

Alumni Diversity Planning

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Get the Breakdown of Your Chapter

Living Alumni Female	39%	97,756
Living Alumni Male	61%	152,408
Black or African American	3%	8,320
Native Hawaiian or Other Pacific Islander	0%	175
Asian	8%	19,018
American Indian or Alaska Native	0%	742
Hispanic or Latino	2%	4,347

Strategic Outreach

- ▶ Personal Invitations to Small Group Meetings
- ▶ Enlist Alumni and Partners for Input
- ▶ Attend Internal and External Events

GATHER FEEDBACK

- ▶ Engagement Survey
- ▶ Focus Groups/Conversation Circles
- ▶ Town Hall
- ▶ Exit Surveys/Off boarding Conversations
- ▶ Anonymous Feedback
- ▶ Invite Alumni To Participate in Annual Strategic (Not Just Officers)
- ▶ Include Students (Breaks and Summers)

Evaluate Your Current Offerings

- ▶ Venues
- ▶ Web Page
- ▶ Language
- ▶ Photos
- ▶ Ambassador Comfort and Competence with Diversity

Potential Partners

- ▶ Admissions
- ▶ Clubs and Other Organizations
- ▶ Companies
- ▶ Cultural and Community Centers
- ▶ Current Students
- ▶ Director of Institutional Diversity, Crystal Jefferson
- ▶ Local Alumni
- ▶ Local Community Organizations
- ▶ Office for Inclusion and Diversity
- ▶ Student Affairs
- ▶ MAAB Members

Leverage Cultural Heritage Months

- ▶ **Hispanic Latino Heritage Month:**
September 15 - October 15
- ▶ **LGBTQ History Month:** October
- ▶ **American Indian and Indigenous Heritage Month:**
October 15 - November 15
- ▶ **Black History Month:** February
- ▶ **Women's Month:** March
- ▶ **Jewish Cultural Month:** March 15 - April 15 (May)
- ▶ **Asian American and Pacific Islander History Month:**
April (May)
- ▶ **Cultural and Community Centers** <https://ccc.vt.edu/>

Plan Around Regional Cultural Activities

- ▶ Pride Celebrations
- ▶ Cultural Festivals
- ▶ Conventions
- ▶ Museum Openings

Planned Events

▶ October:

- ▶ 20: Ex Lapidé “Out at Work”
- ▶ 20-21: Ex Lapidé Reunion
- ▶ 21: Latino and Hispanic Alumni Homecoming Gathering

▶ November:

- ▶ 16: Speaker: Billy Hardee Speaker

▶ April:

- ▶ 7: Pow Wow and American Indian and Indigenous Alumni Welcome Reception
- ▶ 13-15 Black Alumni Reunion

▶ May:

- ▶ 9-10: Achievement Ceremonies
- ▶ 10: Year Zero Graduation

▶ Summer:

- ▶ Capital and Charlotte Pride
- ▶ Diversity Professionals Forum

Resources

- ▶ <http://www.folkways.si.edu/celebrate-cultural-heritage-months/smithsonian>
- ▶ https://en.wikipedia.org/wiki/List_of_Month-long_observances
- ▶ Elise Betz | University of Pennsylvania | ebetz@upenn.edu
- ▶ Kat Walsh | University of Michigan | katwalsh@umich.edu
- ▶ [*Cultures of Giving: Energizing and Expanding Philanthropy by and for Communities of Color*](https://www.issuelab.org)
<https://www.issuelab.org>
- ▶ <http://www.diversitystyleguide.com/>
- ▶ <http://www.nonprofitinclusiveness.org/>
- ▶ Marybeth Gasman and Nelson Bowman III [Engaging Diverse Alumni \(PDF\)](#)