



ALUMNI ASSOCIATION
STUDENT-ALUMNI PROGRAMS
ALUMNIASSOCIATION.AMERICAN.EDU
[@AMERICANUALUM](https://www.instagram.com/AMERICANUALUM)

A diverse group of young adults, including a Black man in the foreground and several others in the background, are smiling and posing for a photo outdoors. One woman in the background is making a peace sign. The background shows a city street with buildings.

Initiative AU Should Execute

“Words with Alumni” will further develop and broaden the already successful “Dinner with Alumni” brand by engaging more **undergraduates, graduates and alumni** in less formal, more frequent, **major-focused**, socially networked face-to-face and digitally integrated formats.

INITIATIVE BRANDING FORMAT BUDGET DIVERSITY






Branding & Digital Integrations

“Words with Alumni” will initiate a more personal, efficient and interactive visual experience for students and alumni on the AU Student-Alumni website page — i.e., up close and engaging photography, **Google Forms** and social networking integrations — i.e. **Facebook Events**, Twitter **#wordswithalumni**, **Everwall** — all of which will integrate easily into the newsletter...



INITIATIVE BRANDING FORMAT BUDGET DIVERSITY



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Format Readings, open-mics, happy hours, coffee clubs, breakfast meet and greets, whatever the students can dream up, we can support. The key is tapping into the students already burgeoning networks and empowering them to engage with their alumni in ways that are meaningful to them.

Frequency Monthly, perhaps weekly with student volunteers.

Locations Popular DC spots that cater to particular student majors, such as The Black Cat for writing and arts majors, and close to campus spots for accessibility, such as Kitty O'Sheas.

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Administrative Support & Budgeting

“Words with Alumni” injects multiple digital integrations through which AU undergraduates and graduates can **“Recommend Alumni.”** This portal segues into individual students hosting alumni they already know at a locale of choice. This budget savvy format utilizes student volunteers to help run individual events, while building organic interest amongst the active student body. It also provides empowering leadership opportunities. Students are already engaging in these events. Why not give them a bigger platform as part of the student-alumni programs.

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Diversity & Inclusion

“Responding to Hate — May 2017”

Would Ty Harris and his Alumni siblings be interested in holding another “Dinner with Alumni” or “Words with Alumni” event with a special focus on “Responding to Hate”? Perhaps, AUSG President Dumpson would like to partner/host as well.

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“Words with Alumni”+

“Words with Alumni” is certainly an appropriate event title for writing majors and alumni who are authors, poets, screenwriters, etc.; however, it need not merely be writing majors or alumni who are writers. The tag, “Words,” denotes simple and informal conversation within any major and professional group. “Words” is an accessible promotion tag, one that encourages expression, an initiative students will appreciate.

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A diverse group of young adults, including a Black man, a woman with curly hair, a man with a white unicorn horn headband, and a woman with long brown hair, are smiling and posing for a photo outdoors. The background shows a city street with buildings.

“Words with Alumni”

A Student-Alumni Program Proposal
by Rae Bryant

Created in Adobe InDesign

View Corresponding **Site Page**
Password: alumni!

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