

Student Connections

The outline described below constitutes a distilled series of three connecting points where it is proposed that the BYU Alumni Association Chapters (“BYU AAC”) may connect with students at various times during their BYU experience that will communicate to and show them that your Chapter and BYUAA want to develop a lifelong mutually beneficial relationship with each student as an alumnus:

1. Upon Acceptance to the University:

- a. Each student receives a letter from the Chapter (and is sent a link to the Chapter’s website) when first accepted to BYU explaining to the student that this is the beginning of what we hope will be a life time relationship with BYU. Tell them that they are part of the BYU family now, that while in school they are invited to Chapter activities whenever they are home, and that we look forward to our association throughout the years. This letter from the Chapter could help set an expectation that the new student’s experience with BYU will be much longer than just a 4-year on-campus relationship. It would communicate: “You are part of our BYU family now!” Then of course, put them on your email list and ensure that they are kept up to date on Chapter activities and events.

2. During Freshman Orientation and Initial Time on Campus:

- a. Ask your Chapter members to post you up on any trip they may make where they will be on Campus or in Provo. Invite them to take a student from your Chapter area to lunch, dinner or an event while they are there. Show interest in their studies and plans, and provide sage counsel and advice – be an ad hoc mentor. Follow-up with an email to the student encouraging them in their plans.

3. Upon Graduation or Leaving Campus as a Student:

- a. Upon graduation provide written information about our BYUAA chapters around the world and a challenge the graduates to get involved and build a bigger force for doing good. Invite them if they return to your Chapter area to be active in your Chapter, and if not encourage them to affiliate with a Chapter wherever they end up living/working or pursuing graduate studies.
- b. Give them an “electronic packet” (in a memory stick/thumb drive) of information that they can retain and refer back to on their computer, might include video clips of BYU events (like sports events – big game highlights) and links to BYU AA and Chapter websites.
- c. Work to establish connection with many who have attended BYU for some time but did not graduate. Many married young and did not continue. Some of these will finish through BYU Home Study. There is a big population of these non-graduates and they need to feel connected. They can be a great resource for BYUAA. Even though they did not graduate, we value the time they spent with us and hope they stay connected with BYU and participate actively in BYUAA. We should work to establish a connection with these former students. We email and write these students that “you spent time with us, we value that and we want you to be a part of our family-come join with us”