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Sent: Thursday, June 10, 2021 10:27 AM

To: Mary Mickelsen <mj@senate.rutgers.edu>; President@rutgers.edu <president@rutgers.edu>

Cc: Andrea Bueschel <andrea.bueschel@rutgers.edu>; Morgan Smith <man145@senate.rutgers.edu>; Joshua Harraman <josh.harraman@ruf.rutgers.edu>

Subject: RE: Transmittal of U. Senate SAC Report S-2003

Dear Mary,

Thank you for sending me the report and resolution regarding Charge S-2003, Rutgers Alumni Relations. Please share my gratitude with the Student Affairs Committee for their work on this matter.

I have already shared the Senate report with Joshua Harraman, Vice President for Alumni Engagement, Annual Giving, and Advancement Communications, and we appreciate the attention the Senate has given to this important mission. Josh reports that, in fact, his team is already pursuing these goals. I am pleased to share that the Rutgers University Alumni Association (RUAA) and Annual Giving are engaged in or planning several initiatives designed to develop the relationship between alumni and current students as well as to inform students of the RUAA's many benefits. The Alumni Engagement team recognizes that there are further opportunities that it can investigate as suggested.

Here are a few steps now in motion:

- Chancellor led unit-specific engagement officers work closely with the schools and units to develop programming and collaborate to develop original content to engage students with alumni.
- The Student Advancement team is focused on educating students regarding philanthropy, its role in the Rutgers experience, and the importance of connecting with the worldwide community of Rutgers alumni. Their efforts include TAG Days, the Scarlet Seniors campaign, student philanthropy around Giving Tuesday and Rutgers Giving Day, educational and networking events, and traditions including the class stone etching. Several of these activities already include an alumni component.
- A Career Services staff member dually reports to the university's Career Exploration and Success office and to the RUAA, ensuring interactions between students and alumni such as job opportunities, mentoring, and resume building.
- A new Homecoming plan for Rutgers-New Brunswick has been developed, which will work across the campus to involve Athletics, Student Affairs, RUAA, Schools, and other offices, and will specifically engage students and alumni in a robust menu of activities.
- Finally, a New Grad Strategic Engagement Plan is in draft form and will be finalized this summer. The plan includes a host of live and virtual communications and engagement activities that involve students and young alumni.

The Senate's report has provided more opportunities for consideration, and the Alumni Engagement and Annual Giving teams look forward to delving into it further. One immediate action it will be taking is to ask its Summer 2021 cohort of interns to focus on how Rutgers can program to our large student population in a way that will help them understand the importance of having a lifelong relationship with the university—which will no doubt involve more interaction with alumni.

Sincerely,

Jonathan Holloway
President & University Professor