

# Three steps toward alumni engagement

2020



# Ensuring success for engaging your alumni

Alumni engagement is a must for any organization.  
They are the most effective supporters and advocates.



## Program objective

Develop a robust program to engage with lawyers and alumni to build lasting and trusting relationships and to use these relationships to create opportunities for the firm.

## Two-prong approach

The alumni experience and the relationship building starts when employees are recruited. Having a robust in-house experience will make supportive alumni.

## Approach

### Step 1: Development and evaluation

- Identify the right project team
- Identify program objectives and build preliminary scope
- Evaluate existing tools, resources, processes, potentials risks, budget
- Gather requirements

### Step 2: Analysis and planning

- Analyze data
- Finalize scope, budget
- Prepare plan and set up milestones
- Develop communications plan

### Step 3: Implementation

- Rollout all or agreed on elements of the program
- Promote internally and externally

Developing your alumni program is three steps away from building those strong relationships that will help you respond to today's challenges and create opportunities for growth.



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