

'76 Fortissimo!!



TIGER-SIS-ZOOM-AH!!

Connecting During the Pandemic: Pointers from '76 Together Apart on Zoom

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'76 TOGETHER APART ON ZOOM

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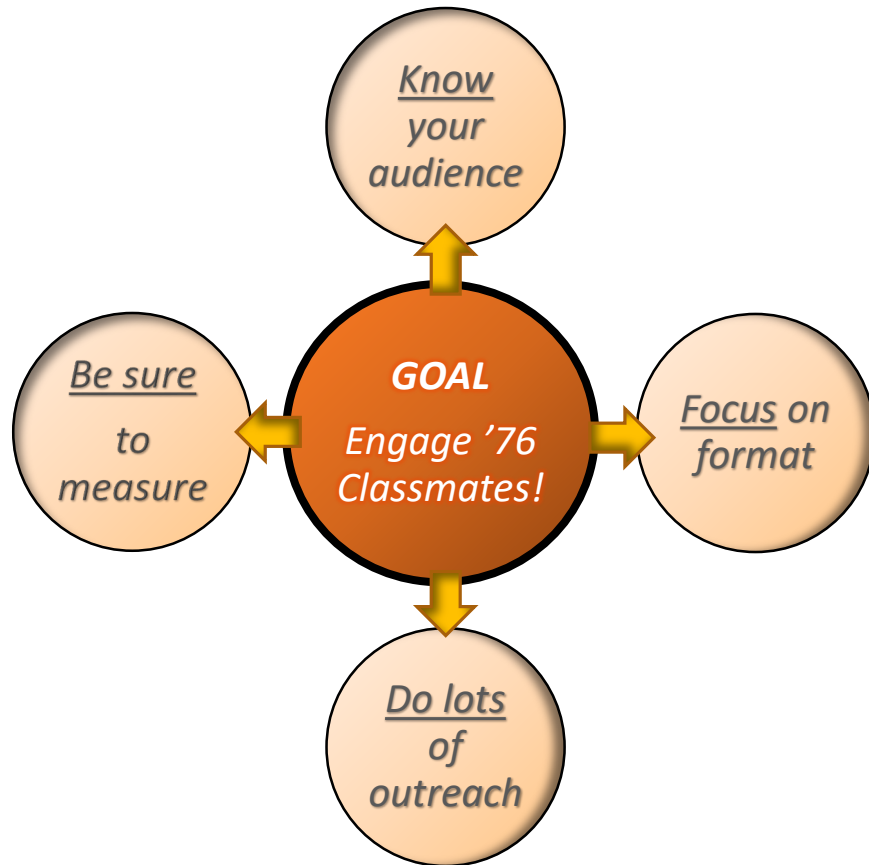
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Building Class Engagement : '76 Together Apart on Zoom

- Audience is **SOLELY** '76'ers
- Speakers and performers are **ONLY** '76'ers
- Designed to attract **BROAD** audience of '76'ers
- Secured support from Class of '76 Officers
- At the beginning, unifying theme was how COVID-19 impacted our society, e.g., economy, race relations, airlines, performing arts, vaccine development, higher education, scriptwriting
- Fast-paced, informative and fun Zoom sessions that bring '76'ers together during the pandemic
- Balance content to include interactivity through Q&As, breakouts, and chat
- Started in April 2020 at very beginning of COVID with a program every two weeks
 - Went to one per month starting September 2020
 - Now four programs per year
- Broadcasts on Sunday at 4pm Eastern
- 75-minute program plus 20 minutes for breakouts

Engaging '76'ers Drives the Four Elements of Our Strategy



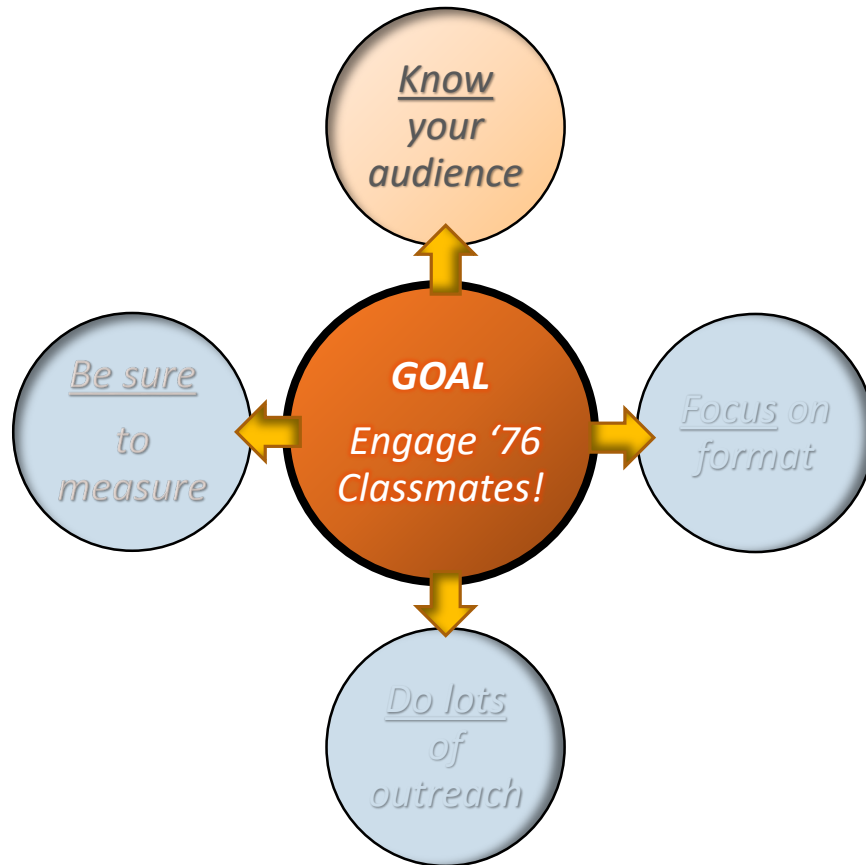
The goal of **'76 Together Apart** is to engage '76 classmates which will

- Stir enthusiasm
- Engender connection with our class and Princeton

Strategy has 4 elements that align with this goal

- Know your audience
- Focus on format
- Do lots of outreach
- Be sure to measure

Know Your Audience and What Interests Them



Classmates want **QUALITY**

- Classmates have high standards
- Make 75 -minute program worth it
- '76'ers read every word of announcement

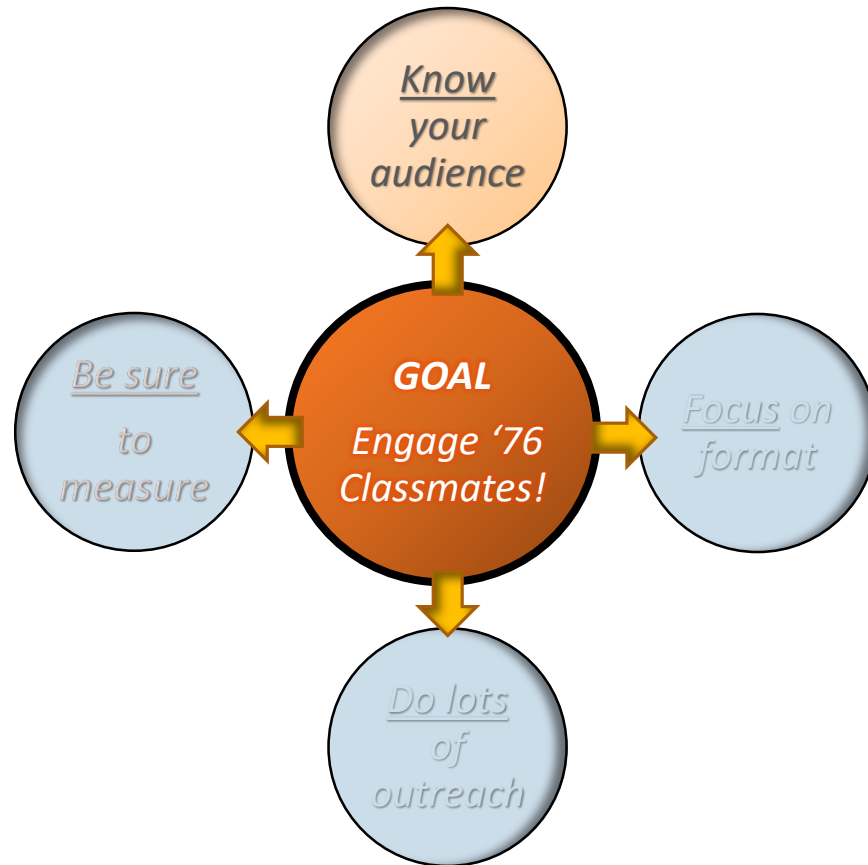
Classmates want **CONNECTION**

- Use **bios** as a way to get to know one another (Ensure bios are same length. Every speaker is a star!)
- **Random Breakout Rooms**—meet new '76'ers and see old friends
- **Wrap Up Emails** list attendees

Classmates want **INFORMATION**

- Program to the zeitgeist
- Broad range of topics that attract large audience

Know Your Audience and What Interests Them—Use Class Dues to Hire A Professional Tech Team

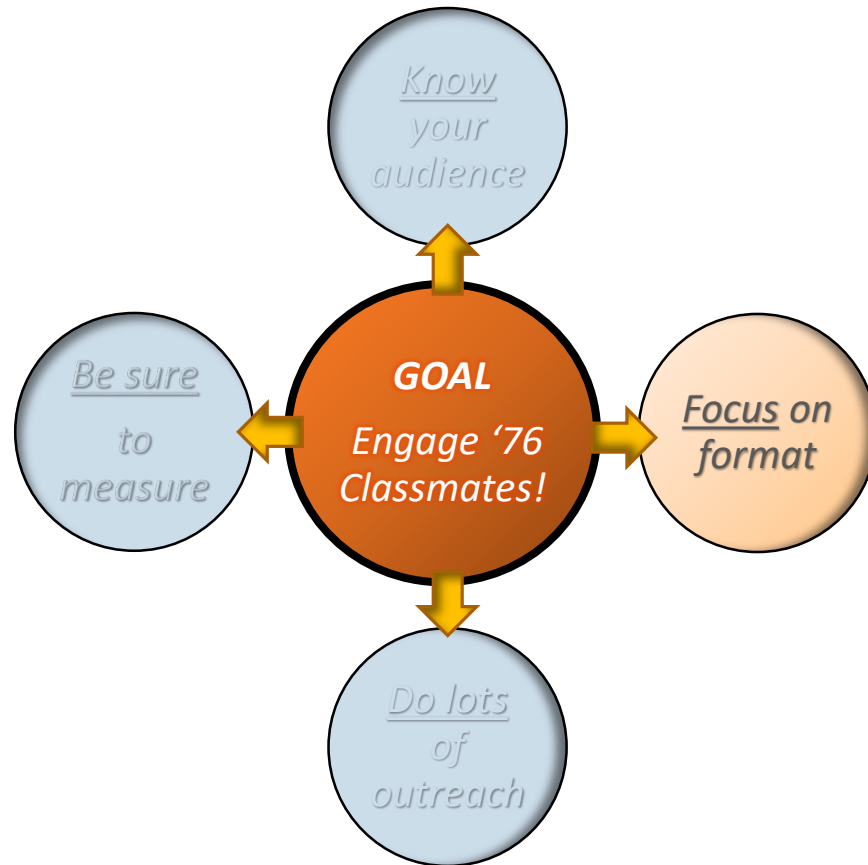


The Professional Tech Firm we hired ensures the technical quality of the program. They...

- Partner with us on **'76 Together Apart**
- Focus on technical support so we can concentrate on the content of the program
- Enhance audience engagement strategies and provide guidance on best practices from their work with other organizations
- Provide technical checks with speakers prior to the event to ensure success on the day of the program
- Make sure backups are in place in case there are technical problems

BOTTOM LINE: Audience members are more likely to drop off and not come back if there are technical problems, e.g., lose a speaker, someone Zoom bombs, order of presentations is not maintained.

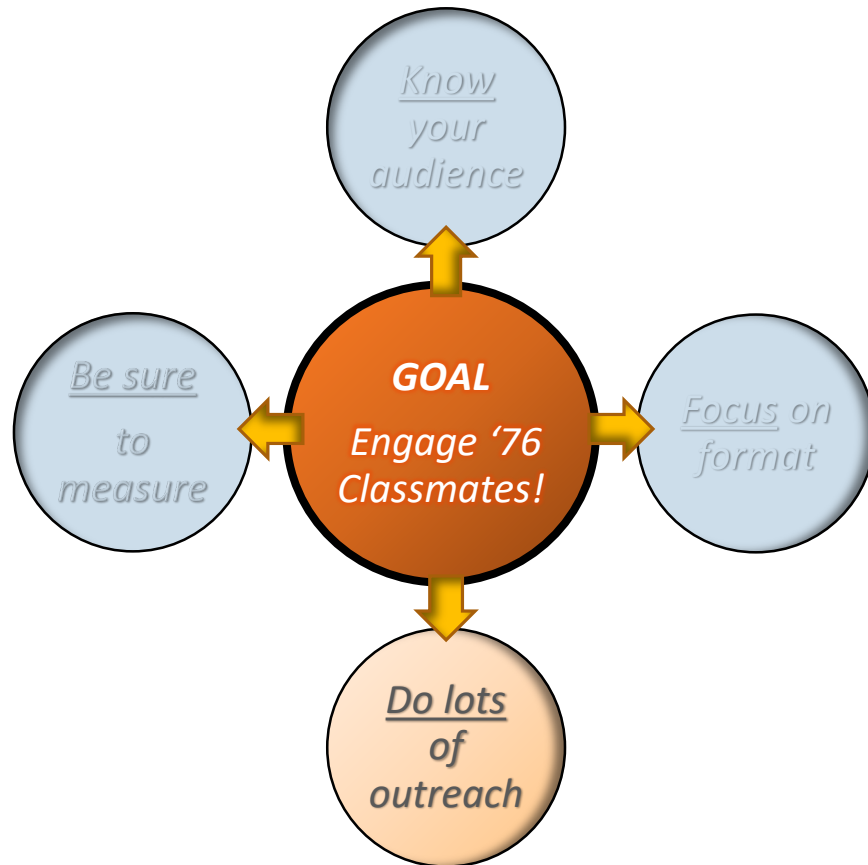
Format Strikes Balance Between Content and Interactivity



Key Ingredients:

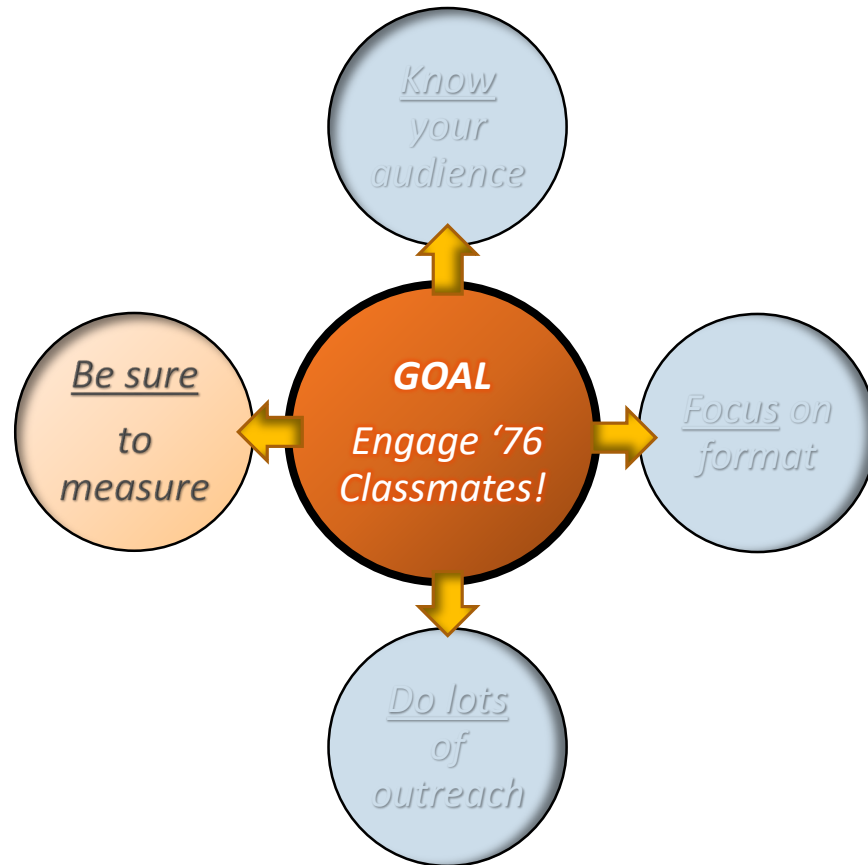
- Fast-paced television news magazine format (not Alumni Faculty Forum or webinar)
- Balance content—mix of information and fun segments
- Speaker variety
- Mix topics to attract broad range of classmates
- Interactivity through Q&As, breakouts, and chats

Doing Outreach Brings the Uninvolved Into the Tent While Maintaining the Stalwarts



- Get the word out to recruit speakers and performers
- Make concerted effort to contact classmates who have not been involved
- Need to show diversity in speakers
- Don't take your base for granted!
- Elicit programming ideas and test possible topics
- Build the brand and create buzz

Data Indicates That We Successfully Attract and Engage a Large Number of Classmates with '76 Together Apart



- **20 programs** since April 2020
- **Over 400 classmates** have viewed one or more episodes
- **More than 100 classmates** Zoom in per program
- **100 classmates** have appeared as speakers and performers
- **Record-breaking 275 classmates** attended Special Reunions program (5/23/21)
- More '76'ers are paying dues and also making contributions in the form of back dues or donations
- Helps bring in '76 donors to Annual Giving



Example of Recent Lineup for '76 Together Apart-1/29/23

100 '76'ers Zoomed in for the program

I. President's Corner

- **Rosalie Norair '76**, Class of '76 President, welcomes attendees and gives class news

II. An Inside Look at Innovation and Entrepreneurship in Silicon Valley

- **Illa Brown '76**, Producer and Moderator, interviews:
 - **Dan'l Lewin '76**, President and CEO of the Computer History Museum; formerly Apple Inc.'s Director, Education Sales and Marketing (recruited by Steve Jobs)
 - **Jim Hornthal '76**, entrepreneur, angel investor, and educator

III. Q&A session. '76'ers ask questions of Dan'l and Jim

IV. The Foreign Correspondent's Report: Live from the Democratic Republic of the Congo

- **Ted Witmer '76**, Director of Development, Shalom University of Bunia
- **Dana Witmer '76**, Medical Doctor, Shalom University of Bunia

V. Brice Marden: Exploring the Work of a Preeminent American Artist

- **Tiffany Bell '76**, Art Curator and Editor of Catalogues Raisonnés

VI. Old Nassau

- **David Newberg '76**, former member of the Glee Club and its principal accompanist

VII. Random Breakout Rooms



Classmates Have Been Enthusiastic and Complimentary about '76 Together Apart

I have never had an experience that made me feel more connected to Princeton. Seriously. And that includes graduating two children.

...We can't have these discussions during the P-rade or the fireworks, so in some ways this is BETTER than reunions.

It's glorious enough to revel in the glow of long-time acquaintances, but how much more rewarding it is to discover that I was surrounded by treasures that I didn't even know....I've never felt so connected to the class, and best of all, it's during a period when we all yearn for human contact.

Best Practices From *'76 Together Apart*

1. Build camaraderie and spirit

- ❖ Feature speakers only from your class. Build pride in the talent in your own class

2. Reach out to all classmates, not just those who have traditionally attended reunions

- ❖ Target the influencers
- ❖ Foster trust with different segments of the class who are underrepresented or dissatisfied
- ❖ Remember to nurture your base(those who have been active)

3. Identify classmates with expertise, knowledge and talent who might not otherwise be recognized

- ❖ Perform extensive outreach
- ❖ Get introductions to classmates (emails go into spam)

4. Inform and educate classmates on important issues of our time—preferably by classmates who have the knowledge and expertise

- ❖ Program to the zeitgeist
- ❖ Develop a pipeline of speakers

5. Remind classmates of the importance of Princeton in their lives and that Princeton is a place for all seasons in their lives

- ❖ Stress value of being involved with your class. We are all the same age and share a common history.

6. Use class dues to hire professional tech team

- ❖ Enables you to focus on program content



Thank You!!!

Feel free to contact me with questions or for help.

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