

Engaging Alumni in New Ways

When it comes to fostering deep, lasting relationships with alumni, universities must turn to fast, accessible, and transactional experiences to increase and maintain engagement. Alumni, as graduates heading into careers or their respective fields, will likely become busier as they grow professionally and personally. With the natural passage of time, alumni will grow more distant from their alma mater that prepared them so well for their lives, reconnecting only

when they are looking to further their own education or that of their family. In an ever changing digital landscape, what tools and experiences can increase alumni engagement and activity, such as benefiting from affiliate offers, supporting with donations or on-campus involvement for recruiting or research projects? Make enrollment into continuing education a fast, 'one-click' experience.

Persona

Joe is a 32 year old lawyer from the University of Toronto (U of T), having done his undergrad at a small university in the maritime provinces. Joe greatly enjoyed his time at law school, staying very close to and often working alongside his fellow classmates. Joe is married and is father to a young daughter and son. Joe hopes at least one of his kids will study law so he can start a family-run law firm in Toronto. Joe is putting money aside for these purposes with his disposable income.



The Problem

Joe

Joe gets a monthly newsletter from the U of T law school, but doesn't have time to read it. He often feels like he's lost touch with many of his peers and a few of his favourite professors. Joe would contribute if asked, but would be annoyed getting long winded calls for donations.

University

The law school at U of T is experiencing less donors being engaged in fundraising efforts. Their alumni marketing channels are showing lower engagement rates and most newsletters get returned to sender.

Community

The legal community in Toronto sees a constant influx of recently graduated lawyers. Many are new to Canada and still getting themselves physically situated after finishing school. Law firms compete for the best talent with existing channels

The Solution

A digital identity-based mobile experience for empowering alumni after graduation while enabling the University Alumni Development office to maintain a constant channel of engagement. While at U of T, Joe became very fond of his on-campus mobile navigator, helping him enroll for classes, utilize a number of education-focused digital applications, take advantage of student-specific discounts online, and finally, share his transcript with law firms and the Canadian Bar Association to become a full-fledged lawyer. The key component of this application, Joe's digital U of T ID, can still be leveraged by numerous external vendors and partners. The ability to directly access affiliate partnerships U of T has worked so hard to forge with banks, insurance providers, and retailers are on offer to Joe through his Navigator

mobile app. These services can quickly verify Joe's alumni status through his U of T ID and enable quick access to these benefits. This is just one example of how the Navigator, empowered by Joe's digital U of T credential can follow him through many life milestones. Other examples could be moving (help applying for rentals and utilities management), applying for jobs (sharing transcripts or other certifications), growing his career (upgrading education through courses, networking with other alumni), purchasing his first car, finding a mortgage broker or getting pre-approved through a network of banks with great alumni rates, buying his first house, or setting up an RESP for his own kids so they can go to school.