

# JAMES MADISON UNIVERSITY TASK FORCE ON RACIAL EQUITY

## ALUMNI ENGAGEMENT

### WORKING GROUP MEMBERS:

Trent Bosley - Alumnus ('07), Transportation Security Administration  
Aria Carr - Alumna ('07), Black Alumni Chapter  
Michael Humphrise - Alumnus ('90), Past President, Black Alumni Chapter  
Nick McCaslin - Alumnus ('20), CACI International, Inc.  
Johana Melendez - Student ('21), Health Science  
Derek E. Steele - Alumnus ('84), JMU Alumni Association Board of Directors

### WORKING GROUP CO-CHAMPION

Paula Bowens, [paulabowens@yahoo.com](mailto:paulabowens@yahoo.com)

**RECOMMENDATION TITLE:** JMU Connecting with Alumni

**PROBLEM STATEMENT/ISSUE:** Alumni feel JMU only reaches out when fundraising is involved and doesn't feel connected. However, alumni love the experiences while attending and their lifelong friendships.

### RECOMMENDATION:

Develop strategies to increase engagement and active involvement with JMU.

- ◇ Develop a strategy for recent graduates
  - Start outreach to young alumni when their affinity for JMU is still proximate.
  - Create a streamlined process where graduating students self-report their non-JMU affiliated email addresses with the institution to ensure a better probability of accurate contact information for young alumni.
- ◇ Develop strategies to re-engage alumni of all ages and stages
  - Create a wide variety of topics to engage a larger diverse population of alumni. Samples programs that have worked in the past:
    - ◆ B(l)ack in the Days (engages with university)
    - ◆ Small Business Owners (engages with alumni)
    - ◆ Homecoming (alumni)
    - ◆ BAC Mahogany Networking (engages with students)
  - Implement and promote more alumni affinity chapter programs centered around race and ethnicity (e.g. Black Alumni Chapter and Latino Alumni Network)
  - Regularly encourage Alumni to "Update their Contact Info" with the university through messaging in JMU email, paper mailings, and on social media. Attach incentives (e.g. raffle prizes) to alumni who participate.

## WORKING GROUP LEADERSHIP



Mike Davis,  
Leadership Council



Carrie Combs,  
Leadership Council



Paula Bowens  
Working Group Co-Chair



Conor Webb,  
Working Group Co-Chair

## Alumni Engagement—JMU Connecting with Alumni

### RECOMMENDATION CONTINUES...

- Develop an annual program where JMU Groups/Departments engage with Alumni to share proposed or current programs and activities in their areas.
  - ◇ Define the needs of the department
  - ◇ Present the collaborative opportunities available for alumni to make an impact (e.g. Madison Trust)

### RATIONALE :

Remind the University that they have a built-in community that would be willing to advocate if they find ways to increase communication to alumni to include programs and networking opportunities connecting them to the campus.

### SUCCESS:

- Improvement in communication methods will increase participation with new alumni volunteering to be on boards and affinity/chapters
- Increase in scholarship funds and university campaign support
- Alumni coming back to campus giving of their time in the form of mentoring current students
- Increased engagement from multicultural alumni communities