

Why RISE?

We need your help. The value of the BYU alumni network is measured by the connectedness of our community. The alumni board and the professional staff play an essential role as alumni connectors.

RISE is our process for identifying and connecting BYU alumni.

BYU Alumni Goal: To increase the number and quality of alumni connections.

BYU Alumni Mission: To extend the BYU experience beyond graduation and build lifelong relationships with alumni and friends.

Why RISE? To update records and strengthen our alumni network, to add to the Lord's storehouse, to harness our collective influence, to lift others, and to hasten the work.

Many of our alumni have moved or changed jobs and become disconnected. A RISE submission from a board member or a friend could be as simple as "a professional success" of a highly-connected alum (e.g., Robert T. Lee, 534 S. Main Street, Celebration, FL, Senior Vice President, Walt Disney World)

We seek inspiring stories of notable, influential, and highly-connected alumni. Many stories that we would share on the social networks are essentially reprints of existing news articles (e.g., Ziggy Ansah <http://www.thepostgame.com/blog/good-sports/201409/ziggy-ansah-detroit-lions-trombone-homeless-man-nfl-football-byu-ghana>). When we consider an original story for BYU Magazine, please know the staff will follow a standard screening process:

Fact checking (Verification)

Ecclesiastical endorsement

Interview alumnus/alumna

Note: If someone has a story that they consider private, please do not pressure the person for the story.

Sharing alumni stories is not a new concept (see example below). The most admired alumni brands are known for their notable, influential, and highly connected alumni.

UCLA Example - <http://alumni.ucla.edu/share/alumni-stories/default.aspx>

We are embarking on a bold initiative to strengthen the BYU Alumni brand. Our brand is our people. We are creating our narrative about BYU alumni and how they have gone forth to serve.

Action Required: *Share your stories* or an alumni update at <http://rise.byu.edu>

As stewards of the BYU Alumni brand, we have an obligation to increase the value of our network. The value of our network is measured by our connectedness and the collective influence of our alumni community. For this reason, the entire alumni team is focused ([Q2 Activity](#)) on creating quality connections and building social capital.

Submitting a story or update on RISE will help more BYU alumni get "connected for good."