Mission and Goals

- **Mission**
  - HCC Alumni Association’s mission is to establish, maintain and enhance relationships between Heartland Community College and its alumni and friends.

- **Who are our alumni?**
  - An alum is defined as anyone who has completed a credit or non-credit course at Heartland.

- **Goals**
  - To reconnect alumni to Heartland Community College
  - To build a lifelong affinity for the College among fellow alumni, current students and the community
  - To leverage alumni talents and resources to benefit other alumni and the College, especially current students
Engagement Strategy

- **Targeted alumni**
  - Those who have earned an Associate’s Degree or a Certificate
  - Affinity groups such as Community Scholars, nursing and Phi Theta Kappa

- **Direct Mail Marketing Initiatives**
  - Target-Degree and Certificate Holders ... approximately 8,500 to date
  - Graduates
  - Alumni Donors
    - 1 mailing - July 2009
Engagement Strategy

- **Website**
  - Main way alumni engage with us
  - Website has 23 pages and is currently being revamped and expanded to 32 pages
Engagement Strategy

- **Alumni Newsletter**
  - Quarterly
  - News from College
  - Link to Alumni Spotlight
  - Alumni Events
  - Tidbits about faculty, athletes, alumni
  - Short, concise with no more than 6-7 stories
Engagement Strategy

- **E-Mail blasts**
  - Average two per month
  - Sent to:
    - Alumni
    - Faculty/Staff
    - Heartland Board of Trustees
    - Heartland Foundation Board
    - Friends of the College
Engagement Strategy

- **Facebook**
  - Established Alumni group page September 2009
  - Moved from a group page to a fan page in May 2010
  - Launched two-week ad targeted July 2010
  - Grown from 60 group members to 234 fans.
  - Uses for engagement
    - Photo albums
    - Videos
    - Event invitations
    - Integrated with web site and email blasts
Engagement Strategy

- **Events**
  - Back to the Nest
  - Speed Career Coaching
  - Heartland Night at Prairie Thunder
  - Heartland Night at Extreme
  - Step Back to Step Forward
  - Heartland Idol
  - Opening night at CornBelters
  - Bloomington Center for the Performing Arts Concert
  - Heartland Day at Miller Park Zoo
  - Astroth night at the Corn Crib
  - Job Hunters and Entrepreneur Boot Camp
  - Beyond Buildings Community Day

- **Membership Drive/Outreach events**
  - Women’s Health Night
  - Taste of Home Show
  - Culture Fest
  - Lincoln Art and Balloon Festival
Benefits and Services

- **Group discount rates for select area events/attractions**
  - Miller Park Zoo
  - BCPA Concert/shows
  - CornBelters select games

- **Community Education course discounts-Select courses**

- **Social Events**
  - Heartland Night at the Prairie Thunder
  - Heartland Night at the Extreme

- **Access to current facilities**
  - Library
  - Computer Lab
  - Campus Café concerts and other student activities such as Family Movie Night

- **Career Development**
  - One-on-one resume review through Workforce Development Center
  - Career-focused events-Speed Career Coaching, Job Hunter’s Boot Camp, Step Back to Step Forward

- **Quarterly Newsletter**
  - Updates on what’s happening at the College and upcoming events
Goals for the next 12 months

- **#1: Expand membership to 1,200**
  - **Strategies:**
    - Create new alumni marketing brochure
    - Create recruiting video to expand membership
    - Review research from ISU class regarding student chapter and launch chapter in Spring 2010
    - Membership committee to explore other marketing campaigns
Goals for the next 12 months

#2: Expand benefits and services

Strategies:

- Establish a discounted alumni rate for use of the new Fitness and Recreation Center
- Host at least one networking event involving alumni and current students
- Host a career-related event once a quarter
- Expand options for more group discounts—ie: U.S. Cellular Coliseum, Pepsi Ice Center, Children’s Discovery Museum
- Explore a Career Connections options as an alternative to mentoring program
- Survey members about what they want for benefits and services
- Negotiate HCC bookstore discount/alumni merchandise
Goals for the next 12 months

#3: Establish alumni scholarship

Strategies:

- Proceeds from Heartland Idol II could go toward this event
- Special alumni merchandise item could help fund (i.e. special artwork created by HCC students could possibly be sold at a unique fundraising event)
Goals for the next 12 months

- #4: Expand social networking
  - Strategies:
    - Investigate Hootsuite which allows Twitter posts to automatically go to Facebook
    - Videotape Alumni Spotlights for in-town alums to post on website and Facebook
    - Investigate relay email and mobile marketing systems
Goals for the next 12 months

- **#5: Improve data management**
  - Currently in research phase with HCC’s IT department.
  - Research phase will examine:
    - Switching to Raiser’s Edge database (currently used by Foundation)
    - Buying Alumni module for PeopleSoft (currently data management system for HCC)
    - Creating custom alumni module in PeopleSoft using IT Department resources
Questions?

Contact Information:

<table>
<thead>
<tr>
<th>Mailing</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1500 W Raab Rd Normal, IL 61761</td>
<td><a href="mailto:colleen.reynolds@heartland.edu">colleen.reynolds@heartland.edu</a></td>
<td>(309) 268-8188</td>
</tr>
</tbody>
</table>

Questions?