

**President's Fall Retreat**  
Gustavus Adolphus College  
Tuesday, August 8, 2017

**Co-Facilitators:** Kent Stanley and Ramon Pinero

**Table Topic Title & Table #:** A New Mouse Trap: Better Cheese Table #6

**Key Discussion Points:**

- We talked about the new Alumni Engagement model “8.5 Ways to Engage”. Since Kent’s arrival to the university we researched a list of ten institutions similar to Minnesota State Mankato throughout the nation. We learned that many institutions are still trying to figure out what the right model should be. Others simply were unsure on what their focus should be and how to measure their success. Many of them are still searching the right answer to help increase alumni engagement.
- The new 8.5 ways to engage model is for the entire division of Advancement. It’s giving the division a vision with a purpose that focusses on engaging alumni and friends of the university in ways that are meaningful to them. How do we do this? We do it by meeting one Maverick at the time. The upside of doing it this way is we are building relationships one by one. This would provide us with better information and stories from more alumni. It will grow and make stronger the pool of candidates needed to join the 34+ boards and advisory councils the university offers.
- The new alumni engagement model will allow 1,000 new discovery visits per year. The number of visits will be managed between Alumni Relations, Development Officers, and Annual Giving departments. At times, alumni find it challenging to visit campus. Therefore, the plan behind this model is to go visit alumni at a convenient location of their choice.
- A suggestion brought up in group conversation was how can we get more university folks to help with this new engagement model. Anytime alumni visit campus Advancement should be on the know. This will help with collecting information and funneling alumni to one location. It will help with tracking alumni better than we have done before.

A second engagement strategy discussed was the need to plant a university flag in the twin cities. Since there are over 65,000 alumni in the metro area alone, we are starting a new series of breakfasts in the cities events this fall 2017. These events will be downtown Minneapolis where the university faculty will be the spotlight