



ALUMNI ENGAGEMENT

A CSUDH FACULTY AND STAFF HOW-TO GUIDE

CSUDH Alumni Association

The CSUDH Alumni Association works with campus partners to serve the interests of the alumni community and involve them in the advancement and support of CSUDH.

The Alumni Association is a non-dues paying organization, open to all alumni who have earned an undergraduate or graduate degree, or have completed their teaching credential. The Office of Alumni Relations works to keep alumni connected and engaged with one another, current students, faculty, staff, and the university as a whole.

If you have any questions about this how-to guide, please contact: Felicia Hernandez, Associate Director of Alumni Relations at fhernandez@csudh.edu or x2237.

Alumni Campus Visits

Are you looking to bring alumni back to campus to speak to a class, serve on a panel, or attend an event? Let us know in advance; we will confirm their degree information as well as provide him/her with alumni gift, information about the free CSUDH Alumni Association, and much more!

If you have alumni visiting the campus, please contact: Felicia Hernandez, Associate Director of Alumni Relations at fhernandez@csudh.edu or x2237 at least two weeks prior to their arrival.

Alumni Events

The Office of Alumni Relations hosts a number of alumni events throughout the year. Additionally, we are interested in being a partner to your department/program as you plan alumni activities and events. Please contact the Office of Alumni Relations at least six months in advance of an event. We can provide assistance, support, or consultation in a number of ways including:

- Help you access up-to-date alumni data for event marketing
- Communicate with alumni through the alumni e-newsletter or social media
- Provide giveaways for alumni visiting campus, speaking or volunteering at your event
- Track alumni engagement and trends

To learn how to successfully plan an Alumni event, visit the Ceremonies and Events Resource guide to assist you with your planning needs at csudh.edu/uce/resources.

If alumni attend your event, please email us a list of attendees to uarecords@csudh.edu so we can update our alumni database.

As we build profiles for our alumni activity, it is helpful for campus partners to be aware of all the ways an alum has been connected and engaged with the campus.

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Alumni Communications

The Office of Alumni Relations communicates regularly with our alumni in a variety of ways, based on the targeted group. We are happy to provide guidance on how you might develop your own communications plan.

Please note:

- When you collaborate with our office on an event, we can support your outreach efforts through social media channels, website, or email marketing efforts such as the alumni e-newsletter, Alumni News.
- If your office already produces a newsletter sent to alumni, please add us to your distribution list at alumnirelations@csudh.edu and uarecords@csudh.edu
- If you have social media pages, add @CSUDHAlumni to your list and encourage your alumni to reference #CSUDHAlumni for all social media postings.

Giving & Fundraising

The CSUDH Toro Fund program actively reaches out to alumni and parents throughout the year.

If you are interested in raising funds for your department or program, we can help you develop language that facilitates approval processes with the CSUDH Philanthropic Foundation. We can also help strategize the best approach through direct mail, phone, or online engagement.

For more information, contact: Andre Khachaturians, Senior Director of Annual Giving and Advancement Services at akhacht@csudh.edu or x3276.

About Alumni Data

University Advancement Services manages the database for alumni information. We are entrusted to ensure that it is distributed and used for legitimate purposes. The database only holds alumni information for those who have received their credentials, undergraduate or graduate degrees. All alumni information is self-reported.

The Office of Alumni Relations supports departments/programs by providing the information they need for **ONE TIME USE ONLY**. To ensure accuracy and data integrity, we strongly advise against maintaining independent alumni databases.

If you have questions about alumni data, please contact: Valerie Nguyen, Director of Advancement Services at vnguyen@csudh.edu or x2673.

Requesting Alumni Data

Accessing up-to-date alumni data is critically important for departments and programs. To request alumni data, visit the Advancement Services website and complete the **Data Request Form**. The Data Request Form will need to be signed and approved by the college dean or division vice president. Prior to receiving the data, the Office of Advancement Services requires a sample of the communication materials.

The average turnaround time is 10-15 business days from the date the completed Data Request Form is submitted.

Updating Alumni Data

Online Forms make it easy for graduates to update their contact information.

Encourage alumni to visit **CSUDH.EDU/Alumni**. The page features a link to an Online Form that allows them to change or update their contact information, employment, education, and more.

As part of the Alumni Association, members will connect with a network of alumni. Active alumni will also be able to take advantage of a wide variety of benefits and discounts.