

To: LCB Educational Enrichment Task Force (EETF)  
From: Jordan Johnson  
Date: October 8, 2013  
Re: Alumni Relations

As a student of the LCB as well as a cabinet member of the college's Entrepreneurship Club, I wish to point out the poor communication and networking facilitation that the LCB has historically offered its students and alumni. Alumni relations open up a host of opportunities for students both during their time here and after graduation when making career and professional decisions in the future. Presently the LCB is not maximizing their alumni assets, losing a breadth of networking and educational experiences for current students.

### **The Current Problem**

Currently there is the Life After LCB forum where recent grad tell of their career journeys. But this panel is not networking friendly; students have complained of the awkward atmosphere of this event. Also, there is only one small paragraph on the LCB career center page showing a total of seven startups created by LCB students and provides no contact information. Even the Entrepreneurship Club has found it extremely difficult to get into contact with graduates that have gone on to create their own startups, forcing members to look to other options when asking for speakers or when asked for evidence of the successes that the club has provided we have been practically data-less.

- Few, awkward alumni events
- Limited alumni data
- Losing networking connections

At the present moment there is no accessible way for current LCB students to contact graduates which means that we are missing out on a huge bank of information and possible professional contacts.

### **Benefits of Alumni Relations**

Repeatedly during my time at the LCB professors, working professionals, as well as guest speakers, have spoken as to just how integral networking is to modern professionals. Professionals in the real world can provide a completely different perspective from professors and prepare students in a way no other method can. Also, students should be creating connections with people who have the ability to help students achieve much more throughout their professional career. Networking allows students searching for a career after graduating to display to a potential employer the skills and personality they possess beyond a resume can.

- Real world educational experiences
- Professional networking connections
- Develop integral skills

By strengthening ties between current and past LCB students this task force will help to maximize the potential of every LCB student.

### **Future Alumni Opportunities**

I will provide two pathways but either option requires making data and contact information easier to obtain through a databank with searching capabilities. The asset of having this information would make the organization of the pathways much simpler.

#### *Small Networking Events*

My first pathway to facilitate alumni relations would be small networking events that create a comfortable atmosphere and encourages alumni to become invested in current students and creates mutually beneficial networking relationships

#### *Alumni Mentoring*

Mentoring would educationally benefit students preparing to enter the professional world as well as create a networking connection for future benefits.

Either opportunity would provide a breadth of benefits to students and allows the LCB to tap into its previously under-utilized resource of alumni.

The alumni resources available to the LCB are generous to say the least, it is just a matter of tapping into this opportunity to provide immense benefits to current students. Networking events or alumni mentoring would educate and prepare students for their future professional endeavors. There is a great opportunity to provide students with the tools that will make them far more successful in their professional lives. I look forward to taking part in any opportunities to network with alumni in the future.