

# Alumni Events Post Pandemic: What's Working?

NCICU Development Conference  
January 11, 2023

MEREDITH  
COLLEGE

GOING  
STRONG

# About Us

Sheryl Ximines, Director of Alumni Affairs and University Events, Saint Augustine's University

Bradley Taylor, Senior Director of Alumni Engagement, High Point University

Hilary Allen, Director of Alumnae Relations, Meredith College

Facilitated by: Scott Leighty, Assistant Dean of Development & Alumni Relations, Elon University

# What's working for alumni and alumnae events?

Events that didn't go well and events that went incredibly well.

Virtual, hybrid and in-person events.

Do alumni and alumnae still want to attend events?  
Do they want to return to campus for big gatherings or are smaller regional events working better?

Affinity events – segmented events for different constituents.

Where do we go moving forward?

# Meredith College: Fall 2022 Numbers

60 Total Number of Outreach Events

22 Virtual Events

12 Student Focused Events

Move in Day to Welcome Class of 2026, Bridge Program Social, Meredith Mentors, 1891 Club, FDOC, LDOC, Halloween Pop Up, Can Art.

14 Locations of Outreach Events

Burlington, N.C., Cary, N.C., Charleston, S.C., Charlotte, N.C., Chattanooga, Tn., Clinton, N.C., Durham, N.C., Fayetteville, N.C., Greensboro, N.C., Henderson, N.C., Kinston, N.C., Raleigh, N.C., Rocky Mount, N.C.

2,580 Event Attendees (counted at 36 events)

569 Back to School Packets

Sent to teachers, school administrators, guidance counselors, librarians, and more. This group of alumnae represents 21 states, 2 countries, and 47 different class years.

# High Point University

## Student Events

- Purple & White Night (August)
- HPU Founders' Day (September)
- Senior "Final Countdown" Kick-Off Event (September)
- Class of 2023 Campaign Events - 2 wine pairing dinners (September/December)
- TAG [Think About Giving] and Gratitude Week (November)

## HPU Connects [Regional Outreach Events], Summer 2022

- Total Events = 16
- Total Attendees = 643
- Locations: Boston, MA; Hartford, CT; New York, NY; Philadelphia, PA; Washington, D.C.; Raleigh, NC; Charlotte, NC; High Point, NC; Atlanta, GA; Tampa, FL; Orlando, FL; Jacksonville, FL; Dallas, TX; Denver, CO; Nashville, TN

## 2022 Homecoming

- November 2-4, 2022
- Total events = 21

# Saint Augustine's University

BACK BY POPULAR DEMAND

## RHAPSODY IN WHITE

A **JUNETEENTH** CELEBRATION

### Virtual Concert

**SATURDAY, JUNE 19, 2021 • 7 P.M.**  
 YOU CAN WATCH THE CONCERT ON THE FOLLOWING PLATFORMS:  
  /SAINTAUGUSTINESUNIVERSITY

FOR MORE INFORMATION, CALL 919.516.4343 OR EMAIL SXIMINES@ST-AUG.EDU.

**IT'S EASY TO GIVE:**

TEXT GIVE AND THE DONATION AMOUNT TO **919.373.6799** | GIVE ONLINE AT **GIVING.ST-AUG.EDU**

CHECKS (MADE TO SAINT AUGUSTINE'S UNIVERSITY) AND CASH DONATIONS ARE ALSO ACCEPTED.

**FEATURING:**



**MARCEL ANDERSON, '08**  
MENTOR | SPEAKER | ARTIST

**ROCHELLE RICE**  
SINGER | COMPOSER | CLINICIAN

**MARCUS ANDERSON**  
SAXOPHONIST | ARTIST | PERFORMER


**PETRINA BRYANT, '14**  
POET | SPOKEN WORD ARTIST

 SAINT AUGUSTINE'S UNIVERSITY  
*Transform. Excel. Lead.*



BACK BY POPULAR DEMAND

## RHAPSODY IN BLUE


### SALUTE TO OUR LEGACY IN HEALTHCARE



### Virtual Concert


**TUESDAY, JUNE 30, 2020 • 7 P.M.**  
 You can watch the concert on the following platforms:  
  /saintaugustinesuniversity

**FEATURING**



**KIRK WHALUM**  
GRAMMY-AWARD WINNING SAXOPHONIST

**& SPECIAL GUEST**




**BARBARA WEATHERS**  
FORMERLY WITH ATLANTIC STARR

FOR MORE INFORMATION, CALL 919.516.4343 OR EMAIL SXIMINES@ST-AUG.EDU.

**IT'S EASY TO GIVE:**

TEXT GIVE AND THE DONATION AMOUNT TO **919.373.6799** | GIVE ONLINE AT **GIVING.ST-AUG.EDU**

CHECKS (MADE TO SAINT AUGUSTINE'S UNIVERSITY) AND CASH DONATIONS ARE ALSO ACCEPTED.

 SAINT AUGUSTINE'S UNIVERSITY  
*Transform. Excel. Lead.*

# Questions?

MEREDITH  
COLLEGE

GOING  
STRONG