2016 Chapter Conference

Brigham Young University
Alumni Association
Celebrate & Recognize

BYU ALUMNI
Donna Doll, Washington DC Chapter Chair
Celebration and Recognition

OBJECTIVE:

Recognize and celebrate the accomplishments of BYU alumni.

WHY?
Celebration and Recognition

**Objective:** Recognize and celebrate the accomplishments of alumni.

**WHY?**

Top GMs from Hilton explain importance of why we should take time to recognize each other.
Celebration and Recognition

Who?

Students
Students
Students
Celebration and Recognition

Who Else?
Celebration and Recognition

How?

Strategy to Recognize and Celebrate Alumni:

1. FIND and get to KNOW Alumni in your community
2. LEARN about the great things Alumni are doing.
3. Effectively SHARE the great things Alumni are doing.
4. RECOGNIZE, CELEBRATE, and THANK Alumni throughout the world.
5. RECOGNIZE and CELEBRATE Alumni when they visit campus and the Hinckley Center.
Celebration and Recognition
[Our MAIN Focus]

- Enhance existing channels
- Online outreach
- Personal outreach
- Gordon B. Hinckley Alumni and Visitors Center
Celebration and Recognition

1. Learn about the great things Alumni are doing.

Enhance existing channels
- Chapter Chairs and teams become celebration experts and enthusiasts.
- Online platforms
- Engage BYU Entities
  - BYU full-time alumni staff member will monitor and gather information from online platforms. Meet Kellie.
  - Send her information AT LEAST 1 x per month.

Kellie_Daniels@byu.edu
(801) 422-3605

Susquehanna Valley, PA Chapter

Fresno, CA Chapter
Celebration and Recognition

How?

Survey Feedback

- Facebook is the heavily preferred social media platform
- Chapters want to learn how to recruit and retain members
- Chapters want to be recognized
- Chapters feel overworked and want more local support
- Chapters want better data of who is in their area

Comments:

- Board meeting agendas
- How to get board members
- What resources are available to the chapters
- What are the resources BYU can give us
- How to help auxiliary groups, like Management Society, get going

What can the BYU Alumni Office do better to help support you and your chapter?

- Provide graphics designs
- Help with event planning
- Provide leadership training
- Provide budget information
- Provide contact information for the...
Celebration and Recognition

2. Effectively share the great things Alumni are doing

- Online outreach
  - “Alumni Good News” emails
  - Enhance Alumni website
  - More sharing on social media

- University Outreach
  - BYU Magazine
  - BYU Today
  - BYUtv
  - BYU Administration
Celebration and Recognition

3. Recognize, celebrate and thank Alumni throughout the world.

What BYU staff and Board will do:

• Personal Outreach
• Alumni Association Outreach
• University Outreach
Celebration and Recognition

4. Recognize and celebrate Alumni when they visit campus and the Hinckley Center.

- Gordon B. Hinckley Alumni and Visitors Center
  - Alumni Kiosk focus on Chapters
  - TV with photos of Alumni / music

- Special Events
  - Homecoming
  - Brand awareness

- Visitors to Colleges/Academic Departments
The Importance of Social Media & Celebrations

Some facts:

2015 Study by Deloitte an audit and consulting firm says people on average check their cell phones 46 times per day. The number varies depending on users’ age group. Those between the ages of 18 and 24 look at their phones most often, with an average of 74 checks per day. Americans in the 25-34 age bracket look at their devices 50 times per day, and those between 35 and 44 do so 35 times each day.

Most popular ways to celebrate using Social Media?

Facebook
Instagram

Stampin Up

Stampinup Susan Nygaard's million-dollar moment. Hundreds of employees gathered to congratulate Susan on reaching $1 million in sales and to enjoy some tasty treats. Congratulations, Susan!

em2thej I love that you throw a party for everyone that reaches this amazing milestone. Congratulations Susan!

southernstamper So happy for her! Such a sweet woman X

c missions So awesome! 😊
csmscrapbooker WOW!!!! Congrats! 🎉🎉🎉

Stampinjudie Congratulations Susan! An amazing accomplishment.

danishoughtfulcorner ❤❤❤ Congrats Susan! How exciting!

kismetbykrista Congrats Susan! 😊😊😊

Stampinwithcharlene Congrats!!!
lisabearnson Served and made breakfast for 800 BYU married students at the crack of dawn! (My hubby serves with these kids at church.) It was fun to see a sea of blue in honor of today’s big game against the University of Utah! Who are you rooting for? #byualumni #lisabearnson #joyinthrejourney

stephanieannashton Go BYU!!!❤️❤️❤️
tiffani Gooo Cougars!!
mamaeballantyne Rise and Shout!

amyroper Go Utes!!! ♥️♥️♥️♥️♥️
karibearr This is fantastic! You and Steve are always serving in one way or another! Let’s win Cougars!!!! B-Y-U 😍

amberallen316 ♥️♥️♥️♥️♥️
guitarheromom I’m tired just reading your post. You’re amazing! 😍

❤️ Add a comment...
Other ways to Celebrate or Recognize:

- Future Student at Student Event
Recognize one of your local Alumni by sending them a letter.

CONGRATULATION LETTER FOR PROMOTION

August 28, 2011

Mr A Krishna
Chief Engineer
EASTMAN ELECTRIC INC
30 Ardmore Boulevard
Pittsburgh PB 15522
USA

Dear Anurag,

I am sending you my warmest greetings and congratulations on your recent promotion to Chief Engineer of Eastman Electric Inc and would like to say that you fully deserve such success after such dedication to the firm.

I hope very much that your new duties will allow you to continue your variable contribution to Eastman Electric Inc. and wish you luck in this next adventure.

Very truly yours,

SIGNATURE

N K Babul
General Manager
Send a thank-you letter when someone does something GREAT!
Publicize your Events on your Social Media sites and send us an email with a link.

Dear Iron County BYU Alumni,

In case you didn’t receive our newsletter through the mail, here is an attached copy (NEWSLETTER). I think you will be pretty excited to see what is going on with our alumni chapter in the Cedar area. (And if you didn’t receive this in the mail, please update your address at alumni.byu.edu/update-your-info.)

Also, a few updates since we printed the newsletter:

The High School BYU Tour is on Sept. 21. Any Iron County high school student may attend. Details and registration paperwork are available through the high school seminaries, and there is a $10 charge for the bus. The students will receive a campus tour, as well as a tour of freshman housing.

The registration deadline is this Friday, Sept. 9. If you are interested in chaperonning, we can take one or two more adults. Please respond to ariselandshineforth@gmail.com.

Thanks to BYU Football for making our weekend so exciting! What a great season opener! It looks like the Cougars are in very good hands with Coach Staley, Ty Detmer, and our very own hometown hero Ed Lamb. If you want to join in the fun, one of our Alumni will be hosting a BYU Game-Watch Party on October 8, when the BYU will face off against Michigan State. Please RSVP to ariselandshineforth@gmail.com for address and details. Depending on interest, we may not be able to accommodate everyone who wants to attend, so please RSVP as soon as possible.

Please follow us on Facebook at Iron County BYU Alumni. This is a great way to stay informed on upcoming events. Even if you aren’t on Facebook, you can find our page at https://www.facebook.com/ironcountybyualumni/
Certificates
Vote for BYU Alumni Celebrations Hashtag

- #celebratebyu
- #Ycelebratealum
- #byuchaptercelebrations
- #youarethewhY
- #youaretheY
- #futurebyustudent
- #BYUstudentsrock

Always Use Hashtag #BYUAlumni
BYU Alumni Association-St. George Chapter

October 11, 2015

We had such a fun evening at our Student Gathering for Homecoming Weekend. I feel grateful knowing such amazing young people!
Here are some photos of the great tailgating party hosted by the Washington DC Chapter prior to the West Virginia game last Saturday. We didn’t love the outcome of the game but the party was a blast! It’s pretty funny that during the game at Fed Ex Field Stadium, their vendor Johnny Rockets ran out of MILKSHAKES before the 4th Quarter! That’s our BYU!
you are the why™
you are the why
2016 Chapter Conference

Brigham Young University
Alumni Association