



UNIVERSITY OF  
**GEORGIA**  
Alumni Association

# Alumni Leadership Assembly

Breakout Session 3: The Power of Engagement

Affinity Programming Presidents Panel



# Meet the Panelists



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# JACINTA SMITH



(BS '01, MS '04)

President

Black Alumni Leadership Council



# DEBBIE VELAZQUEZ



(BBA '13)

A horizontal strip of a dense, green hedge.

Secretary

A horizontal strip of a dense, green hedge.

Latino Alumni Council



# MARANIE BROWN



President

Young Alumni Leadership Council

# BRANDIE PARK



(BSA '97)

President

Women of UGA Leadership Council





# Affinity Councils







# Black Alumni Leadership Council





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# Young Alumni Leadership Council





Women of UGA Leadership Council





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# Signature Programs







# Black Alumni



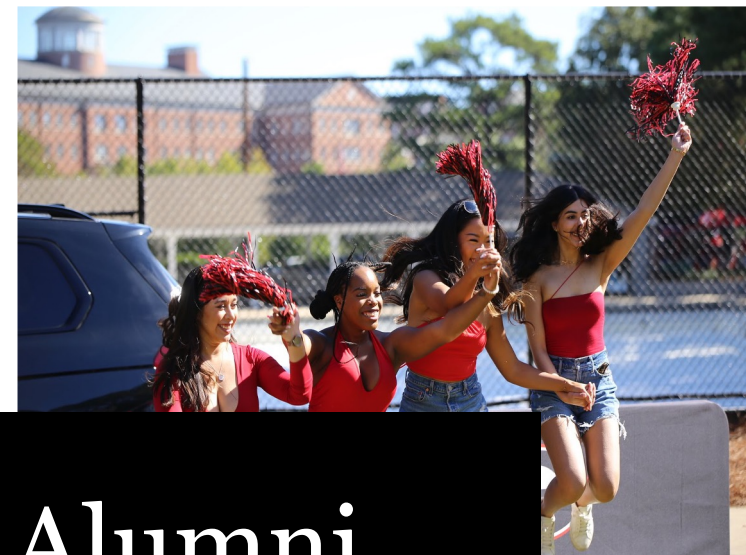




# Latino Alumni







# Young Alumni







# Women of UGA





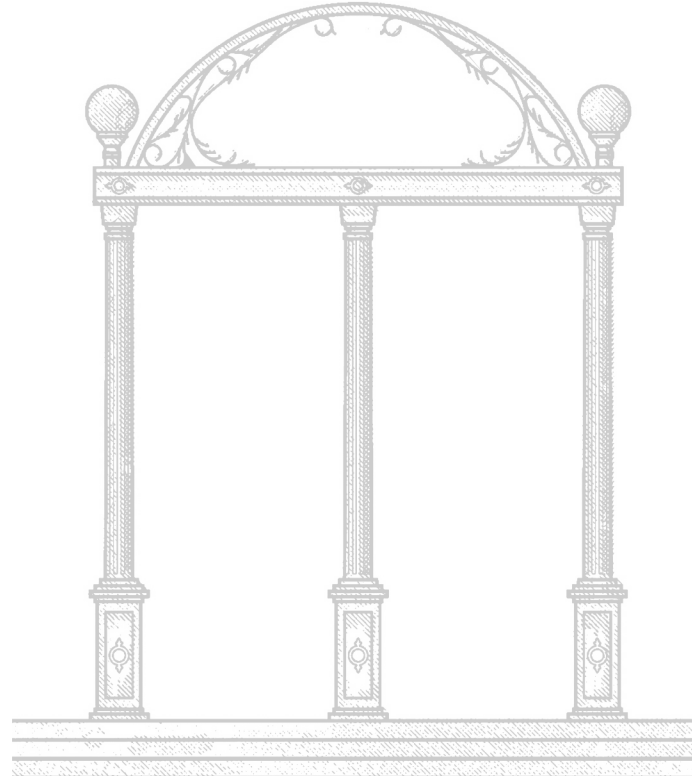
# Philanthropic Goals



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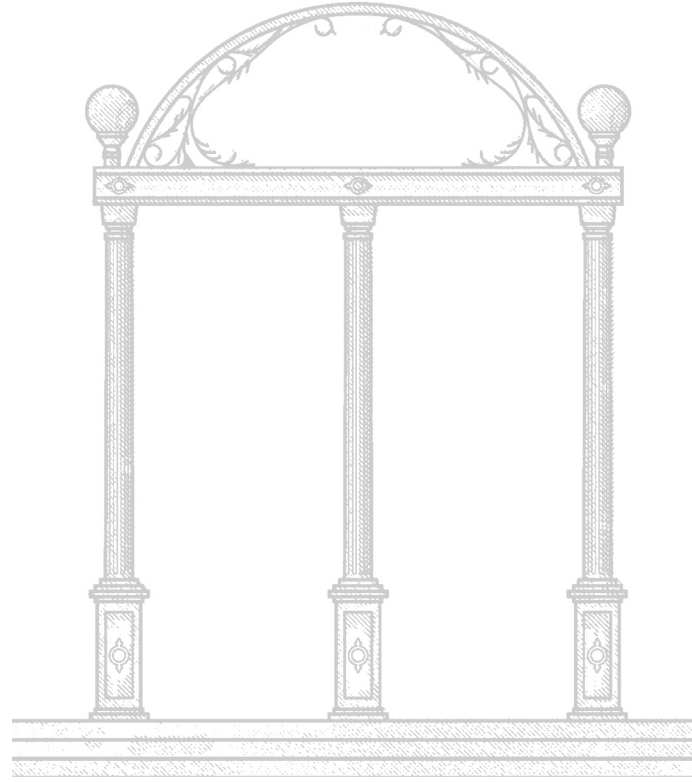
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# Black Alumni Leadership Council



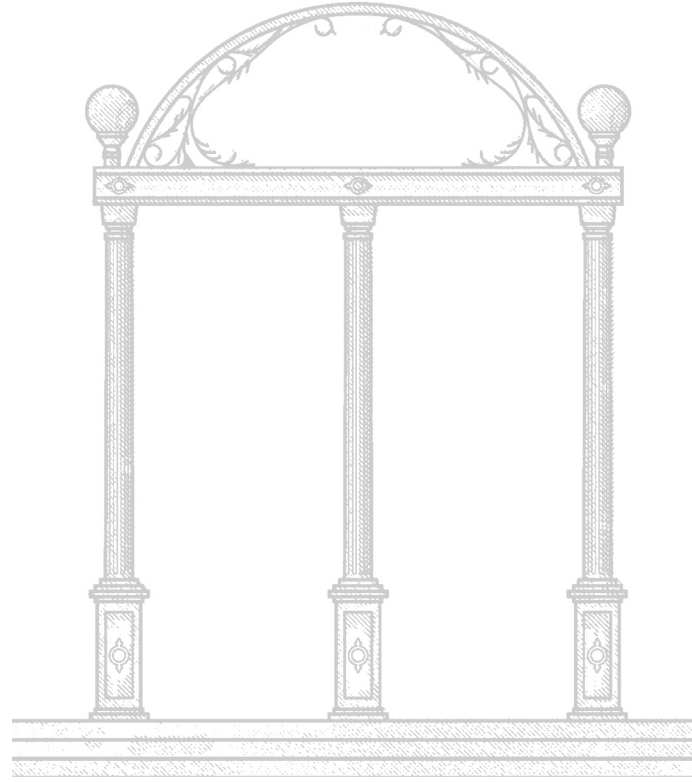




# Latino Alumni Council







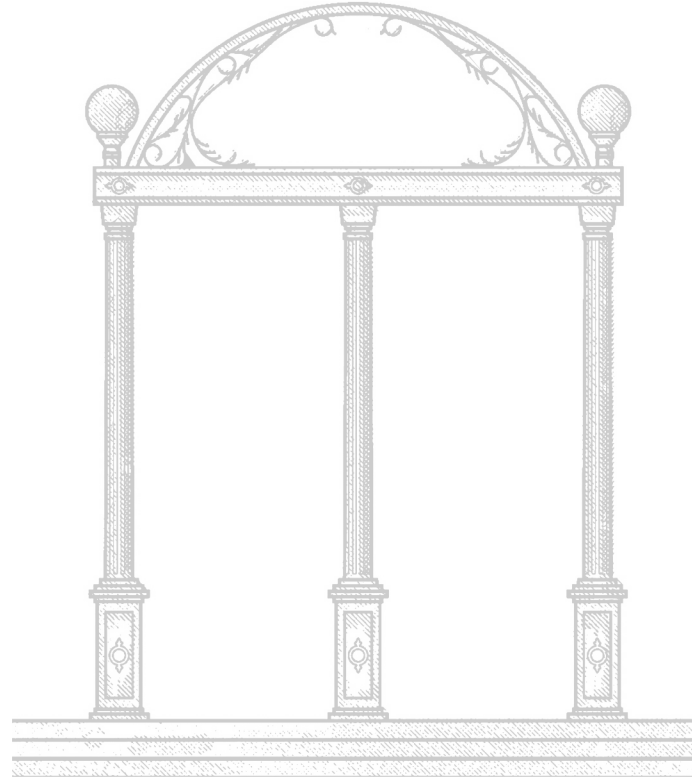
# Young Alumni Leadership Council







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# Women of UGA Leadership Council







**CHAPTERS**

**WITH SUCCESSFUL AFFINITY PROGRAMMING**



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# Affinity programming advice from Alumni Chapters



## **New York Alumni Chapter:**

Typically, these events are smaller attracting 20-30 participants.

The more intimate setting of the event and the conscious effort to attract a specific affinity group focus creates a welcoming environment.

Attending your first UGA alumni event can be intimidating, and the larger crowds associated with Game Watches can be overwhelming to new graduates.

The smaller scale of these affinity groups communicates a different expectation/opportunity for prospective attendees and often we've found that many alumni's first programming event they attend with NYC Dawgs originates from these affinity programs.

- Mallory O'Brien + Patrick Klibanoff

# **Affinity programming advice from Alumni Chapters**



## **Nashville Alumni Chapter:**

We gathered alumni demographic info at the beginning of last year to see what demographics to target for events and what industries were popular with regional alumni.

- David Fabozzi

## **Hampton Roads, Virginia Alumni Chapter:**

Our overall success is directly contributed to the thought we put into planning each event. We listen to our alumni to gain a better understanding of the types of activities they would be interested in. We source and build connections with various locations that are not only able to support the event but a location that ties into the theme. Our communications director does a great job of announcing and distributing the information well in advance which provides our membership to plan accordingly. In addition, we use out-of-the-box strategies to further gain support to attend.

- Christopher Davis + Joshua Wannemacher



# Affinity programming advice from Alumni Chapters

1. Don't be afraid to try any new idea. Consider opportunities to partner with the university and fellow Alumni Chapters.
1. Know your area, step out of your comfort zone when generating ideas, and plan/host events that are inclusive. Engage your community outside of football season.
  1. Be specific on what groups to target based on data.
1. Create a database of their events that include the promotional materials, they used for it, the itinerary, the resources that they used to generate that event, and any other tips and tricks for making the event.





