



Georgia Gwinnett
COLLEGE

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Advancement Services and Alumni Engagement: Helping Presidents Connect More Effectively with their Constituencies

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Georgia Gwinnett College - Overview

- Established in 2005 with 100+ students; Fall 2023 approximately 11,900 enrolled
- 4-year Liberal Arts undergraduate institution
- Recognized as the most ethnically diverse southern regional college for ten consecutive years by U.S. News & World Report.
- Minority Serving Institution (MSI), Hispanic Serving Institution (HSI) and Asian American and Pacific Islander Serving Institution (AAPISI)





Georgia Gwinnett College - Overview

- Access institution
- Public 4-year college governed by the University System of Georgia Board of Regents
- Prominent community members felt a college was needed in Gwinnett County, Georgia and worked to have it established through the State Legislature.





What's Advancement got to do with it?

-Advancement Services – Support

- Ways Advancement Services can support the President's Office and other campus divisions

-Alumni Engagement – Connect

- How alumni engagement connects the President to alumni and other constituencies
- Using a multi-pronged approach with students, alumni and parents and families, and campus partners

Advancement Services



Advancement Services at GGC....

- Gift Processing
- Database Management
- Prospect Research
- Prospect Management
- Donor Relations / Stewardship
- Board Relations
- Reporting
- Records Management
- Data Analysis





Cross-functional Support from Advancement Services

Advancement

Prospect research & management

Database management

Gift accounting

President

External engagement coordination

Donor stewardship

Board vetting

Cross-functional coordination with
other units / schools

Mailing / Contact / Invitation lists

Communications

Mailing lists

Data verification

Alumni and Donor stories



External Engagement Coordination

Goals

- Centralize coordination across units, schools, and the President
- Avoid unpleasant surprises
- Deliver a consistent brand message, and experience across multiple engagements
- Develop holistic engagement strategies for each person/company/organization that align to overall institutional priorities



Community Engagement / Donor Cultivation

All donor cultivation is community engagement, but not all community engagement is donor cultivation.

Close collaboration with other units working in the community

- Student Affairs, Career Services, Government Relations, etc.
- Institutes, Centers, and Faculty special projects

Processes and procedures that keep the work organized without stifling creativity

- Prospect Management Policy & Solicitation Clearance Process
- Board vetting process
- Internal training sessions for faculty on Advancement's role, reporting process, and private grants



External Engagement Authorization & Report Forms




GGC External Engagement Authorization Form (Pre-clearance)

Use this form to describe meetings, activities and events you plan to host or attend as a representative of GGC and involving external constituents. Please complete this form **prior** to contacting or coordinating with external constituents, and refrain from contacting them until approval of this request is received. Advancement will respond to all requests within 48 hours.


The form will take approximately 5-10 minutes to complete, depending on the level and complexity of engagement.

Hi, Barbara. When you submit this form, the owner will see your name and email address.

* Required

1. Your name * 

Enter your answer

2. Please describe the desired event or activity, including a brief description of the content, goals for the event, and the host. * 

Enter your answer

External Engagement Forms

- Option available for faculty, deans, etc. to report out external engagements to Advancement
- Built in Microsoft Forms and triggers an approval flow
- Allows Advancement to quickly vet and approve requests





Board Vetting Process



Boards of Visitors Nomination/New Board Member Process

Prospects Identified/Nominated

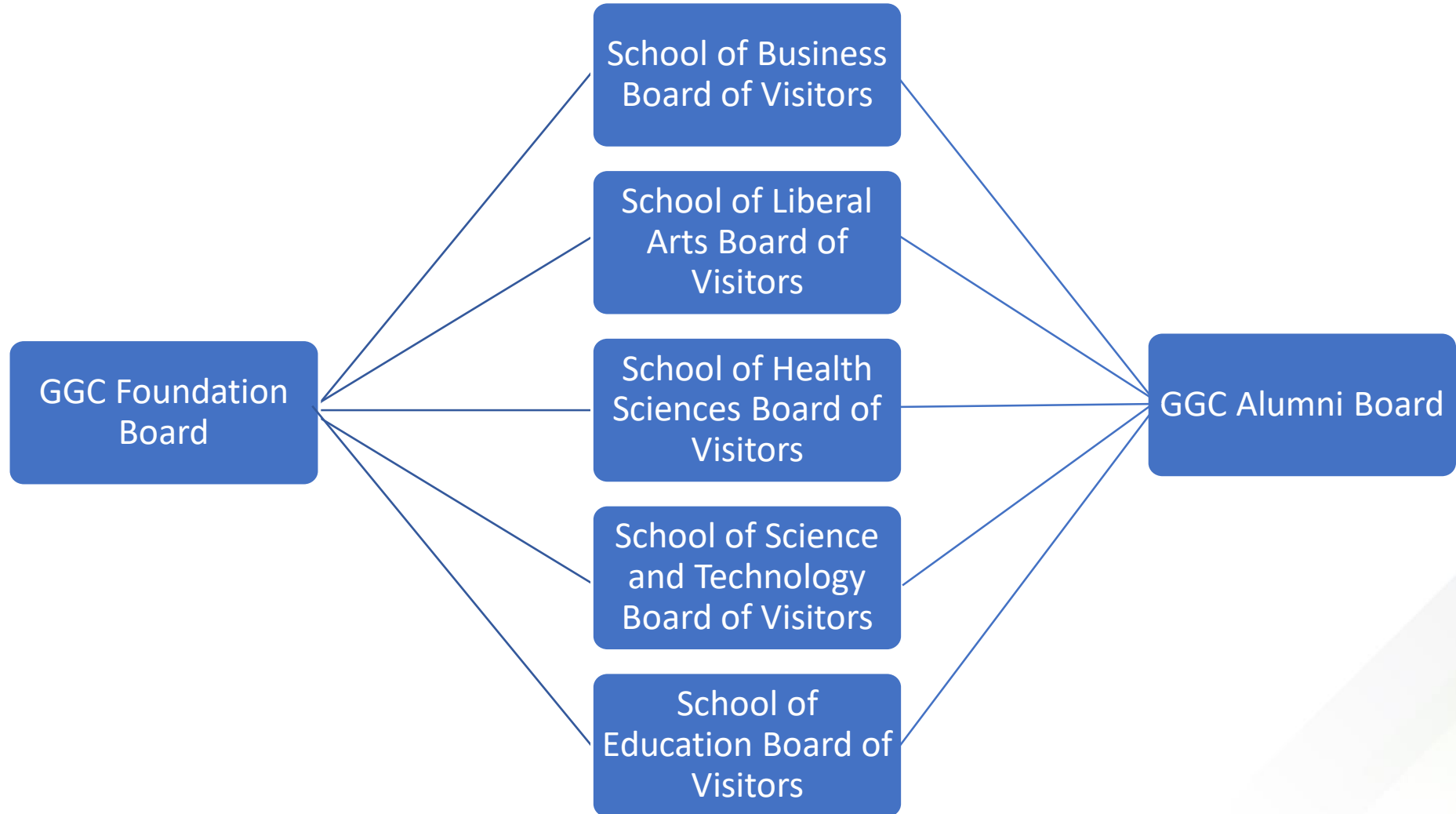
- 1) Prospective board members may be identified in numerous ways. They may be referred by current board members, donors, or community stakeholders; or identified by Advancement / College personnel, including via prospect research. Prospective members who fulfill identified gaps in board diversity areas shall be prioritized.
- 2) The prospect's name and contact information are submitted to Advancement for routing to the assigned unit development officer, who will oversee and track the standard vetting process.
- 3) The development officer submits the prospective member's information to the Prospect Development Manager, who will perform basic research regarding the prospective member's work history, activity and affiliations within the community, philanthropic giving history, and giving capacity. Once research is completed, a standard profile will be produced for review.
- 4) The profile is submitted to the Associate VP Advancement and Executive Director Advancement Services for internal review within Advancement.
- 5) The AVP for Advancement will then route the profile to the Dean, Provost, and the GGC President for review and approval to proceed with the nomination. Research profiles may not be shared internally or externally without the explicit approval of the AVP Advancement on a case-by-case basis.
- 6) Once internally approved, the development officer will update the Dean, Chair and ask the nominating party to complete a nomination form. The completed nomination form, along with an appropriate summary of the research profile, will then be submitted to the Dean, Chair and the Membership Committee for review.

Goals

- Standard process for determining the best board position for each prospect
- Ensures the President retains oversight of all board development
- Board members experience a consistent onboarding experience
- Discussions occur prior to issuing board invitations



Board Feeder System



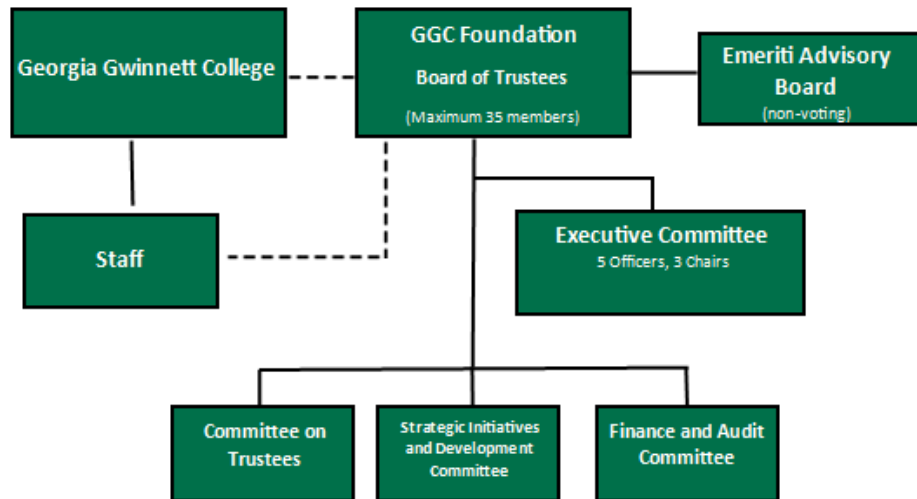


Board Continuity – Committee Structures

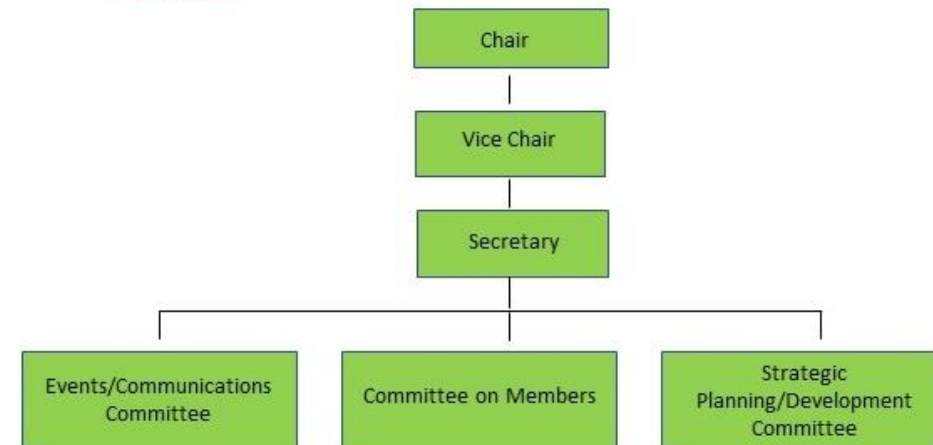
- When Foundation Board makes changes to committee structure, Alumni Board and Boards of Visitors make similar changes
- Alumni Board Representative and Board of Visitors Representatives sit on the corresponding Foundation Board Strategic Initiatives and Development Committees as ex-officio

Georgia Gwinnett College Foundation - Structure

(Updated 2023)



Alumni Board Organizational Chart





Your Trusted Partner in Data Management

We don't just track alumni & donors!

- Elected Officials
- Boards of Directors for key community organizations
- Staffing of local, state, and federal government, key organizations
- University System of GA staff, USG Presidents and Provosts

Advancement Services maintains current data for as many key external constituencies as we can. Centralized data management and maintenance is a critical step in effective cross-functional coordination.



Key Relationships on Campus



- Much of Advancement's work is invisible to the campus at large, outside of key offices
- Advancement Services can function as the internal ambassador for Advancement work
- Build a network of contacts who can help you figure things out when there is no policy or procedure
- Curiosity and collegiality are key
- **Aggressively presume good intent**

Georgia Gwinnett College Alumni Engagement

Georgia Gwinnett College Alumni



- Total living alumni – 12,113
- Alumni average age – 31
 - 65% of alumni population
 - Average gift size - \$34



Georgia Gwinnett College Alumni Board



Alumni Board - Overview

- Founded in 2012 by the Office of Advancement
- Representative of student population
- 16 current members with capacity for 35 with 25% cap on alumni board members who are employed by GGC.
- Has grown into robust board in 11 years
- Modeled after GGC Leadership
- Two-year terms
- Must have graduated two years or more to be considered
- Application and interview process
- Philanthropic request: \$300/year plus \$200 in fundraising





Alumni Engagement Strategies

Strategies for engaging alumni requires a multi-pronged approach

- Students
- Alumni
- Parents and Families
- Campus partners





Alumni Program – Student Engagement

From Day One, Building Traditions to Engage Students with GGC Alumni!

Preview Days

- Alumni Association table at GGC Preview Days
- Alumni Board members and Four Pillar Society students volunteer and talk to students
- Provide information about leadership opportunities and Grizzlyfest to prospective students.
- Talk with family members about their experience at GGC





Alumni Program – Student Engagement

Work with Admissions

- Provide presentation to all of GGC's admissions recruiters
- Provide information about the Alumni Association, demographics, events and alumni notables.
- Provide a “look-book” of alumni for recruiters to take to schools



Shalaya Morissette '12 Business Administration

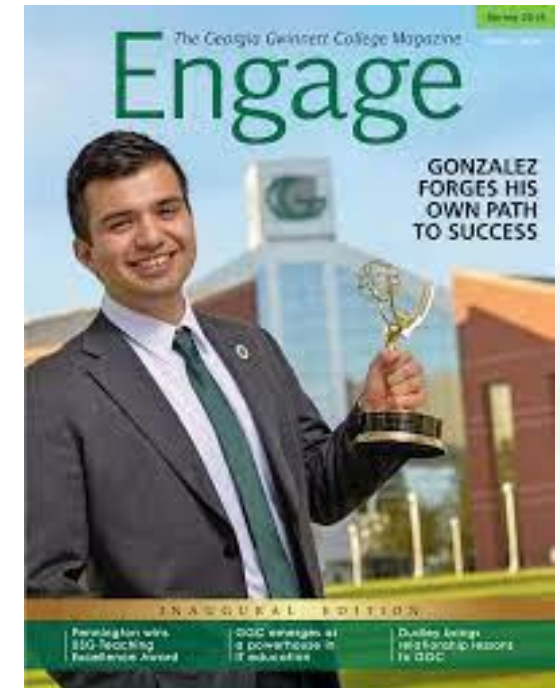


Shalaya Morissette(she/her) is Chief of the Minority Business and Workforce Division at the U.S. Department of Energy (DOE), located within the Office of Economic Impact and Diversity in Washington DC.

She is a highly sought-after collaborator and co-conspirator in the clean technology space. Most recently she hails from the utility sector in safety and compliance. In 2022 she took on an additional role at Dearborn STEM Academy in Boston, Massachusetts as a teacher to 11th and 12th graders - delivering a curriculum for engineering with energy in mind. Previously she held various roles in higher education, including enrollment services project manager and in global transportation as the Director of Affiliate Relations.

She is the former president of the Greater Boston chapter of the American Association of Blacks in Energy. Serving as the first African American board member of the New England Women in Energy and Environment, she has been devoted to elevating and engaging women and people of color in the energy space.

As a Georgia Gwinnett College Alumni Association board member and a committee member for Browning the Green Space, she has been engaged in the nonprofit and higher education space as a strong advocate for elevating minorities in the energy transition. Shalaya's passion for bringing young people into the clean energy industry has also been supported with her work with Girls Inc and WriteBoston. Shalaya received her Bachelor of Business Administration degree from Georgia Gwinnett College and her Master of Education degree from Cambridge College.





Alumni Program – Student Engagement

Senior Sendoff

- Celebration for graduating seniors in April and November
 - Collaboration with campus partners
- Passport activity to encourage students to attend all sessions and tables
- Alumni-led programs relevant to graduates including Personal Finance, Adulting After Graduation and The Art of Networking





Alumni Program – Student Engagement

Grizzlyfest

- GGC's annual homecoming celebration
- Averages 300+ attendance
- Building new traditions
 - Pep Rally
 - Grizzly Crawl
 - Lip Sync Battle
 - RSO Gauntlet
- Collaboration among all campus partners and leadership
- Community Involvement





Alumni Program – Student Engagement

Four Pillar Society

- Four Pillar Society is a student leadership group through Advancement and endorsed by the office of the President.
- Members also participate in and encourage GGC philanthropy efforts on and off campus.
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- Four Pillar Society members lead efforts to educate fellow students about the importance of philanthropy.
- They serve as ambassadors for Advancement and help with special events as well as tour dignitaries who come to campus.



Four Pillar Students at Georgia State Capitol with Gwinnett Delegation and GGC President Jann L Joseph



Four Pillar Students serving at the Board of Regents Scholarship and Awards Gala





Alumni Engagement – Welcome to the Alumni Association

Commencement

- Alumni Board members hand out Alumni Association lapel pins and Welcome to the Alumni Association cards at Commencement
 - The Alumni Board chair speaks at Commencement to welcome new alumni
 - Alumni board members are invited to President's reception
- GGC graduates are immediately life-time members of the Alumni Association





Alumni Program – Alumni Engagement

Building Alumni Traditions after Graduation

- Regular communication through social media channels, monthly newsletter and texts
- Closed digital community – Network GGC
- Volunteer opportunities (Mentoring, Student Events, Campus Events, etc.)
- Alumni Book Club, Mixers and Events
- Giving Back - GGC Days, Giving Tuesday, Deans' Chili Cookoff at Grizzlyfest, Alumni Association Scholarship Campaign, and more.





Alumni Program – Parent/Family Engagement

New Student Orientation-Parent Panel

- Parent and alumni volunteer panel
- Speak to parents from the parent and alumni perspective
- Parent Panel is now a regular event during orientation
- Parents have lunch in the private dining room with Alumni staff and president/other leadership



Parents and family with President Jann L. Joseph (far right)



Parents and alumna Ashley Flagg (2nd from left)



Alumni Program – Student and Parent Engagement



Alumni Board volunteers



President Jann L. Joseph with families during move-in



Move-In Week

- Table at Move-In Week to take photos of families.
- Provide information for new students/families on campus life and Lawrenceville
- Alumni volunteer and greet students and families



Things to do in Lawrenceville and Gwinnett County!

Enjoy your new home away from home.

Great restaurants within a few miles of GGC!

Whatever your taste, you will most likely find it in downtown Lawrenceville! Pizza/Italian, Cuban, seafood, Mexican, burgers and everything in between – just 2.2 miles from campus.



Lawrenceville Entertainment

There is so much to see and do in Lawrenceville! Community events, parades, shopping and more. Find your favorite spot at downtownlawrencevillega.com/

Love nature?

Gwinnett County has more than 60 amazing public parks to enjoy including two in Lawrenceville. For a list of parks, please visit the Gwinnett County Parks and Recreation website.



Things to do in Gwinnett County

Gwinnett offers some major attractions like Medieval Times, Dave & Busters, Andretti Racing Experience, Top Golf, Gwinnett Strippers, Atlanta Gladiators and more.

Family Visits

If you don't live in the area, there are many places you can stay to be close to campus and your student! Find a great place at downtownlawrencevillega.com/



Grizzly Families

You and your student have a wonderful array of opportunities to enjoy their new home while at GGC. For more ideas, visit exploregrinnett.org/



Things to do at GGC!

Opportunities to get plugged in.

Grizzlyfest Homecoming 10/22/22

Grizzlyfest is GGC's Homecoming and there is something for everyone! Deans' Chili Cookoff, student entertainment, games, and more. Keep informed at www.ggc.edu/alumni-association/homecoming/



Grizzly Athletics

GGC has award winning athletic teams including soccer, tennis, baseball and softball! Attend a game and support your Grizzlies. Check out the website for more info: ggcathletics.com/

Student Involvement and Social Clubs

Enhance your Grizzly experience and get involved. There are over 100 clubs to choose from and it's a great way to make friends! To learn more, visit www.ggc.edu/student-life/student-involvement/



Public Safety

GGC's campus police are here to help you including Safety Escorts, Safety Training, and vehicle assistance. Fun fact: several officers are GGC alumni! To learn more: www.ggc.edu/student-life/student-housing/safety-security/

Get Active!

GGC has a lot of opportunities to get active and have fun! Check out the GGC Wellness & Recreation Center, the intramural fields, and campus walking trail. Get more info at www.ggc.edu/student-life/student-services/wellness-and-recreation/



Courtesy of the GGC Parent and Family Council

For more information on the Council or to get involved, please email Holly Lisle at hlisle@ggc.edu



Alumni Program - Campus Partners Engagement

Building Campus Partnership with Alumni and Student Engagement

Campus Partners

Create robust relationships with campus partners to provide more opportunities for student, alumni and parent/family engagement

- Student Services
- Career Services
- Auxiliary Services (Bookstore, Catering)
- Schools (Faculty/Staff from each of GGC's five schools)
- Facilities
- Wellness and Recreation
- Educational Programs (HACER)

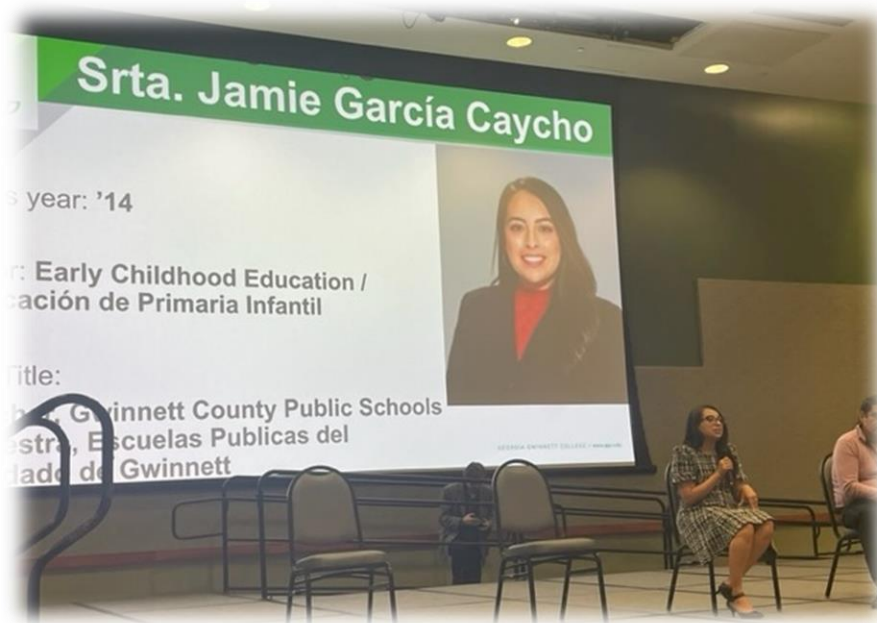




Alumni Program - Campus Partners Engagement

Educational Programs (HACER)

- Hispanic Achievers Committed to Excellence in Results (HACER) is a living-learning community designed to provide needed support for students on the path to graduation, while living on campus in GGC's suite-style housing.
- HACER Futuro is an event where Hispanic families come to campus to learn about campus life – Hispanic alumni participate and speak with the families.





Strategy for Success

Engage

- Engage boards through planning and communication
- Engage students from first day until graduation and beyond
- Engage alumni with opportunities to make a difference to GGC and its students

Inspire

- Inspire board members and alumni to give their time, talent, and treasure to help raise the awareness and stature of the college in the community
- Inspire students, through alumni engagement, to develop a lifelong love of GGC and to stay engaged once they graduate.

Connect

- Connect board members with one another and the president across all boards
- Connect the alumni in the life of the college

Questions??



THANK YOU FOR YOUR TIME TODAY!

Georgia Gwinnett College

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