

Items to include in your departmental Alumni Web page

1. Provide a brief explanation and link to Alumni Services as the source of general information and services for all alumni. For example: A wide variety of information and services of interest to all alumni is available at the Alumni Services Web site, including:

- An online directory to search for friends and classmates
- Links to services: transcripts, career networking, insurance, and more
- Information on geographic chapters and alumni clubs
- A calendar of alumni events around the country
- Free e-mail and bulletin boards

2. Provide a brief explanation of how to update address and employment information online. For example: Please keep your home and employment information current with us and with Alumni Services. You can update online by using the Update Your Information link on the Alumni main page.”

3. Provide information on ways alumni can give back. For example: There are many ways to give back to keep our department – and your degree – strong:

- Opportunities to interact with or speak to students
- Opportunities to host interns, externs, student teachers
- Charitable giving based on the department’s needs (Development Office)

4. Provide information on departmental alumni gatherings or events (including departmental events open to alumni).

5. Provide Alumni Club or Departmental Advisory Board information.

6. Provide profiles of successful alumni (could be Points of Pride). Note: These profiles should be one screen in length, include a photo, and be updated quarterly.

7. Provide information or links to help alumni consider certifications, accreditations, advanced degrees – anything the department might offer them in continuing their education or keeping current in their field.

Items to avoid in your departmental Alumni Web page:

- Avoid providing services that duplicate what is available elsewhere in the University: address directory and update processes (already available through the Alumni Online Community), generic topic bulletin boards (already on Alumni page), and “how to get a transcript” or “how your company can hire our students” (information available from the Registrar’s Web page and the Placement Services Web page).
- Avoid long lists of news notes, long messages from the Department Chair, or long lists of faculty publications or accomplishments. Try to keep information like this to one screen length. Avoid anything related to individuals, which has not been updated (or reviewed) in a month or two.