THE FUTURE OF ALUMNAE COMMUNICATIONS

Matt Hamilton
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Chair, Alumnae Website Advisory Committee
WHERE WE ARE NOW
WHERE WE ARE NOW

34,507 active alumnae
31,993 mailable | 19,515 emailable
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Antiquated identity
Website, emails, etc.
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Antiquated identity
Website, emails, etc.

Disparate processes
Style guide, data management, etc.
With the **Oxford Comma:**
We invited the rhinoceri, Washington, and Lincoln.
Without the Oxford Comma:
We invited the rhinoceri, Washington and Lincoln.
WHERE WE ARE NOW

34,507 active alumnae
31,993 mailable | 19,515 emailable

Antiquated identity
Website, emails, etc.

Disparate processes
Style guide, data management, etc.

Thirst for engagement
With each other and with the College
HOW WE GOT HERE
HOW WE GOT HERE

Alumnae “Social” Network
Launched in 2009
Stagnant for six years
HOW WE GOT HERE

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Ad-hoc Communications Maintenance
Lacked concrete strategy
No one “owned”
HOW WE GOT HERE

Alumnae “Social” Network
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Ad-hoc Communications Maintenance
Lacked concrete strategy
No one “owned”

The game has changed
Technologically and culturally
INDUSTRY STANDARDS

Mobile Friendly
INDUSTRY STANDARDS

Mobile Friendly

>50% Web and Email
INDUSTRY STANDARDS

22% Email Open Rate

>50% Web and Email

Mobile Friendly

1-2% Email Click-Through Rate
INDUSTRY STANDARDS

- 22% Email Open Rate
- 36% Barnard College
- 1-2% Email Click-Through Rate
- Mobile Friendly: >50% Web and Email
- 4% Barnard College
Communications as Engagement
Having a conversation
INDUSTRY STANDARDS

Communications as Engagement
Having a conversation
Communications as Engagement
Having a conversation

Innovate
Or someone else will
WHERE WE ARE GOING

Modernized Identity
WHERE WE ARE GOING

Modernized Identity

Website, emails, etc.
WHERE WE ARE GOING

Modernized Identity

Website, emails, etc.

Print materials
WHERE WE ARE GOING

Modernized Identity

Website, emails, etc.  Print materials  Online content
WHERE WE ARE GOING

Data Enhancement
WHERE WE ARE GOING

Data Enhancement

Collection
WHERE WE ARE GOING

Data Enhancement

Collection

Utilization
WHERE WE ARE GOING

Institutional Relationship
WHERE WE ARE GOING

Institutional Relationship

Proactive vs Reactive
WHERE WE ARE GOING

Institutional Relationship

Proactive vs Reactive

How does this advance the College?
WHERE WE ARE GOING

Breaking down barriers
WHERE WE ARE GOING

Breaking down barriers

Bringing Barnard to alumnae
WHERE WE ARE GOING

Breaking down barriers

Bringing Barnard to alumnae

Building a global community of Barnard alumnae
WHERE WE ARE GOING

Breaking down barriers

- Bringing Barnard to alumnae
- Communications as engagement
- Building a global community of Barnard alumnae
PRACTICAL APPLICATION

Strategic Email Communications
PRACTICAL APPLICATION

Strategic Email Communications

Engaging Content
PRACTICAL APPLICATION

Strategic Email Communications

Engaging Content

Dynamic Social Media
PRACTICAL APPLICATION

Strategic Email Communications

Engaging Content

Dynamic Social Media

Remodeled Online Presence
PRACTICAL APPLICATION

Strategic Email Communications

Dynamic Social Media

Engaging Content

Remodeled Online Presence
PRACTICAL APPLICATION

OUR BARNARD

Engage | Enlighten | Empower
Our Barnard is the name of a new alumnae online presence and is also intended to be part of the URL for the new website (our.barnard.edu).
Mission

By mobilizing alumnae and friends to convene, inspire, and take action, both in person and online, Our Barnard aims to empower Barnard graduates of every generation to advance the College and change the world.
Barnard alumnae are women of boldness and intellect. Their online community will be reflective. As such, the design and functionality of the website is vivid and lively. Content is concise, informative, compelling, and contains an urgent call to action.
Alumnae Website
Advisory Committee
Professional & generational diversity
Alumnae Website Advisory Committee
Professional & generational diversity

Virtual Campus
Social and intellectual stimulation
OUR BARNARD

Alumnae Website Advisory Committee
Professional & generational diversity

Up to Date Info
News, events, support, etc.

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Thoughts?
Email Matt
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