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

Dynamic Social Media
PRACTICAL APPLICATION

- Strategic Email Communications
- Dynamic Social Media
- Engaging Content
- Remodeled Online Presence
REMODELED WEBSITE
Alumnae Website Advisory Committee

Professional & generational diversity
OUR BARNARD

Alumnae Website Advisory Committee
Professional & generational diversity

Virtual Campus
Social and intellectual stimulation
OUR BARNARD

Alumnae Website Advisory Committee
Professional & generational diversity

Virtual Campus
Social and intellectual stimulation

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

Thoughts?
Email Matt
THE FUTURE OF ALUMNAE COMMUNICATIONS

Matt Hamilton
Associate Director of Alumnae Communications

Anastasia Andrzejewski ’97
Chair, Alumnae Website Advisory Committee