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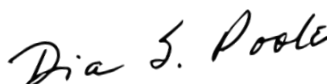
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**Date:** June 30, 2017

**To:** Chancellor Timothy P. White, Vice Chancellors

**From:** Dia S. Poole, President, CSU Alumni Council



**Re:** Alumni Commitment to Graduation Initiative 2025

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I am pleased to share with you the toolkit that the CSU Alumni Council developed to assist campus alumni associations in actively supporting the success of Graduation Initiative 2025.

In partnership with our colleagues in Academic & Student Affairs at the Chancellor's Office, we focused the Alumni Council's spring 2017 meeting on two key areas where alumni can support student success: **career preparation and basic needs**.

Alumni Council members developed a number of programmatic ideas that include small changes to existing programs, new program ideas that can be scaled over time, and transformational ideas. These ideas are catalogued in the attached toolkit which is also available on CSYou at <https://csyou.calstate.edu/groups/alumni/SitePages/Toolkit.aspx>.

As each campus has distinct plans for achieving their Graduation Initiative 2025 goals, this toolkit is not meant to be prescriptive. Rather, it is designed to highlight ideas campus alumni associations may draw upon to help their own campus meet their Graduation Initiative 2025 goals while simultaneously creating meaningful engagement opportunities for alumni. The toolkit is designed to be a living document where alumni associations can share their outcomes for the benefit of their counterparts.

Supporting Graduation Initiative 2025 has been a highlight of my two terms as president of the CSU Alumni Council. As my final term concludes and President-elect Manolo Morales begins his leadership of the Council, I know that the desire for alumni to be meaningful partners in student success will continue to grow.

**CSU Campuses**

Bakersfield  
Channel Islands  
Chico  
Dominguez Hills  
East Bay

Fresno  
Fullerton  
Humboldt  
Long Beach  
Los Angeles  
Maritime Academy

Monterey Bay  
Northridge  
Pomona  
Sacramento  
San Bernardino  
San Diego

San Francisco  
San José  
San Luis Obispo  
San Marcos  
Sonoma  
Stanislaus

If you have questions, please contact me using the information above, Aaron Moore at [amoore@calstate.edu](mailto:amoore@calstate.edu) or Shefali Mistry at [smistry@calstate.edu](mailto:smistry@calstate.edu).

Attachments:

CSU Alumni Council Resolution: Alumni Support of Graduation Initiative 2025  
Alumni Relations Toolkit to Support Graduation Initiative 2025

c: CSU Alumni Council

Dr. James Minor, Senior Strategist, Academic Success & Inclusive Excellence

Jeff Gold, Assistant Vice Chancellor, Student Success Initiatives, Research & Innovation

Lori A. Redfearn, Assistant Vice Chancellor, Systemwide Advancement

Maryann Jackmon, Senior Director, External Relations

Dr. Sabrina Sanders, Director, Student Affairs Projects & Initiatives

## RESOLUTION

### Alumni Support of Graduation Initiative 2025

**Whereas**, the California State University has embarked on Graduation Initiative 2025 to raise graduation rates and eliminate the achievement gap; and

**Whereas**, the 3.3 million alumni of the California State University represent the largest constituency of the university community; and,

**Whereas**, alumni have a vested interest in, and responsibility to, the current and future generations of California State University students; and,

**Whereas**, the systemwide goal is to more than double the four-year graduation rate for freshmen from 19% to 40% and raise the six-year freshmen graduation rate from 57% to 70%; and

**Whereas**, the systemwide goal for transfer students is a two-year graduation rate raised from 31% to 45% and a four-year graduation rate raised from 73% to 85%; and

**Whereas**, the Board of Trustees has directed that the achievement gap between traditionally underserved students and non-underserved students be eliminated; and

**Whereas**, achieving these goals will require full participation by the entire California State University community; and,

**Whereas**, achieving these goals will produce an additional 500,000 alumni of the California State University; and,

**Whereas**, campus alumni associations desire to create meaningful volunteer and engagement opportunities for our alumni to remain connected to their campus; and,

**Whereas**, the California State University Alumni Council is the representative systemwide voice of the 23 campus alumni associations and alumni at-large; now,

**Therefore be it resolved**, the California State University Alumni Council, Inc. commits itself to involve alumni in meaningful ways to support the goals of Graduation Initiative 2025; and be it further

**Resolved**, that the Executive Committee of the California State University Alumni Council produce a toolkit within sixty days that showcases best practices campus alumni associations may draw upon to help their own campus meet their Graduation Initiative 2025 goals.

*Dia S. Poole*

Dia S. Poole  
President

*Adopted by the Board of Directors on March 25, 2017.*

**Alumni Relations Toolkit to Support Graduation Initiative 2025**

Idea	Impact	Resources	Time	Horizon	Area	Category	Best Practice Campus	Best Practice Description/Link to More Info
Alumni Association commits to 10 paid "alumni internships" per year. These are internships offered by alumni to students. They could be marketed as a very special opportunity among available internships. Career Services manages the internship process while Alumni Relations recruits the alumni.	High	Time	High	Medium	Career development	Internships		
Ensure that Career Services has a seat at the table in alumni programming conversations. Conversely, ensure that Alumni Relations is involved in Career Services discussions. The goal is for both areas to find where their resources could lend success to a programmatic effort.	High	Time	Low	Short	Career development	Campus Partnerships	Fresno	Career Council made up of key institutional stakeholders
Partner with Career Services to ensure the process of posting job and internship opportunities from alumni is easy and seamless. Standardize the process and eliminate internal redundancies to make alumni employers into institutional partners. Remind alumni in communications to share jobs (i.e. in alumni e-newsletter). If there is a cost to post jobs, could Alumni Association members do so for free as a membership benefit?	Medium	Time	Medium	Medium	Career development	Campus Partnerships		
If your campus has strong academic programs related to certain industries, work to recruit alumni to be part of a campus industry advisory group. For high-level leaders, recommend them to the Chancellor's Office to join the systemwide industry advisory groups for entertainment and hospitality.	Medium	Time, Money	Medium	Long	Career development	Industry partnerships		
Partner with a college or department to recruit alumni who are entrepreneurs or venture capitalists to partner with selected students to help them develop their ideas.	High	Time, Money	Medium	Long	Career development	Industry partnerships	San Luis Obispo	HotHouse, Cal Poly Center for Innovation & Entrepreneurship
Provide Career Services with a ribbon or sticker to identify alumni who participate in career fairs. The Alumni Council could consider providing a "Made in the CSU" ribbon or sticker so alumni of any CSU could be identified at any campus' career fair.	Medium	Money	Low	Short	Career development	Industry partnerships		
Work with Career Services to determine student need for affordable housing options during internships. Some students are declining internships because they can't get housing for the summer in the internship location (price, landlords don't want to do short-term rental, deposit amount, no co-signers). Could there be an alumni program where alumni offer rooms at reduced rate or complimentary for the length of the internship? Perhaps this is a systemwide program to help match students and alumni from any campus with each other.	High	Time, Money	High	Long	Career development	Campus Partnerships		
Work with Career Services to design a communications plan that helps develop a culture of alumni hiring other alumni. Partnerships with the local Chamber of Commerce and alumni-owned businesses can further this. Integrate into a Made in the CSU/Made at Sac State/etc. pride-building campaign.	Medium	Time, Money	Medium	Long	Career development	Industry partnerships	San Diego	AHA program (Aztecs Hiring Aztecs)
Work with colleges and departments to feature alumni from those majors and their career path. Create a database or website that allows students to learn about the paths these alumni took.	Medium	Time, Money	Medium	Long	Career development	Campus Partnerships		
Ensure that Career Services knows they can turn to Alumni Relations to recruit alumni for their career events and work to create more opportunities for alumni participation.	Medium	Time	Low	Medium	Career development	Campus Partnerships		
Collaborate with development to recruit alumni to provide job shadowing opportunities. This is an ask of a prospect that would be high-touch and meaningful for them and an important learning experience for the student.	High	Time	Medium	Medium	Career development	Campus Partnerships		
Work with Student Affairs to determine how alumni can be involved with students' first year experience programming. If we can bring freshmen and alumni together to discuss careers it may help students gain a better understanding of what that career path means for them. For example, perhaps they thought the day-to-day work of an accounting major would be something it is not and they should consider majoring in finance instead. Knowing this early may help reduce coursework that isn't transferrable to their final major.	High	Time	Medium	Long	Career development	Early Engagement	Fullerton	<a href="#">BUAD 300 course--Professional &amp; Career Development</a>
Be an advocate on campus for investment in Career Services.	Medium	Time	Low	Short	Career development	Campus Partnerships		
Facilitate the key players on campus (and at the system level) to come together to brainstorm--Alumni Relations, Career Services, Academic Senate, key faculty, Academic Advising, Student Life--how could alumni involvement with students improve student outcomes.	High	Time	Medium	Medium	Career development	Campus Partnerships	Chancellor's Office	The CO is working on facilitating a joint meeting between the Alumni Directors and Career Services Directors.
Facilitate campus discussion on how career services and advancement databases could be linked in useful ways. Determine if this would create efficiencies for both sides. If so, consider a data warehouse approach as a possibility. This may help to make the case for an investment in data operations to help obtain and maintain better alumni employment data. Could there be information that comes from the new CSU Apply application process that helps inform the type of programming that an incoming student will need? Could Portfolium help provide some needed data on alumni and students to facilitate this?	Medium	Time, Money	High	Long	Career development	Campus Partnerships		
Work to clarify at the campus (or system) level when an alumni volunteer needs to be an "officially registered volunteer." If this requirement applies, work to simplify the process so that it is not cumbersome or a turn-off to potential alumni volunteers.	Medium	Time	Low	Long	Career development	Campus Partnerships		

Key

Impact: Potential level of positive change to student success

Resources: What is required to achieve

Time: What investment of time would this idea require

Horizon: Timeframe to plan and implement

Best Practice Campus: Peers implementing

**Alumni Relations Toolkit to Support Graduation Initiative 2025**

Idea	Impact	Resources	Time	Horizon	Area	Category	Best Practice Campus	Best Practice Description/Link to More Info
Career mentoring programs are a potential alternative to internship programs. Alumni dedicate a pre-set amount of time per month/quarter and the program helps guide students to the types of questions to ask to explore the career path.	High	Time, Money	High	Long	Career development	Mentoring		
Determine how alumni could be solicited to donate airline miles, gas cards, etc. to help reduce barriers to student participation in internships.	Medium	Time	Medium	Medium	Career development	Internships		
Work to identify alumni who have struggled with basic needs themselves to better understand their needs when they were students and how best to approach students who may be hesitant to ask for help. If willing, host a panel of alumni willing to share their own story to help reduce stigma on campus.	High	Time	Medium	Medium	Basic Needs	Awareness		
If your campus has a food pantry program, work with them to identify volunteer and donation opportunities for alumni to help support it. Identify food companies with alumni connections that could be potential corporate donors of in-kind food and necessities.	Medium	Time	Medium	Medium	Basic Needs	Food Security		
Create an Airbnb-type program that matches alumni willing to provide a room at no cost or reduced rent to a student who is housing insecure.	High	Time, Money, Legal	High	Long	Basic Needs	Housing Security		
Establish emergency fund for alumni donations to students experiencing a basic needs emergency that would otherwise prevent them from continuing their studies. Consider making a grant program rather than a loan. This could be paired with an alumni housing program to help pay reduced fees for alumni rental space for students.	High	Time, Money	High	Medium	Basic Needs	Emergency Funding		
Use alumni connections at hotel corporate level to arrange for local partnerships at discounted rates for emergency housing.	High	Time	Medium	Medium	Basic Needs	Housing Security		
If a housing program is too large a project, explore how the campus and alumni could help provide laundry and/or showering opportunities to students in need. Could an alumni grant program help pay locker and towel fees for a student so they could use campus locker rooms?	High	Time	High	Medium	Basic Needs	Housing Security		
Facilitate the key players on campus (and at the system level) to come together to brainstorm--Alumni Relations, Career Services, Academic Senate, key faculty, Academic Advising, Student Life--how could alumni involvement help students meet their basic needs? This could identify other skills that alumni could bring to the table to help the student reach self-sufficiency (i.e. provide financial literacy training, life skills, workshops on getting a first job).	High	Time	Medium	Medium	Basic Needs	Campus Partnerships		
Adapt alumni communications to start instilling the message that part of an alum's responsibility is to help ensure the success of current and future students. This can be part of the overall affinity and life-long connection messaging we already promote. Help alumni to feel invested in the success of current students.	Medium	Time	Low	Short	Basic Needs	Communications		
Explore if the Alumni Association could provide emergency "care packages" for students with food or housing insecurity needs. If your campus also has a food pantry, coordinate with them so services aren't duplicated. Alumni care packages could be for students identified as especially high need and could come in several varieties (i.e. food insecure students could receive non-perishable items along with gift cards to campus dining; housing insecure students could receive hotel voucher, Airbnb gift card, clean towels, quarters for laundry or funds on ID card to use campus housing laundry facilities).	High	Time, Money	Medium	Medium	Basic Needs	Emergency Funding		
Work with specific colleges with service-related majors (i.e. social work) to involve alumni and faculty in these industries to help provide guidance on the program. This partnership could also provide internship or in-service clinical hours for students in these majors.	Medium	Time	Medium	Medium	Basic Needs	Campus Partnerships		
Work with Student Affairs to help identify students that may be in need of extra support services and refer to any alumni programming you have (i.e. mentor program, emergency care packages, etc.).	Medium	Time	Low	Medium	Basic Needs	Campus Partnerships		
Create a matching gift campaign that would provide matching gifts for donations to campus basic needs program.	Medium	Time	Low	Short	Basic Needs	Emergency Funding	Fresno	<a href="#">March Match Up</a>
Integrate ask for basic needs support into annual fund calls/solicitations. "Will you add \$5 to support the food pantry?"	Medium	Time	Low	Short	Basic Needs	Emergency Funding		
Publicize different drives for different needs (i.e. toiletries, food, career apparel).	Medium	Time	Low	Short	Basic Needs	Emergency Funding		
If your campus is using or considering a text-to-give program, test it to help fundraise for basic needs.	Medium	Time	Low	Short	Basic Needs	Emergency Funding		
Create an "adopt a student" campaign either through annual giving or the Alumni Association. Varying levels could support different needs (housing for one night, housing for a week, food for one semester, tuition for one semester, one week of laundry). Make the program generic enough so it doesn't exploit the stories of specific students. Use your campus' research data on the prevalence of basic needs issues to support the ask (i.e. 15% of CSU xxx's students are food insecure.).	Medium	Time	Medium	Medium	Basic Needs	Emergency Funding		
Create an alumni booster group or chapter that focuses on supporting students' basic needs.	Medium	Time	Medium	Medium	Basic Needs	Emergency Funding		
Consider directing the senior class gift to support basic needs.	Medium	Time	Low	Short	Basic Needs	Emergency Funding		

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Consider if the Alumni Association could help support or fundraise for the campus expanding the offerings of the Employee Assistance Program provider to include students as well. This would give access to a number of resources (legal, research, counseling) that could compliment campus resources.	High	Time, Money	Medium	Long	Basic Needs	Campus Partnerships		

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