

VOLUNTEER OFFICER EXPERIENCE

AN AFFILIATED GROUP DISCUSSION

VOX Conference

Inspiring and sustaining volunteer leadership and community virtually

Agenda

- Welcome and Introductions
- Alumni Relations
 - Ike Olaniran, Assistant Director, Alumni Engagement
 - Krista Patronick, Coordinator, Alumni Engagement
- What does your community look like?
- Discussion
- Community building and Communications
- Resources



What does your community look like?

Affiliated Groups





8119
Constituents

SOCIAL MEDIA



240

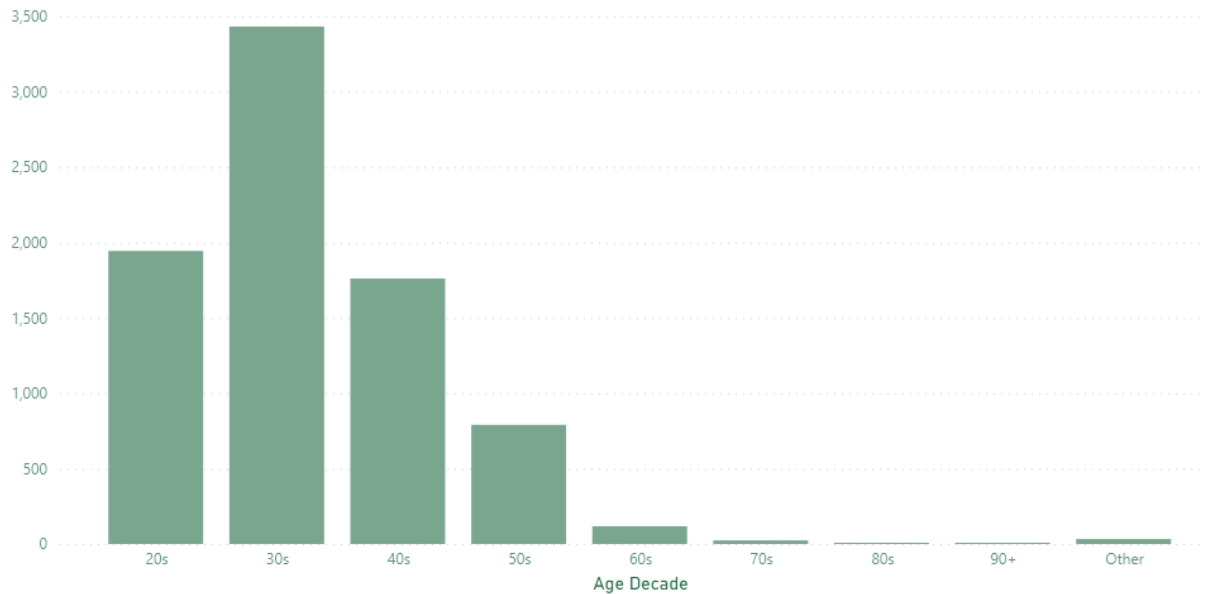


122



7385

By Age Decade



DAPAAA



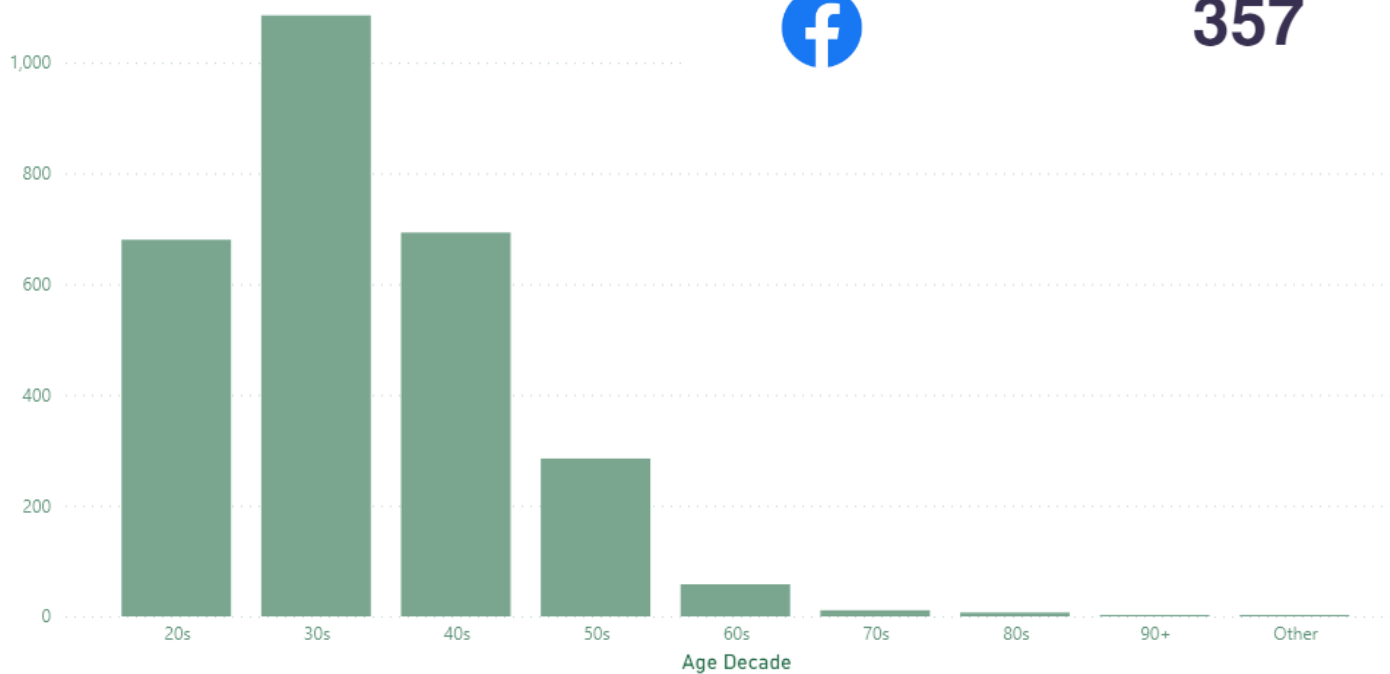
Locations

- NY
- MA
- CA



2817
Constituents

By Age Decade



SOCIAL MEDIA



302



108



2532



357

DALA



Locations

- NY
- MA
- CA

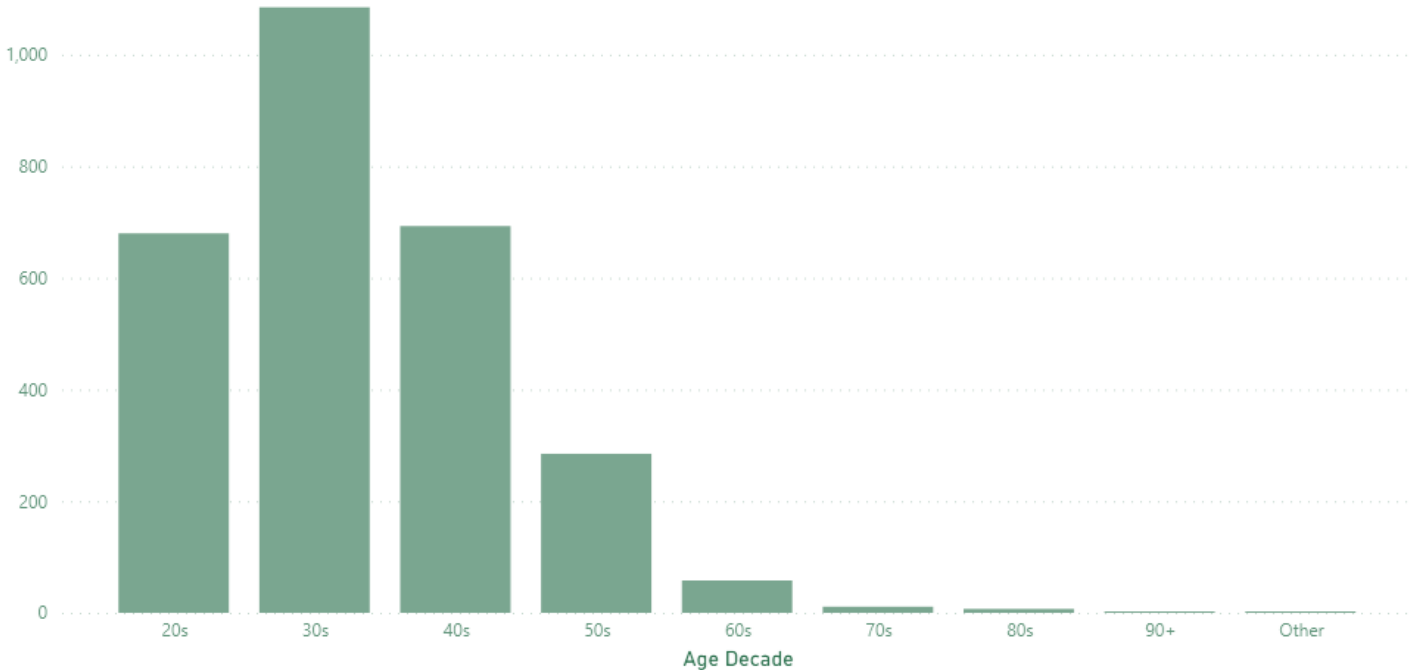


Affiliated Group

1373

Constituents

By Age Decade



SOCIAL MEDIA



270



1128

NAAAD



Locations

CA

NY

NM&OK



Affiliated Group

1184
Constituents

SOCIAL MEDIA



18



36

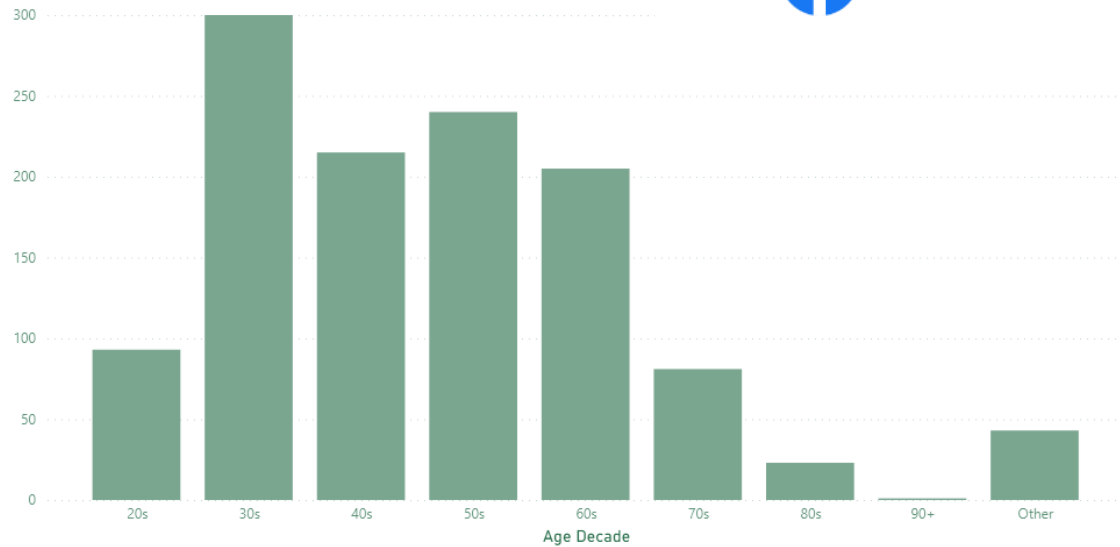


1102



949

By Age Decade



DGALA



Locations

- NY
- CA
- MA



Affiliated Group

4397
Constituents

SOCIAL MEDIA



240



528

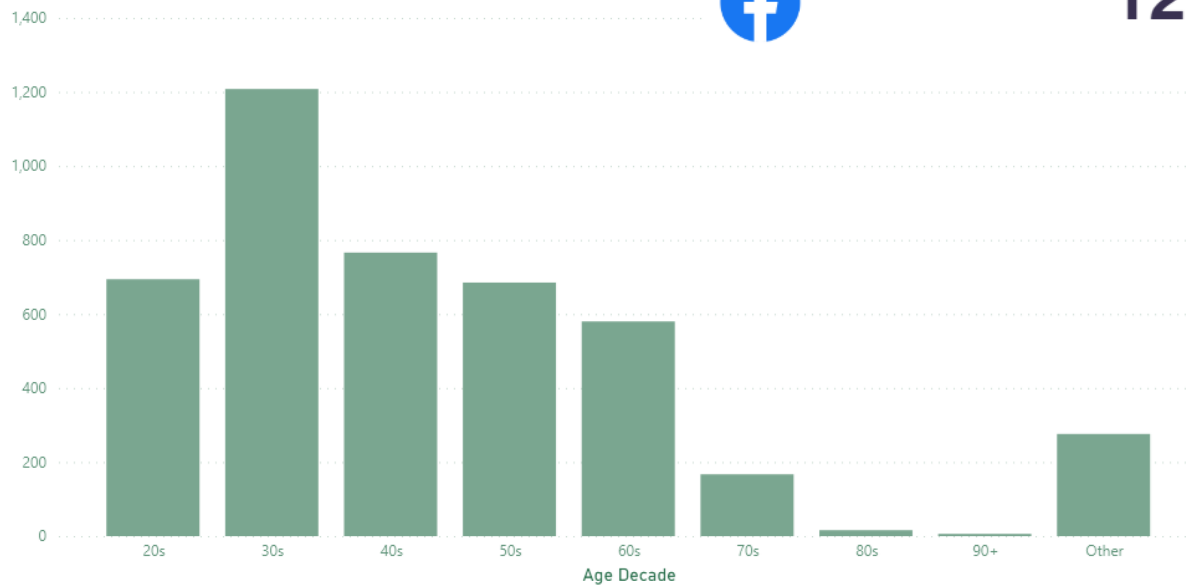


3772



1200

By Age Decade



BADA



Locations

- NY
- MA
- CA



Affiliated Group

30,765

Constituents

SOCIAL MEDIA



143

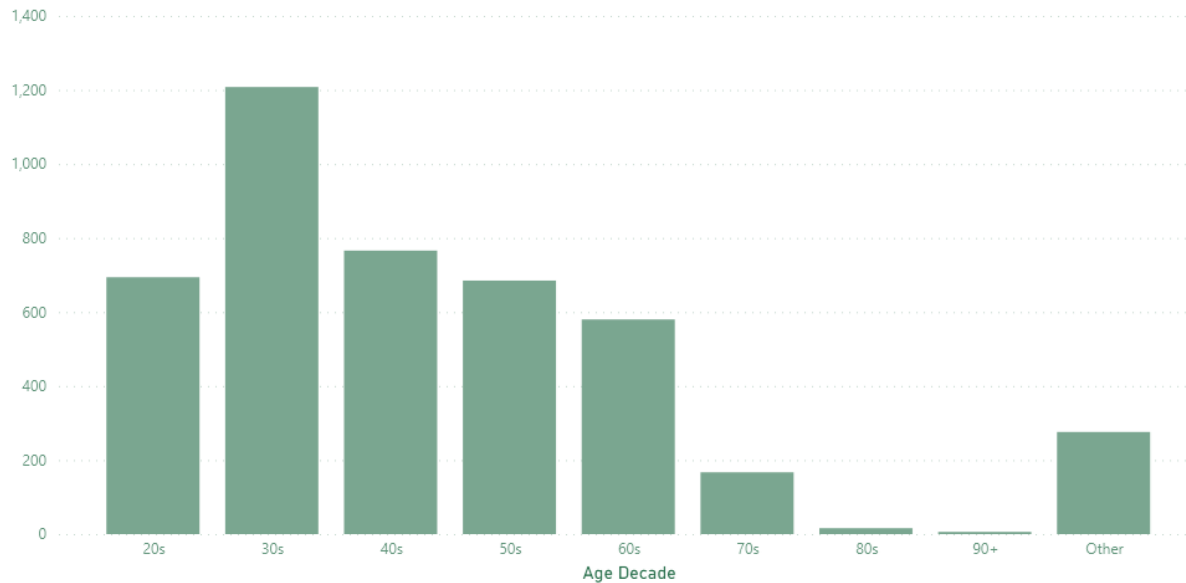


27111



1439

By Age Decade



WD



Locations

- New England
- New York
- Mid Atlantic & SouthEast states

Discussion

A low-angle photograph of a person climbing a large, dark rock formation in a forest. The person is positioned near the top of the rock, silhouetted against a bright sky. The rock face is textured and shows signs of weathering. The surrounding trees have green and yellowing leaves, suggesting an autumn setting. The overall scene is framed by a dark teal overlay.



Communications

- Understand your audience: focus on where you get the most engagement socially (LinkedIn, Facebook, Instagram?)
 - Consider a more "private" platform like a Facebook group to allow alumni to connect on a more personal level
 - Use social communications to allow group members to share experiences, get support, and share campus updates.
- Consistency is king – post on a regular basis a few times a week, consider making consistent themed days - "Memory Monday", "Favorite Friday" (what was your favorite class that you took at Dartmouth? Your Favorite Hanover eatery?)
- Always include a call to action: "Register today..." "Comment below and share..."



Volunteer Engagement Resources

- Club/Group Print Newsletters
 - Design support or Canva (free)
- Club/Group Mailings (postcards to promote events, e.t.c)
- List pull requests (members by region)
- Speaker requests

A low-angle photograph of a person climbing a large, dark rock formation in a forest. The person is silhouetted against the sky and is positioned near the top of the rock. The surrounding trees have green and yellow leaves, suggesting an autumn setting. The overall scene is framed by a dark green overlay.

Thank you!

Discussion questions

- What method of communication successfully engages your group?
- How often do you meet and what is the mix of virtual vs in person?
- What strategies have been employed in engaging young alumni?
- What are some ways you have excelled in growing your membership or what challenges have you faced?
- How well do you know your base and how to identify potential volunteers with specific talents/interests?



DALA
Dartmouth College

DGALA

DAPAAA
Dartmouth Association of Professional and Academic Administrators

NAAAD
National Association of African American Deans and Administrators

BADA
Black Alumni and Deans Association
NATIONAL

WOMEN OF
DARTMOUTH













 **DAPAAA**
DARTMOUTH ASIAN PACIFIC AMERICAN ALUMNI ASSOCIATION



WOMEN OF
DARTMOUTH