

Relationship Matters: Growing a Professional Alumni Association



**GONZAGA UNIVERSITY SCHOOL OF LAW
SPOKANE, WASHINGTON**



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Formation of the Alumni Association



- New dean hired in 2005 – Earl Martin
- No formal Alumni Association at that time
 - Board of Advisors was the current governing board
- Strategic Plan created in 2007 that called for “reorganized alumni outreach”
- Real need for alumni engagement – alumni wanted to be more involved in the life of the school



Differences in Structure



Undergrad Alumni Assoc

- Chapters
- Service learning projects
- Game watches
- Membership dues

Professional Alumni Assoc

- No dues
- Structured around 5 committees
- Involvement in the life of the school



GONZAGA UNIVERSITY
ALUMNI ASSOCIATION

Purpose of the Law School Alumni Association



To strengthen the connections between the law school, alumni, and current students.

1. Recruiting Committee
2. Placement Committee
3. Alumni Networking Committee
4. Mentoring Committee
5. Development Committee

Executive Committee



- **Formed in January 2008**
- **Terms**
 - President/Vice President serve 2-year terms
 - Chairs serve 3-year terms
 - Vice Chairs serve 2-year terms
- **Quarterly meetings held in Spokane, WA**
- **No fees**

Started with 12 founding members:



President

- Launched 1st year
 - Recruiting Chair
 - Placement Chair
 - Networking Chair
- Launched 2nd year
 - Mentoring Chair
 - Development Chair

Vice President

- Launched 1st year
 - Recruiting Vice Chair
 - Placement Vice Chair
 - Networking Vice Chair
- Launched 2nd year
 - Mentoring Vice Chair
 - Development Vice Chair

Recruiting Committee



- Work together with the Admissions Office
- Represent Gonzaga School of Law and meet with pre-law advisors at key regional universities and colleges
- Emails sent from President of Alumni Association to prospective students

75 committee members



Placement Committee



- Work with the Career Services Office
- Serve as liaison between the legal field and Career Services, informing the school of law about job openings in locations where committee members reside
- Local networking events for recent graduates/current students who are seeking employment – *Jim Day events*

150 committee members



Networking Committee



- Work with the Alumni Relations Office
- Provide volunteer assistance to coordinate, communicate, and implement events
- Attend all local alumni networking events
- Assist with Reunion Weekend
 - Class agents
- Game watches with undergrads
 - Law representatives

100 committee members



Mentoring Committee



- Work in conjunction with the Alumni Relations Office and Dean of Students
- Mentoring Program Volunteers
 - 1L Program
 - ✦ 1st year – 48 students
 - ✦ 2nd year – 82 students
 - E-Mentoring Program
 - ✦ 1st year this January
 - ✦ 48 students

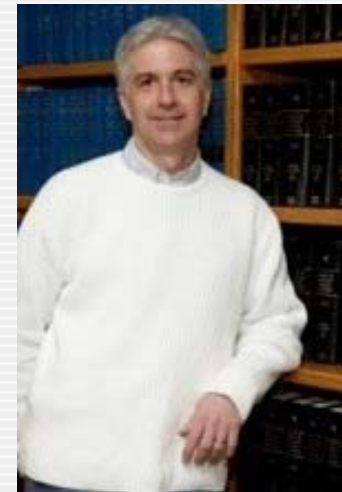
200 committee members



Development Committee



- Works in conjunction with the Development Office to achieve annual development goals
- Serve as active proponents of the school and its fundraising efforts
- Serve as a firm representative during the Law Firm Challenge
- Young Alumni Giving
 - Formed a committee – lowered ask amounts for direct mail/telefund
- Centennial Campaign Committee

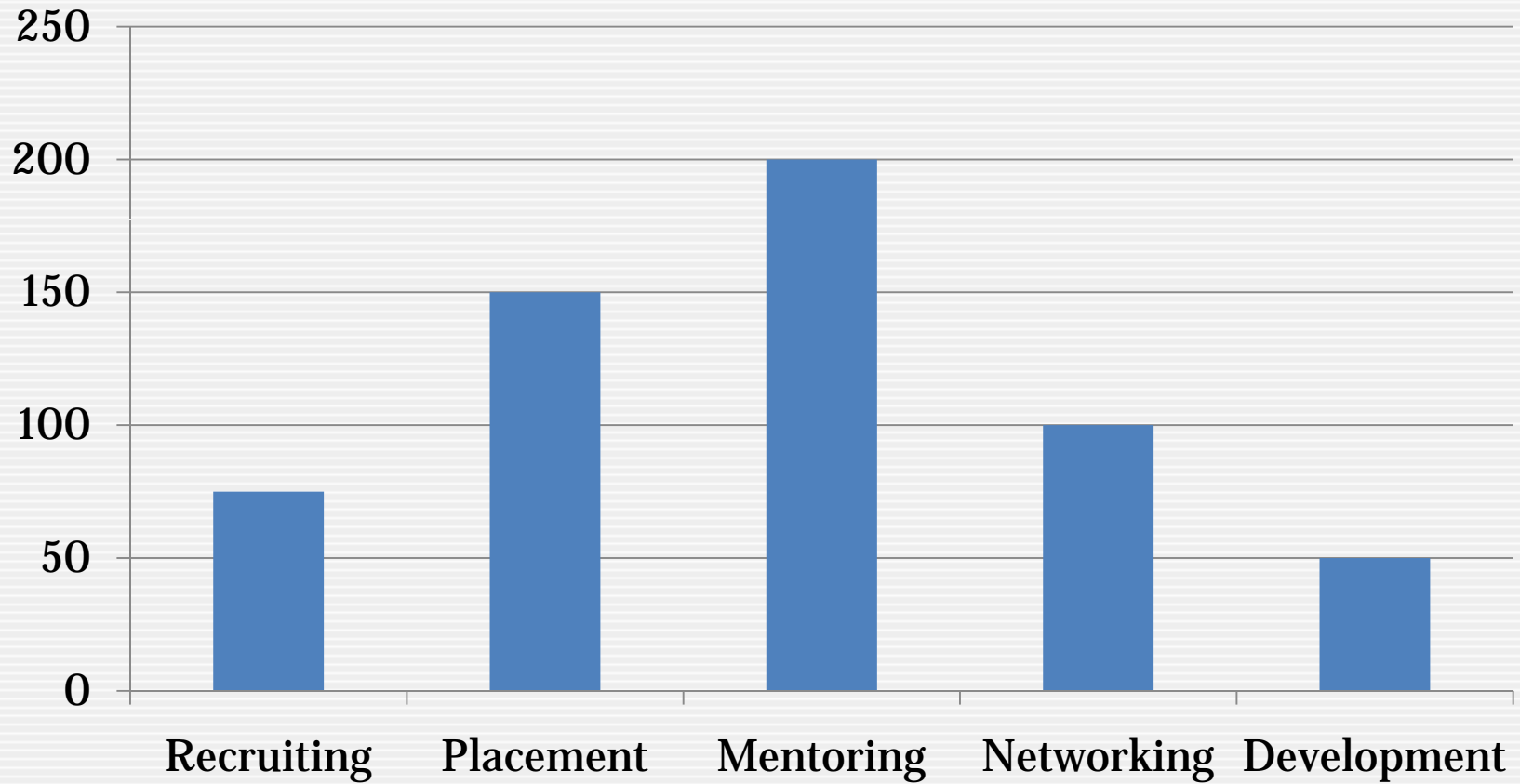


Communication and Marketing Plan



- Direct Mail – letter to each graduating class
- Alumni Events
- Personal Visits
- [ZagsOnline](#) (iModules)
- [Lawyer Magazine](#)
- [Facebook](#)
- [LinkedIn](#)

of alumni on committees in 2011



Struggles



- New program – recognition among alumni
- Apprehension from alumni
 - Only contact from Gonzaga Law for many years was to ask for money
- Consistent communication
- Logo/identity
 - Still working on this

Benefits



- Engagement in the life of the school
- Increased alumni participation
- Increased dollars raised
- Higher placement rates for graduating 3Ls
- Admissions are up
- Additional externships/internships
- Expansion of mentoring program
- Growth of the law firm challenge
- Opened the door for visits (major/planned gifts)

Benefits



Annual Fund

- **FY 08**
 - \$129,964
 - 567 donors
- **FY 09**
 - \$133,655
 - 557 donors
- **FY 10**
 - \$140,147
 - 640 donors

Telefund Statistics

- **FY 08**
 - \$37,669
 - 375 pledges
- **FY 09**
 - \$56,325
 - 462 donors
- **FY 10**
 - \$71,210
 - 528 donors

Questions?

