alumni Council meetings
  - Ideas for creating connectivity, networking opportunities (during or before meetings)
  - Meeting ice breakers (maybe a prize for first chat message/answer/question)
  - breakout group ideas/topics
  - door prizes at the end

- Find ways to highlight Council member news, accomplishments, etc. (professional or personal)
  - In the past, the highlights have been shared during committee reports at Council meetings – open to this or other ideas!
  - How can Council members submit promotions, job changes, life events, moves, children, etc.

- Entice, promote, recommend social media engagement strategies for the Council
  - positive encouragement to post about Council sponsored events, share BCOB posts/content, recruit new members, etc.
Alumni Outreach Committee
(“working” committee name - will be vetted/updated by committee members)

- **Belk Talks Business**
  - Serve as Alumni Council representatives during the virtual alumni engagement series
  - Committee members may be asked to:
    - Weigh in and share feedback on proposed presentation topics/speakers
    - Serve as hosts of small group break out rooms
    - Help jump start the conversation in the Zoom chat box!
    - Announce door prize winners
    - Promote/share Belk College posts on Belk Talks Business on social media

- **Belk College Day** Alumni Tailgate & Football: September 24
  - Charlotte Alumni Tailgate Village: Hauser Alumni Pavilion 4-6pm
  - Committee members invited to volunteer at the Belk College Alumni Council table inside the Alumni Tailgate Village
  - Business alumni can visit the Alumni Council table to pick up Belk College swag and connect with fellow grads
  - Promote Belk College Day on social media
  - Alumni Council representatives will receive: complimentary entry into the Tailgate, one complimentary football ticket

- **Alumni Cafe (NEW)**
  - Facilitate alumni connections through a series of small group networking opportunities (Fall 2021: virtual, Spring 2022: TBD)
  - Goal: 1-2 Alumni Cafe meetings in Fall 2021, with hopes of expanding to host 2-3 Alumni Cafe meetings in Spring 2022
  - Committee will:
    - Help determine the frequency of Alumni Cafe meetings and specific topics, industry(s), affinity group(s) for which the sessions are offered each year
    - Examples could include:
      - Committee member hosts an Alumni Cafe meeting for alumni employees at his/her company
- Industry (finance, accounting, marketing, entrepreneurs, small business, etc.)
- Seasoned alumnus/na hosts an Alumni Cafe for Young Alumni or new graduates
- Regional alumni
- Women in Business
- Minority owned businesses

- Devise a bank of discussion questions to be used during Alumni Cafe gatherings (in addition to custom questions related to topic/area)

- Committee members may be asked to:
  - Host/facilitate the small group sessions
  - Encourage fellow alumni to register to join an Alumni Cafe session! (social media, personal invitations/emails)
  - Encourage Council members to register for at least one Alumni Cafe a year!

- Belk College external relations team will create a brand, logo, graphics, etc. for the Alumni Cafe series - stay tuned!
Community Service Committee

Committee members will seek to engage Belk College Alumni (and future alumni) through service in their local community.

Engagement format (in-person or virtual) based on current CDC guidelines and University policy:

- **In-Person option:** Spearhead a spring Belk College Day of Service project that engages alumni and students through hands-on service on their local community (April or May 2021 – TBD based on in person event restrictions)
  - The Jamil Niner Student Pantry has been a willing, organized partner
  - Alumni seem to like getting to give back on campus
  - Consider implementing several, smaller, targeted Belk College Day of Service projects aimed at engaging specific subsets of alumni (ie MBA Alumni and students, alumni at company, alumni of a student organization like the Business Honors Program)
  - Partner with Alumni Council members in other regions to plan a Belk College Day of Service in their respective community (ie NYC, Charleston)

- **Virtual option:** Suggest topic, speaker, format, etc. for a virtual spring program to be presented by the Belk College Alumni Council.
  - Research virtual community service projects (outside of fundraising) through which to engage alumni serving on the Alumni Council as well as in Charlotte, or even nationwide
  - Support for a project can be offered through the Belk College social media platforms as well as email blasts to alumni

- **Plan one-two smaller Belk College Day of Service projects engaging the Alumni Council membership if in-person is possible**
  - Look into the needs of the Jamil Niner Student Pantry for volunteers

- **Seek to engage both Council members and alumni external to the Council through the service projects or programs**
● Coordinate activities onsite at service projects for strategic networking between alumni and students

● Partner with Business Honors Program to recruit student participation in service project(s)

● Invite Alumni Council student scholarship recipient to participate in committee meetings and Belk College Day of Service

● Past community partners: Jamil Niner Student Pantry, Classroom Central, Sow Much Good, Carolina Thread Trail, Second Harvest Food Bank, Crisis Assistance Ministries
Committee members will champion alumni annual giving to the Belk College as well as promote 100% giving participation by the Alumni Council membership.

- Spearhead Alumni Council achievement of 100% participation in giving to a fund in the Belk College of Business annually (July 1, 2021-June 30, 2022).
  - Track Council member participation
  - Promote positive recognition of participants at Council meetings
  - Brainstorm fun ways to promote Council member participation
  - Remind Council members who work for a matching gift company to submit paperwork
  - Recommended fund: Alumni Scholarship Fund

- Lead Alumni Council and alumni base support of Belk College fundraising during #NinerNationGives (April 2022)
  - Promote Alumni Council support and participation in #NinerNationGives social media (posting on social media, giving reminders and donor thank you messages)
  - Encourage Alumni Council support of Alumni Council Scholarship fund during NNG
  - Encourage regional Alumni Council members to get involved in NNG as well!

- Welcome and build relationship with Alumni Council scholarship recipient (take to lunch, introduce/recognize at a meeting)
  - Invite him/her to speak at a Council meeting
  - Invite him/her to participate in student engagement and/or community service committee conference calls

- Day of Gratitude: Friday, November 12, 2021
  - Assist Belk College (especially students) in thanking alumni donors throughout the year, but especially on November 12 (hopefully there will be an in-person tabling opportunity on campus for alumni to connect with students)
  - Help promote Day of Gratitude on social media

- Development Spotlight
  - Consider inviting a student scholarship recipient to speak for 2-3 minutes or sharing a video or student story supplied by Kinsey during the Development Committee report at each meeting (help keep giving and support top of mind for Council members)

- Share ideas for positive recognition at events, on social media channels, in newsletters, the magazine, etc.

- Help promote giving messages on social media
Student Engagement Committee

Committee members will represent the Belk College Alumni Council to our future Belk College alumni and serve as a bridge for our newest alumni.

- **Students are our future alumni** – it is important to build the pipeline of engaged Business Niner alumni and build awareness around the value of the Belk College Alumni Network.

- **Convocation**
  - Belk College “Ask-an-Alum” Table
    - Wednesday, August 25
    - Represent the Council at an “Ask-an-Alum” table in two shifts
    - (3 of 6 spots filled)

- **MS in Management Career Development Luncheon**: October 18
  - Encourage committee members and Council members to register for the Career Development Luncheon with the 2021-22 MS in Management student cohort (50 students)
  - Goal: 20 alumni in attendance
  - Committee Chair Marcus Smith provides welcome, Robin Boswell welcomes students and provides overview, alumni/student table conversations (prompts/topics provided), 2-3 alumni then share tips/advice with full group (mic provided), followed by open networking
  - **Caveat**: This event may also be replicated in a virtual format in the springtime with upcoming May graduates as well as recent graduates
  - Can pivot to a virtual format if needed for October as well

- **Women in Business Signature Event**: November 5
  - Invite Council members to register to attend the event at the Dubois Center uptown to connect with fellow WIB supporters and WIB students
  - Keynote speaker, Susan DeVore, retired CEO Premiere, Inc. and incoming Board of Trustees Chair, followed by 2-3 breakout sessions
Format: TBD after Labor Day (in person or virtual)

**Business 3701 Alumni Mentors List**
- Course: “Building Networks for Success” will expose business honors students to formal and informal networks in organizations. Topics such as mentor relationships, power, and politics will be discussed. Students will prepare for their career success through engaging with speakers from the business community, case analyses, a mentor relationship, and planning and executing a networking event.
- The students will be required to have a mentor (business professional) who they will converse with 4 times during the semester (format based on preference of mentor: zoom, phone, in-person)
- Council members are invited to registered for the “Alumni Mentor List” from which students can be matched
- Alumni Mentors should be:
  - at least 5 years out from graduation
  - willing to connect with a junior or senior student majoring in business analytics, finance, accounting, operations, marketing or organizational management
- Kinsey will provide a google form through which Council/Committee members can register

**Business Honors Program Professional Meetings: alumni panelists**
- BHP members are encouraged to grow professionally and begin building their networks through monthly BHP Speaker Meetings.
- Business professionals are invited to share their story, their career path, and some professional development advice.
- BHP will meet virtual via Zoom on Thursday evening from 5:30-6:45pm
- Request:
  - Three alumni panelists who are small business owners: (3/3 spots filled)
  - Three alumni panelists in the sports & entertainment industry: (3/3 spots filled)

**Day of Gratitude: Friday, November 12**
- Partner with Alumni Council Development Committee to engage students in the Belk College’s first Day of Gratitude
More details to come!

- **Belk College Commencement: Friday, December 17 and May 14**
  - Plans for in-person or virtual celebration of December 2021 and May 2022 graduates will be finalized based on CDC guidance and University policies
  - Tentatively, the Belk College will host an in-person reception for business graduates on Friday, December 17 and Saturday, May 14
  - Committee responsibilities when in-person Commencement Reception is hosted:
    - Represent the Alumni Council to new grads
    - Greet and welcome our newest members of the Belk College Alumni Network
    - Staff new grad gift table
    - Collect new grad email addresses (via iPads)
  - If the celebration of graduates is virtual, the Belk College will welcome the support and assistance of the student engagement committee in:
    - submitting congratulatory photos, video messages, and encouraging fellow alumni to do so – more details to come!

- “Declared Business Major” email
  - Approve congratulatory email from Alumni Council chairperson to welcome upperclassmen who officially declare a major in business (promoting the shared values of the Belk College: Integrity, Knowledge and Innovation, Excellence, Diversity and Inclusion, Global Citizenship)

- **Belk College Alumni Council Scholarship Recipient**
  - Partner with development committee to welcome and engage student scholarship recipient at Council meetings (if in attendance)
  - Invite scholarship recipient to serve as voice for the student body when strategizing on best way(s) to engage with current students

- **Belk College Day of Service (April/May 2022 - TBD)**
  - Partner with Community Service Committee to encourage student participation in service projects/programs