

# Four Questions About You and Your Alumni Relations Office

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# Common Causes: Alumni Relations and Government Relations

- Our common purpose: promoting and protecting the university's quality, value, and reputation.
- Our common interests: pursuing and protecting the university's relationships, resources, relevancy, and results.
- Ongoing collaboration and coordination is mutually beneficial.

# Q 1: Does your alumni office have a formal advocacy program?

- Advocacy should be a pillar of your alumni office's mission and structure.
- Your alumni office should have an advocacy webpage that provides top-level priorities, talking points, and links to relevant advocacy resources.
- Urge your alumni office to create a formal alumni ambassador program that includes advocacy training to engage alumni in advancing key relationships and your legislative agenda.
- Non-negotiable: Though branded as an alumni activity, *all* aspects of the advocacy program must be coordinated and approved by you in advance of any action.



ADVOCATE FOR UT

- Advocate for UT
- Action Center
- Become a UT Advocate
- Advocacy Priorities & Resources
- UT
- UT Advocates Mentor Program
- UT Legislators
- Be a Friend About UT Advocates
- Briefing Room
- Longhorns on the Hill
- Legislative Day & Maroon Legislative Day
- Legislative Day & Maroon Legislative Day
- Up



The Texas Exes and the UT Advocates work to organize, inform, and mobilize alumni and friends of the University of Texas at Austin. We strive to create a culture in which the power we have as individual citizens and alumni can be multiplied through collective effort to benefit the university we all support.

As UT Advocates, we are working to stay well-informed on the issues that UT-Austin is facing in the public arena, and to prepare ourselves to take action in support of the university when called upon. We stand united to keep the University of Texas at Austin a university of the first class.

ACTION CENTER

Take action on behalf of the University of Texas at Austin.

[MAKE YOUR VOICE HEARD](#)

BECOME A UT ADVOCATE



Vote Burnt Orange and become a UT Advocate.

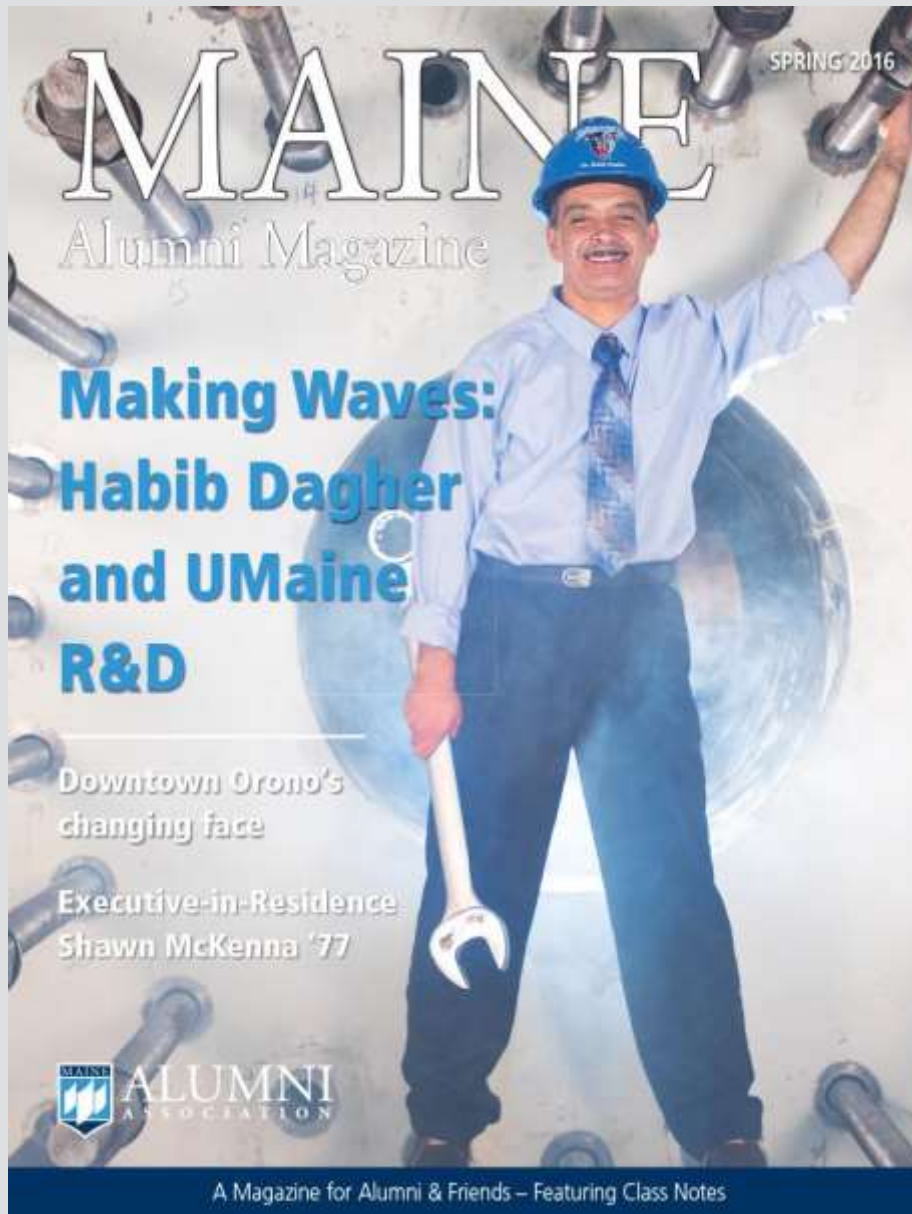
[SIGN UP](#)

TEXAS EXES SPEAK UP IN D.C. FOR LONGHORNS ON THE HILL

Example:  
UT-Austin's  
alumni advocacy  
program

## Q 2: Does your alumni office seek your advice on content for its print and digital communications?

- Utilize alumni communications platforms to raise awareness and interest regarding your legislative priorities before you roll out your agenda.
- Set the stage with feature stories and people profiles that are relevant to your forthcoming agenda.
- Re-purpose the material for use and distribution to advocates, third-party influencers, and policy makers.
- Post-election, make sure that an upcoming edition of your alumni magazine includes the names, class years, and headshots of alumni serving in the new legislature. Governor's Cabinet, too.



- Example: A Spring 2016 cover story celebrating the success of state-funded university R&D and economic development. Future funding comes up for renewal in 2017.

# Q 3: Does your alumni office help identify potential alumni and third-party advocates?

- Provide it with list of elected and appointed public officials (legislative and executive branches) to cross-reference with alumni and donor database.
- Work with alumni office to cross-reference alumni and donor databases with candidate donors.
- Identify alumni and donors within each legislative district for future engagement and advocacy opportunities.

Example:  
Missouri's alumni  
association  
provides profiles  
and links to its  
alumni serving in  
the State  
Legislature.

The screenshot shows a web browser window with several tabs open, including 'maine.portal', 'Seprone', 'ADG', 'Apple', 'iCloud', 'Facebook', 'Twitter', 'wikipedia', and 'Yahoo!'. The main content area is divided into three columns. The left column is titled 'Missouri Senate' and lists several legislators with their names, district numbers, and degrees. The middle column features a large image of the Missouri State Capitol building. The right column is titled 'Missouri House of Representatives' and lists several legislators with their names, district numbers, and degrees. A yellow 'TOP' button is located in the bottom right corner of the page.

| Legislator           | District | Degree  |
|----------------------|----------|---|
| Jason Holsman        | D-7      | Attended MU                                   |
| Shalonn (Kiki) Curls | D-9      | Attended MU                                   |
| Jeannie Riddle       | R-10     | Teaching Certificate                          |
| Dan Hegeman          | R-12     | BS, Agriculture                               |
| Dan Brown            | R-16     | Doctor of Veterinary Medicine                 |
| Brian Munzlinger     | R-18     | BS, Agriculture, Teaching Certificate         |
| Kurt Schaefer        | R-19     | BA, Geography                                 |
| David Pearce         | R-21     |   |
| Nate Walker          | R-3      | BS, Agricultural Journalism; MS               |
| James Neely          | R-8      | BS, Business                                  |
| Noel Shull           | R-16     | BS, Business                                  |
| Joe Don McGaugh      | R-39     | BS, Agricultural Economics                    |
| Bart Korman          | R-42     | BS, Agriculture; BS, Agricultural Engineering |
| Jay Houghton         | R-43     | JD  |
| Caleb Rowden         | R-44     | Attended MU                                   |



# Q 4: Does your alumni office demonstrate its relevancy as an advocacy organization?

- To policy makers, *you* are the voice of the university administration. *The alumni office* is the voice of tens of thousands of graduates—graduates who are also voters, taxpayers, and influencers.
- The alumni office should introduce itself to candidates well before the election let candidates know the number of alumni in each district. (Remind the winners after they take office!)
- Utilize your alumni office as The Great Convener —i.e., the host of off-campus receptions and presentations at which alumni, university reps, and policy makers can connect.



Example: LSU Day at State Capitol.



# Alumni Offices And Advocacy

- Encourage your alumni board to maintain a standing advocacy committee.
- Work with the alumni office to establish advocacy fellowships to prepare and reward alumni and friends who want to get more deeply involved.
- Encourage the alumni office to annually give a special alumni award to an alumnus/a within the legislature who has been especially dedicated and effective advocating for the university's interests.
- Weigh the pros and cons of having the alumni association maintain a PAC to fund non-partisan public awareness-raising efforts to promote the importance of the university during election season and when university issues are on the referendum ballot.

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