
How to Reach Who You Want to Reach

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Wake Forest University

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High Point University



How You Reach Alumni

Who is your audience?

- Alumni
- Family/Parents (Legacies)
- Students
- Donors



thankview

mongoose



What resonates with them?

- Campus news
- Health and safety
- Special events
- Impact to themselves (what is in it for me)
- Resources Available



Why Alumni Are an Important Audience

- Alumni are the past, present and future of your institution
- Increased engagement can lead to increased donor support
- Your alumni network is a valuable resource...
 - **Time** - Human resource of volunteers for campus engagement
 - **Talent** - lend their professional skills and life experience with students, faculty, staff and alumni
 - **Network** - thousands connected, both personally and professionally
 - **Invest** - donor support from annual giving to major gifts, and even planned giving
- Do you want to communicate the “message” or have the concourse of public opinion set the “message”?

WAYS TO ENGAGE

4 PILLARS OF ENGAGEMENT

OFFICE OF ALUMNI ENGAGEMENT

NETWORK

Join Your Online Community
Develop Career and Internship Pipelines
Attend Alumni Events

INVEST

Make an Annual Gift
Reunion Giving
League of Loyal Alumni

TIME

Volunteer Boards
Admissions Advocate
HPU Connects
Regional Community Leader

TALENT

Mentorship Programs
Club and Organization Speakers
Informational Interview Mentor

engage.highpoint.edu/alumni



Ways to Engage

WITH HIGH POINT UNIVERSITY

NETWORK



Join Your Online Community

Stay connected with your HPU Alumni family by creating an account within our online community at engage.highpoint.edu/alumni.



Develop Career and Internship Pipelines

The Office of Career and Professional Development encourages students to obtain internship experience, allowing them to explore career paths, gain valuable skills and learn about specific industries.



Follow us on Social Media

Stay connected with your alma mater on current events, HPU news and fellow alumni stories. Be sure to follow us on:

Facebook: [HighPointUAlumni](https://www.facebook.com/HighPointUAlumni)

Twitter and Instagram: [HPUAlum](https://twitter.com/HPUAlum)

LinkedIn: [High Point University Alumni](https://www.linkedin.com/company/High-Point-University-Alumni)



Attend Alumni Events

Throughout the year, the University hosts a variety of fun and convenient events for alumni to network and socialize with each other. Join us for Homecoming each fall and our regional HPU Connects events.



"I partner with the Office of Career and Professional Development to help provide one-on-one career guidance to current students because I understand the feeling of preparing for life after HPU and the need for a guiding hand to get started."

Christopher Stone '17

New York, NY
Young Alumni Council



INVEST



Make an Annual Gift

Gifts of any amount enable the University to continue providing more than \$65.5 million dollars in scholarship support for students each year, along with our innovative academic and student engagement programs.



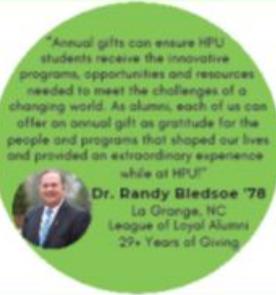
Reunion Giving

Celebrating a class milestone? All members of those celebrating reunions (i.e. 50th, 25th, 10th and 5th) are encouraged to honor their milestone occasion and support our alma mater.



League of Loyal Alumni

The League of Loyal Alumni recognizes, honors and celebrates alumni who invest in High Point University with an annual gift for three or more consecutive years. Gifts of any amount to any area of the University are counted towards membership in The League of Loyal Alumni and are recognized in the President's Circle Honor Roll of Donors. For more information, visit engage.highpoint.edu/TheLeague.



"Annual gifts can ensure HPU students receive the innovative programs, opportunities and resources needed to meet the challenges of a changing world. As alumni, each of us can offer an annual gift as gratitude for the people and programs that shaped our lives and provided an extraordinary experience while at HPU!"



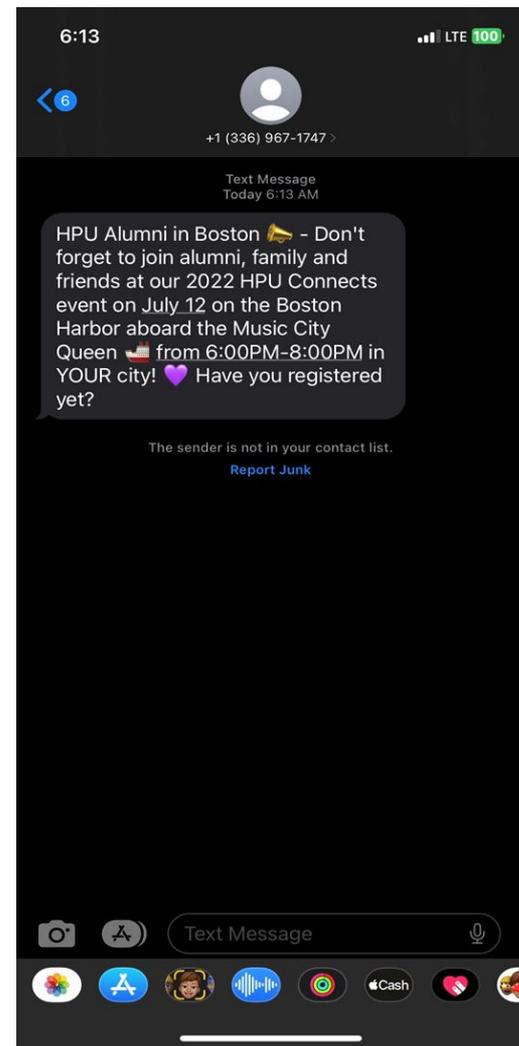
Dr. Randy Bledsoe '78

La Grange, NC
League of Loyal Alumni
29+ Years of Giving

ENGAGE.HIGHPOINT.EDU/ALUMNI

Communication Timelines

- Post-Pandemic landscape is different
- Our process:
 - Initial invite (3-4 weeks)
 - Reminder #1 (2-3 weeks)
 - Reminder #2 (1-2 weeks from event)
 - Last Chance (1 week, or 3 days before deadline)





High Point University
The Premier Life Skills University

WELCOME TO ALUMNIHOOD

Dear Bradley,

Congratulations on graduating from High Point University! It has almost months since May Commencement or more since December. We welcome the HPU Alumni Family and cannot wait to see the amazing accomplishments this next chapter of your life. You have joined an extraordinary community of 32,000 active alumni all around the globe.

The HPU Alumni Association is here to serve, connect and engage with you. We are a piece of advice for you to stay connected to your alma mater.

Explore our interactive PDF on how you can begin your active alumnihood today!

ALUMNIHOOD

- **Stay connected** with your HPU family and expand your alumni network by joining our online community at engage.highpoint.edu/alumni.
- **Get involved** with HPU by attending events both on campus and near you. Volunteer to plan your reunion, organize regional events and meet with prospective students.
- **Plan to attend Homecoming** on November 4-6, 2022. Find a schedule of events at engage.highpoint.edu/homecoming.
- **Support your alma mater** by volunteering your time, talent, network and gifts. Learn more by visiting engage.highpoint.edu/alumnihood/give.
- **Keep in contact** by following us on social media and joining our [LinkedIn Alumni group](#). Also, be sure to [update your contact information](#) so we can let you know about events, news and more. Contact us at alumni@highpoint.edu.

Again, congratulations and welcome to the High Point University Alumni Association!

Best regards,

Bradley G. Taylor

Bradley G. Taylor '13
Senior Director of Alumni Engagement
btaylor@highpoint.edu | 336-841-9548
Connect with me on [LinkedIn](#)

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The Alumni Association encourages you to be engaged members of the alumni family through our four pillars of engagement: Network, Time, Talent and Invest. In this edition of the Inside Look, you will find ways to engage by sharing your talent.

Mentorship Programs

Even though you may not have years of professional experience yet, you will have valuable insight on the hiring process and navigating the transition from college student to young professional. You have the ability to speak with students about your job search, interview questions and tips, and the on-boarding process. There are many mentorship programs at HPU that you can become involved with as a valuable mentor. Look below for some of the programs available to students where you can click to volunteer today!



BECOME A MENTOR



FALL FAMILY WEEKEND

September 23-25, 2022

- Campus Tours
- Culp Planetarium Shows
- Family Movies
- President's Update
- 5K Run/Walk
- So Much More!

HIGH POINT UNIVERSITY
The Premier Life Skills University

Office of Institutional Advancement – Family Engagement
One University Parkway, Drawer 29
High Point, NC 27268 USA

Join us this summer in these special locations to mix, mingle and network with your HPU family around the country.



ATLANTA • BALTIMORE • BOSTON
CHARLOTTE • CONNECTICUT • DALLAS
DENVER • JACKSONVILLE
NASHVILLE • NEW YORK CITY
PHILADELPHIA • PIEDMONT TRIAD
RALEIGH • WASHINGTON, D.C.



engage.highpoint.edu/connects

2022 HPU CONNECTS

COME JOIN US AT THE LOCATION NEAREST YOU!

Tuesday, June 14, 2022 High Point, NC	Monday, July 18, 2022 Tampa, FL
Wednesday, June 15, 2022 Denver, CO	Tuesday, July 19, 2022 Orlando, FL
Thursday, June 23, 2022 Raleigh, NC	Wednesday, July 20, 2022 Jacksonville, FL
Tuesday, June 28, 2022 Dallas, TX	Thursday, July 28, 2022 Nashville, TN
Thursday, June 30, 2022 Atlanta, GA	Tuesday, August 2, 2022 Charlotte, NC
Tuesday, July 12, 2022 Boston, MA	Tuesday, August 9, 2022 Philadelphia, PA
Wednesday, July 13, 2022 Hartford, CT	Thursday, August 11, 2022 Washington, D.C.
Thursday, July 14, 2022 New York, NY	




HIGH POINT UNIVERSITY
The Premier Life Skills University

Register today at engage.highpoint.edu/connects



2022 HPU CONNECTS SUMMER SERIES

Thursday, August 11, 2022 | 6:00PM
Sfoglina
1100 Wilson Boulevard, Arlington, VA

Bradley,

In just ONE WEEK, HPU will be traveling to you!

Don't miss out on this great opportunity to expanding your connections in Washington, D.C. and Northern Virginia! Join fellow alumni, family and friends for our 2022 HPU Connects event on August 11. Meet us at Sfoglina from 6:00PM-8:00PM to mix, mingle and network with the HPU family in YOUR city!



REGISTER NOW

Your registration fee includes a \$10 donation to support HPU student scholarships. Thank you for your continued support.

For questions or additional information, please contact us at 336-841-9548 or engage@highpoint.edu.

If you don't live in the Washington, D.C. or Northern Virginia areas, please contact us to update your information.

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High Point University
One University Parkway, High Point, NC 27268
Phone: 336.841.9548 | engage@highpoint.edu

It's easy to [update your Email Preferences](#). Be sure to add engage@highpoint.edu to your address book or safe senders list so our emails get to your inbox. You may also review our [Privacy Policy](#).

High Point University Alumni
November 7, 2022 · 🌐

We loved having all of our alumni join us back home at HPU for our 2022 Homecoming Celebration! 💜 Don't forget to tag us in your photos from this weekend, and safe travels back home! 🏠 #hpu365 #hpu #hpuhomecoming2022

High Point University Alumni
July 12, 2022 · 🌐

A huge shout out to the HPU Connects Boston network of alumni, parents, and students for showing up this evening!!! Great attendance on the Music City Queen (Mass Bay Tours) for this sunset cruise on the Boston Harbor while we celebrated all things HPU! #HPU365 #HPUAlum #HPUParents

High Point University Alumni
September 12, 2022 · 🌐

Register TODAY to attend Homecoming 2022 at High Point University on November 4-6, 2022! Be sure to invite all your HPU classmates and family to join this outstanding weekend full of events for the entire family. Celebrate at our Alumni Awards Ceremony, enjoy our Panther Tailgate and Oktoberfest, cheer our Men's basketball team in their season opener and so much more! Click the link below to register.

<https://engage.highpoint.edu/homecoming/registration>

High Point University Alumni
July 29, 2022 · 🌐

HPU Alumni in Washington, D.C. and Northern Virginia. Come mix, mingle and network with the HPU alumni, family and friends in YOUR city! Meet us at Sfoglina from 6:00 PM - 8:00 PM on August 11, 2022. Invite others to join you at this special event. #HPU365 #HPUConnects #HPUAlum

Use this link to register TODAY: <http://engage.highpoint.edu/Connects/WashingtonDC>

YOU'RE INVITED TO JOIN THE
**2022 HPU CONNECTS
SUMMER SERIES**

Thursday, August 11, 2022 | 6:00PM
Sfoglina
1100 Wilson Boulevard, Arlington, VA
Register at
engage.highpoint.edu/connects



HIGH POINT UNIVERSITY
THE PREMIER LIFE SKILLS UNIVERSITY

FIND YOUR WAY BACK HOME!
REGISTRATION NOW OPEN!

[ENGAGEHIGHPOINTEDU/HOMECOMING](https://engage.highpoint.edu/homecoming)
HOMECOMING NOVEMBER 4-6



SENIOR WINE PAIRING DINNER AT 1924 PRIME

Tuesday, December 6

Seatings at
5:00/5:15pm & 7:15/7:30pm

100 Person Limited Capacity



Bradley,

Join your classmates for the Senior Exclusive Wine Pairing Dinner at 1924 Prime on December 6. During this dining experience, you will learn from a sommelier about the different types of wines, how to pair them with various dishes and best practices for proper wine etiquette.

As a benefit of your participation in the Class of 2023 Campaign with a recurring gift of \$20.23, you are eligible to register and secure your spot for this event. Deadline to claim a spot is this Sunday, December 4 at midnight. There are only 100 seats available at this exclusive event, and seats are filling up fast.

[REGISTER NOW](#)

Be sure to save a Magic Meal* for this special event! If you have any questions, simply reply to this email.

Sincerely,

Bradley Taylor '13
Senior Director of Alumni Engagement

**Disclaimer: Only one Magic Meal is allotted per week to dine at 1924 Prime or Alo.*

This invitation is non-transferable and only intended for the campaign donor.

Takeaways

- Good and clean data
- Don't try to communicate to everyone all the time
- Use the power of segmentation
- Rule of 3
 - 3 platforms
 - 3 times
 - 3 design elements

How You Reach Parents and Families

Capturing families' email addresses is essential

Push out information (don't wait for them to come to your website)

- Our recent survey found 57.16% of respondents only visit parents.wfu.edu a few times a year or never; only 10.23% visit daily or at least once a week

In house solution via comms team, or vendors with “parent portals” - Campus ESP

Social media - for emotional pull

Video/Zoom - to introduce key people, or to share critical processes

Why Families Are an Important Audience

Schools and families share the same goal: the success of the student

You can help shape desired college parenting behavior by letting families know the school's expectations

If your school is not directly communicating with families, their perception of the school could be formed solely through what their student tells them

Happy families can lead to increased donations, increased positive word of mouth, enrollment referrals

What Resonates with Families

Incoming families have highest information needs

Families want due dates/deadlines/action items pushed to them

How/where to get help for their student

Campus safety/security

“Five senses” type info: what are their students seeing? hearing? feeling?

Photos and videos of campus

First person narratives can establish trust and transparency

Examples of Family Communications

Opt-in blog: dailydeac.wfu.edu

Emailed each weekday at 5 pm

Covers news, due dates, advice for families, events, and more

First-person voice, signed by author

Friday Wrap Up

January 6, 2023

by **Betsy Chapman, Ph.D. ('92, MA '94)**

In this Issue: upcoming deadlines; students should not return if actively ill and COVID test encouraged; Spring 2023 hours of service; weather-related student travel delays; reminder of how we communicate closings or delays; wishing your students safe travels!

Happy Friday, Deac families! As we close out this first week of the new year and your Deacs prepare to return to campus, here are a few logistical things to consider.

Upcoming dates and deadlines

- **January 7 – Residence halls open at 9 a.m. for all students**
- **January 8 Tuition Insurance** – if you want to enroll in the [Dewar Tuition Refund Plan](#) for spring 2023, you will need to do that quickly: you can **sign up** for this plan until **January 8**. This low-cost plan helps to minimize the financial loss when a student withdraws due to accident or illness.

If your Deac is actively ill, they should not return to campus; COVID test encouraged

Recent Posts

[Meet A Deac](#)

January 9, 2023

[Friday Wrap Up](#)

January 6, 2023

[Things Students Might Experience on their Return](#)

January 5, 2023

Archives

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Examples of Family Communications

E-newsletter - pushed out monthly to all families via email

WAKEPARENTS & FAMILIES

E-newsletter from the Office of Family Engagement



Happy July, Deac families! We are eagerly preparing for the arrival of the Class of 2026 on campus in August, and the return of all our upperclass students too.

[Family Weekend registration](#) will go live on **Wednesday, August 3 at 10 a.m.** Mark your calendars now and plan to log in when it opens. There are events that can — and do — sell out, so please act promptly to secure tickets to events that are important to you.

As a reminder, **Family Weekend** is October 7-9; you can [purchase tickets to the WF-Army football game on October 8th via Athletics](#). Game time will likely be announced 10 days before the game due to television scheduling. Students can get a free ticket to sit in the students' football section with their WFU ID. *If your student wants to sit with you, you will need to purchase a ticket for your student.*

Hope you and your family are having a wonderful summer. Go Deacs!

Go Deacs!

Betsy Chapman, Ph.D. ('92, MA '94)
Executive Director of Family Communications

Upcoming Dates and Deadlines*

Dec. 16

Students will be able to see their final grades for the fall semester

Jan. 7

[Residence halls open at 9 a.m.](#)

Jan. 9*

First Day of Classes (FDOC)

Jan. 16*

MLK holiday (no classes)

* From the [Academic Services calendar](#), which lists key academic dates

Academics

From the [Office of Academic Advising \(OAA\)](#):

- The last day of class for the Fall 2022 semester was Friday, Dec. 2. Final exams ended on Saturday, Dec. 10. Undergraduate faculty must report all fall semester grades to the Office of the University Registrar by noon on Dec. 15. Undergraduate students can expect to view their fall semester final grades on Friday, Dec. 16.
- In-person classes will resume for the Spring 2023 semester on **Monday, January 9**.
- **Students who plan to be part-time for the Spring 2023 semester** should review the part-time status information on our [website](#) and fill out the online request form as soon as possible. Academic counselors in the Office of Academic Advising are reaching out to students who are enrolled in fewer than 12 credit hours for the upcoming Spring 2023 semester in an effort to assist them in finding classes that work for their schedule and academic goals.
- Please note that the **Office of Academic Advising will be closed starting Wednesday, Dec. 22 and will reopen on Tuesday, Jan. 3.**

From [Summer Session](#): While many of you are finalizing your holiday menus and travel plans, we at Wake Forest are already hard at work planning for **summer 2023**. The [Summer Session website](#) has been updated with all of the information your student needs to begin considering how Summer Session might benefit them. Registration for summer 2023 will open on March 13, leaving plenty of time for your student to peruse our course list and identify classes that will meet their individual needs. As they consider our offerings, students can contact us <http://summer.college.wfu.edu/contact/> with any questions that will help them prepare.

Examples of Family Communications

Statement of how you work with families

Family Communications: Guidelines and Philosophy

Wake Forest believes parents and family members can be our best partners in ensuring their students' success. We recognize that parents and families are important sources of support and care.



We seek to engage parents and families in ways that are developmentally appropriate and allow students to make independent decisions as they enter adulthood. We believe in creating an environment where students are given the freedom and autonomy to solve their own problems, experience struggle, difficulty, and even failure. These experiences will help students develop problem-solving skills and the resilience they need to be independent, successful adults. We also know that there may be times when it is both

Wake Forest believes students should:

- Be encouraged to make their own decisions about their Wake Forest experience – whether that is selection of classes, choice of a major, which co-curricular activities they are involved in, and/or how they manage their time, finances, and personal wellbeing.
- Learn how to advocate for themselves and create positive relationships with different departments and helping resources on campus (such as housing, financial services, parking, academic advising, etc.). We believe students should be the first point of contact in working with campus offices when they need assistance.
- Be afforded the privacy that is granted to them under FERPA (the Family Educational Rights and Privacy Act). In accordance with FERPA, University employees are generally not permitted to share information about the student's academic performance or other information regarding the student with parents or family members without the student's permission.
 - [More information on FERPA](#)

Regular, ongoing communication with parents and families	+
Serious crime on or near campus, and/or emergency situation or significant weather alert	+
Serious crime or threat to students in a study abroad/away program	+
Communicable diseases	+
Serious illness or accident involving your student	+
Drug or alcohol incidents involving your student	+
Serious mental health or wellbeing issue involving your student	+
Student (or other member of the campus community)	+
Sorority chapter or student organization issues	+
to events	+

Takeaways

Use “parents and families” or “families” instead of “parents” in communications

If you don't have a defined statement of how your school works with families, and when you will communicate with families, consider creating one

Push communications out to families (vs relying on them to come to the web)

Find a balance between practical, tactical information and the five senses in family communications

Questions and Discussion

Contact Information

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chapmaea@wfu.edu

Bradley Taylor, Senior Director of Alumni Engagement
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