

Guidance for Regional Clubs on Graduate Alumni Outreach

March 2023

This builds on the foundational advice highlighted in the [January 2023 T-QUAD](#) on innovative ways to strengthen regional clubs through engagement with graduate alumni.

Why is graduate alumni outreach important?

Graduate alumni are over 30% of all alumni! In some regions, they are a much higher proportion. As noted in the presentation, “graduate alumni are key to maintaining the vibrancy and strength of our regional clubs.”

What can regional leaders do?

1. ***Recruit graduate alum talent to your board leadership.*** Add an officer position specifically responsible for graduate alumni programming and outreach
2. ***Support virtual events by and for graduate alumni.***
3. ***Add a graduate alumni element to popular existing club events,*** such as Annual Meetings and New Admit Receptions. Reach out to the APGA to learn more about successful graduate alumni events hosted by other regional associations
4. ***Send a warm and customized welcome to new grad alums in your region.*** The APGA and Office of Alumni Engagement will coordinate and send the lists to you each year
5. ***Use inclusive language,*** e.g., use “graduate and undergraduate alumni” in place of “alumni”; when working with University organizations, ask them to include graduate students/alumni
6. ***Use the #PrincetonStar hashtag**** in your e-blasts and social media when you have news involving grad alums (for example, you might note that “#PrincetonStar Robert Kahn *64, who is often called the ‘father of the Internet’, received the 2023 Madison Medal on Alumni Day”)

APGA leaders and Alumni Engagement staff are ready to help

- 1) We have seed funds and matching funds for events that boost grad alum engagement
- 2) We are here to collaborate, advise, and recognize —including for the APGA Regional Association Award. [Nominate your association today!](#)

Who should you contact?

So that we are timely and coordinated in supporting your work, please email apga@princeton.edu.

**What is #PrincetonStar? Princeton Star is a hashtag and narrative campaign celebrating the many accomplishments of our graduate alumni. Princeton Stars include 18 Nobel Prize winners, 5 Princeton University presidents, and thousands more leaders, dreamers, and doers... including those in your region! Please see the [#PrincetonStar creative guide](#) for more details.*