



# **Communications**

## **A core function of the RAA**

RAA Retreat June 18, 2012

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## Primary Objectives

- **The RAA, like all chartered organizations of the RUAA, has primary objectives:**
    - “Advance Rutgers University by *Engaging* ALL Alumni”
      - RUAA
    - “*Engaging* Alumni, Helping Students, Celebrating Rutgers”
      - RAA
  - **Communications – the principal method**
    - Attracting new participants
    - Join RAA
    - Remain interested, remain active
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## RAA Communications Meeting the Objectives

- **Inform**
    - Tell RAA Active Members about planned events
      - Time, date, location, cost, sign-up, etc
    - Tell Committee members about committee activities, mtgs
      - Time, date, location, sign-up, etc
    - Summarize results of prior events
      - Stories, Pics, Summaries, etc
  - **Engage**
    - Attract new members to the RAA
    - Announce new programs of interest to alumni
    - Attract alumni & friends to attend an event
    - Provide connection to other similar alumni groups
      - AADC, CCAA, LAA, others
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## Meeting the Objectives RAA Toolkit & Responsibilities

- **1766 Magazine**
    - Content, layout, distribution - RAA Communications Committee
  - [www.rutgersalumni.org](http://www.rutgersalumni.org)
    - Oversight – RAA Communications Committee
    - Content (events, committees) – RAA Committees
    - Structure – RAA Communications
  - **E-mail blasts**
    - Programs & Events Newsletter – RAA Communications Cmty
    - Other, as needed – RAA ExComm
  - **Social media page(s)**
    - Facebook -
    - LinkedIn -
    - Twitter –
    - Google+
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## Challenges for 2012-13

### 1766 Magazine

- **Attract & Engage new members**
    - What is the role for *1766*?
  - **Number of Subscriptions is low**
    - Competes with “Rutgers” magazine (which is free to all Alumni)
    - Need to develop strategy for increasing readership
  - **Content remains excellent**
    - Articles about Rutgers, Alumni, activities, etc
    - Magazine is 24-28 pages
  - **Get into hands of new members / non-members**
    - Need to expand the distribution / mailing list
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## Challenges for 2012-13

[www.rutgersalumni.org](http://www.rutgersalumni.org)

- **Attract & Engage new members**
    - What is the role for rutgersalumni.org?
  - **Meetings / Events**
    - Distribute responsibility
    - Ensure accuracy
    - Capture new member data
  - **Celebrating past events**
    - Not much on the website now – missing an opportunity
  - **Calendar**
    - Must have lead time to events
    - Must be accurate & consistent
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## Challenges for 2012-13

### E-mail blast

- **Attract & Engage new members**
    - What is the role for the e-mail blast?
  - **Content – Programs & Events newsletter**
    - Details of future events defined by Committee chairs
    - Communications Committee roll-up & formatting (was President)
  - **Content – other**
    - Other content, and other newsletters may be needed
    - ExComm
  - **Distribution**
    - Currently limited by Alumni Relations
      - Only alumni of constituent schools
    - Need a broader reach
      - Alumni Relations to add other (and potential) members
      - RAA Mail-list augment A/R lists – Membership Committee??
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## Challenges for 2012-13

### Social Media

- **Attract & Engage new members**
    - What is the role for RAA Social Media?
  - **RAA has established groups on popular social media:**
    - Facebook
    - LinkedIn
    - Twitter
    - Google+
    - But sign-ups, “connections”, “likes”, “followers”, etc remain low
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## Summary and Actions

- **Communications Committee**
  - Overall responsibility for RAA Communications
  - 1766 Magazine
  - E-Mail Blast
- **Membership Committee**
  - Identify and catalog potential members and RAA participants
- **ALL Other Committees**
  - Content, content, content
  - Website, meetings, calendar, e-mail blasts
- **ExComm**
  - Special messages & Newsletters
  - Coordination with other Alumni Associations in New Brunswick

RAA Needs Strong Communications to Grow & Flourish