

Amplifying Alumni Engagement: Evergreen Events & Campus Partnering

Lynn Langnas & Connor Quealy

JAA Conference 2025

July 21, 2025

Session Overview

- Challenges of boosting alumni engagement with limited budget and staff resources
- Learn practical strategies for leveraging campus partnerships
- Low-lift, repeatable, digital events/programming at minimal cost, minimal staff time
- Walk away with real-life examples & action items

The Challenges

- Flat or shrinking budgets, staff bandwidth & resources
- Event fatigue among alumni
- Geographic spread of alumni
- What does engagement look like for SJU

Engagement that Works Everywhere and for Everyone

Evergreen Events:

Evergreen events are creative, sustainable programs that keep alumni connected without relying on large budgets or in-person gatherings.

These initiatives offer thoughtful, year-round engagement opportunities that reflect alumni interests, values, and professional goals.


One Campus, One Team:

By collaborating strategically with campus partners, we can engage with more alumni and attract new alumni to be engaged with the university.

These collaboration efforts also help keep messaging and programing unified across the university.

Sample Evergreen Events

- **Community & Learning:** *Alumni Learning Consortium, Virtual Tours, Digital Yearbooks*
- **Professional:** *Monthly Headshots, Career Habits webinars; Advice to graduating seniors*
- **Jesuit Identity:** *Lenten & Advent Reflections, Month of Gratitude, Letters to Elders*



YOU'RE INVITED

SJU ALUMNI ASSOCIATION

Would you like to catch a concert? Tour the latest exhibit at the Frances M. Maguire Art Museum? Or take a stroll through the gardens of The Barnes Arboretum at Saint Joseph's University.

Plan a day of art, music and nature this spring — all for **FREE**.


For more details, please submit your name below.

Get info here.

Can't attend? Continue to stay engaged with our alumni community:

- [Make a gift](#) to support scholarships and financial aid.
- [Show your SJU spirit](#) with new Hawk apparel from the bookstore.
- Sign up for our online mentoring program, [SJU Connects](#), for one-to-one career consultations with fellow alumni and students.
- Follow the Alumni Association of Saint Joseph's University on [Facebook](#), [Instagram](#) and [LinkedIn](#).

SUPPORT SJU



Get your copies here

Hello Lynn,


As a member of the Saint Joseph's University family, we're excited to offer you an exclusive opportunity to explore the rich tapestry of our shared history.

We're thrilled to announce that you can now access digital copies of all *The Greeting* yearbooks since 1927. This means unlocking a treasure trove of nostalgia, laughter and camaraderie right at your fingertips.

To access your digital copies of the SJU yearbook, simply register below and you will receive the link to the yearbook archive in your confirmation email.

Questions? Contact Lynn Langnas at llangnas@sju.edu.

Get your copies here




ALUMNI

Job Search Academy by Indeed + SJU



The SJU Alumni Association is offering all alumni **free** access to this brand new resource. Job Search Academy by Indeed + SJU offers several advantages over the regular Indeed job search site. Here's how it stands out:

- Free courses & certifications
- Career coaching
- Exclusive job postings
- Networking opportunities

Submit your name for **free** access to this great new resource.

Questions? Contact us at alumni@sju.edu.

Submit your name here.

Registration

SIU Yearbook

Registrant

First Name: *

Last Name: *

I graduated from:

Preferred Class Year: *

Preferred Email: *

Email *

Confirm *

Cell Phone (Optional)

***By providing your phone number, you agree to receive text message communications from Saint Joseph's University.**

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Event Policy and Photo Release

Please take a moment to read our [Event Cancellation Policy](#) and [Photo Release Waiver](#). By submitting your registration, you and your registered guests accept the terms and conditions.

Make a Gift (optional)

Name of Company:

[Find Your Company's Matching Gift Program](#)


Gift Amount \$

☒ ONE TIME GIFT
☐ INSTALLMENTS
☐ RECURRING GIFT

I want my gift to support

☐ The Saint Joseph's Fund (scholarships and financial aid)
☐ Hawk Athletics
☐ Philadelphia College of Pharmacy Scholarship Fund
☐ School of Health Professions Scholarship Fund
☐ Other funds/programs or to select multiple areas.

Confirmation email



Lynn,

Thank you for your interest in Job Search Academy by Indeed + SJU!

[Free access to Indeed + SJU Job Search Academy](#)

If you have questions, please reply to this email.

Job Search Academy by Indeed + SJU

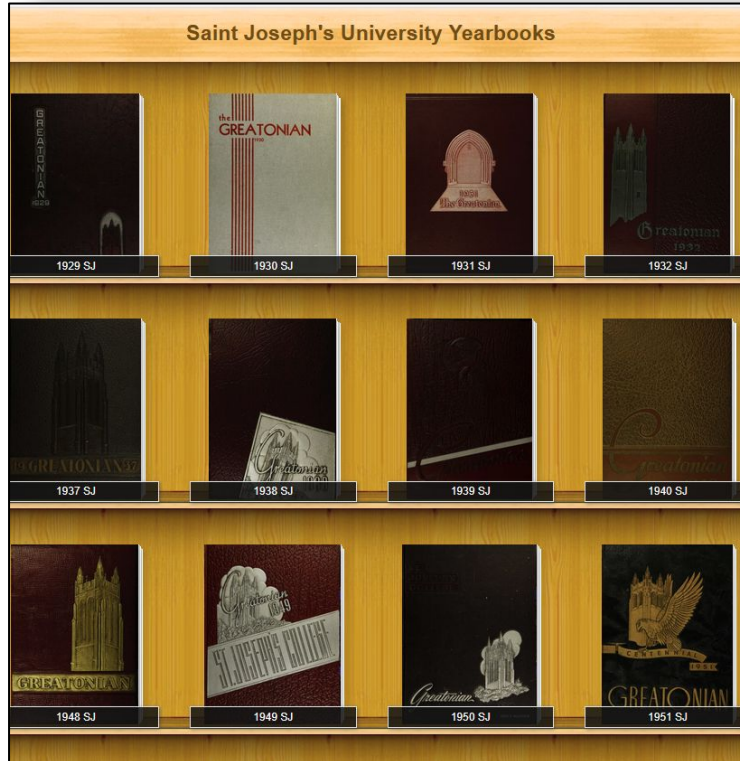
Date
March 25, 2025 to December 31, 2025

[Click here to edit your registration information.](#)

Registrant

Lynn Langnas

Product



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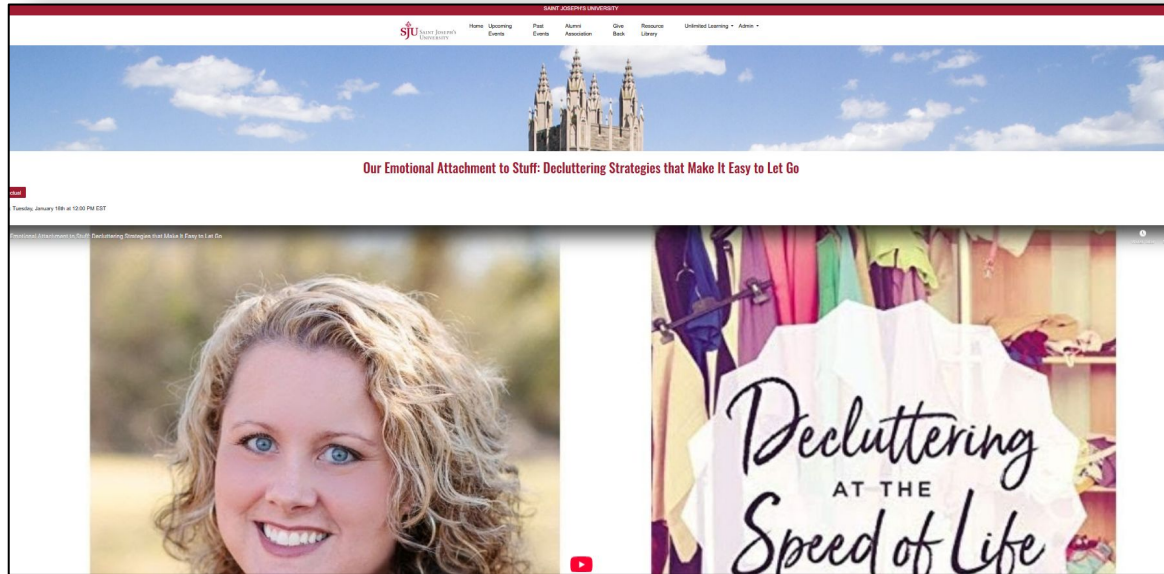
Job Search Academy by Indeed + Saint Joseph's University

Build confidence for your job search

The Job Search Academy is a free, virtual career development program brought to you by Indeed and Saint Joseph's University to help you excel in your job search. The Academy focuses on mastering the 5 key areas of the job search so you feel confident every step of the way—because everyone deserves better work.

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53	44	323	588	632	9.25

Total archive views
of registered & unregistered view

unregistered archive views
of people who did not registered but watched

 **SAINT JOSEPH'S UNIVERSITY**

Lynn,

Thank you for your interest in Spring Cleaning!

Begin webinar [here](#).

If you have questions, please reply to this email.

Spring Cleaning

Date
April 24, 2025 to May 30, 2025

[Click here to edit your registration information.](#)

Registrant

Lynn Langnas

First Name:
Lynn

Last Name:
Langnas

Preferred Class Year:
2015

Preferred Email:
llangnas@sju.edu

Make a Gift (Optional)

Gift Amount
\$0.00

One Campus, One Team



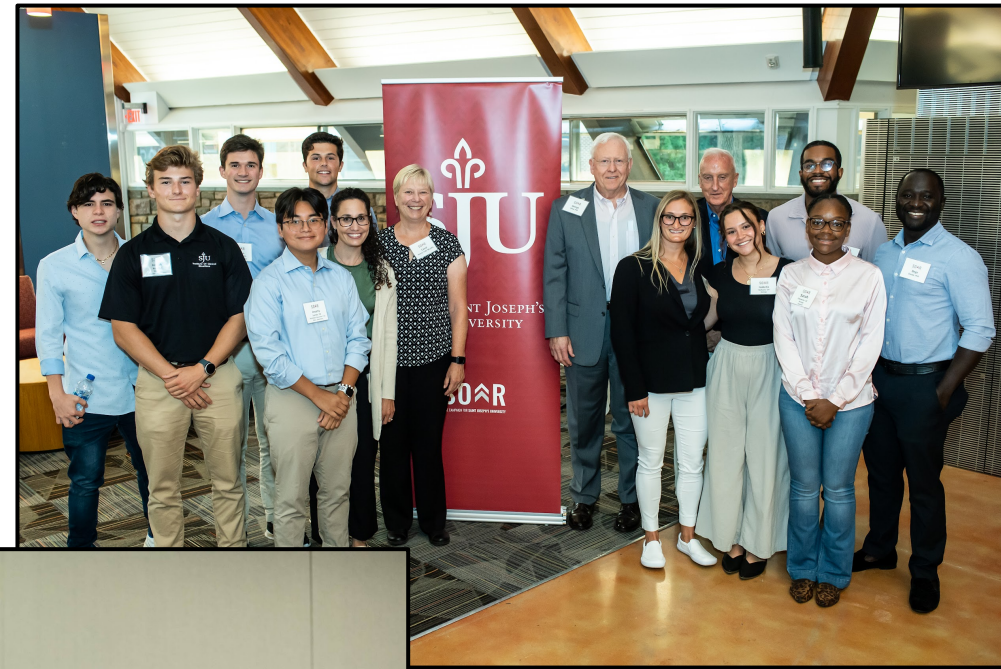
Areas of Support

- ❖ Alumni Contact Information
- ❖ Admission Support
- ❖ Budget Alleviating Programs
- ❖ Career Development
- ❖ Event(s)



Areas of Support

- ❖ Fundraising
- ❖ Thank you gifts / SIU
- ❖ Mentoring
- ❖ Resources
- ❖ Volunteers



“Now is the time to collaborate and listen!”

American Marketing Association at Saint Joseph's U ...
Connecting Students with Opportunities
5mo •

Last night, we had the honor of hosting SJU and AMA alumni [Nikki Foller-Moll](#). Our members had the opportunity to learn more about Nikki's experience working for Anthropology and gain insights into the fashion and merchandising industries. A big thank you goes out to Nikki for coming out to speak to students at her alma mater!



with Nikki Foller-Moll

33 3 comments

Like Comment Repost Send

Saint Joseph's University Alumni Association ...
5,373 followers
5mo • Edited •

Students from the Erivan K. Haub School of Business took their learning beyond the classroom! Dr. David Allan took students to NYC where they explored top marketing firms, including the global experiential agency Jack Morton. A special thanks to [Lauren Buonomo](#) '24 for sharing her insights and giving students a firsthand look at the industry!

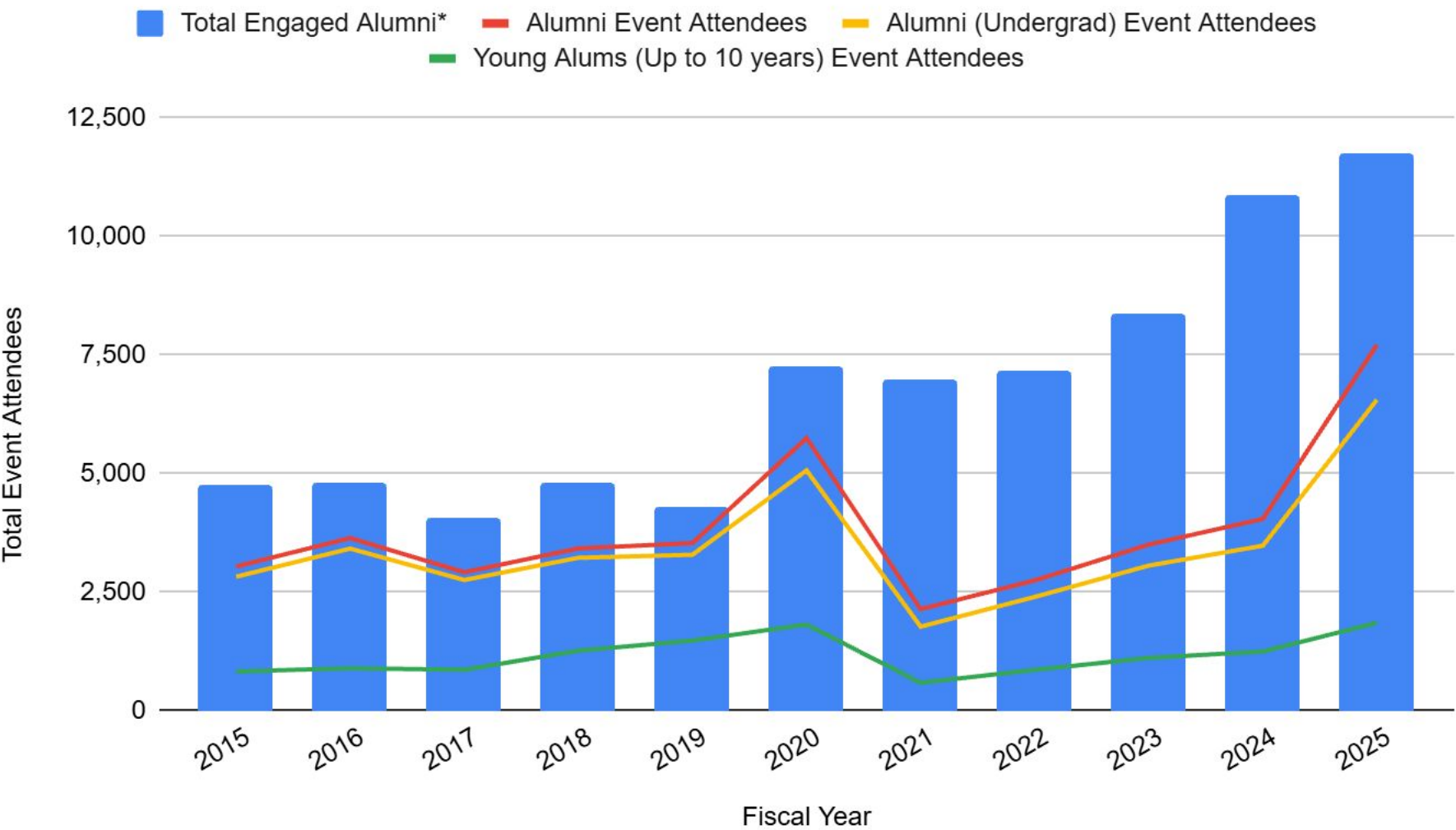


30 3 comments • 2 reposts

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Engagement Data

SJU Engagement Numbers



Fiscal Year	Total Events	In-Person	Virtual	Evergreen Events	Total Engaged Alumni*	Alumni Event Attendees	Alumni (Undergrad) Event Attendees	Young Alums (Up to 10 years) Event Attendees	Undergraduate Donors	Students Event Attendees**
2021	127	6	121	x	6,985	2,139	1,770	586	4,477	1
2022	158	67	91	x	7,151	2,745	2,397	858	3,918	15
2023	181	133	48	x	8,378	3,502	3,058	1,110	3,365	94
2024	214	168	46	10	10,871	4,042	3,478	1,246	3,169	192
2025	224	168	56	35	11,760	7,716	6,556	1,851	2,942	747

This number represents each unique person/ID that was engaged with SJU; event attendee, donor, volunteer, other.

Evergreen Events for 2024-2025

37% first time

30% first time

20% first time

	A	B	C	D	E	F
1	EVENT	DATE	ATTENDEES	INVITE	REMINDER	LAST CALL
139	Yearbook	Jun	1119	6/4@12	7/8@10	
140	Professional Development	Jun	350	8/13@10	9/30@4	
141	Novena of the Sacred Heart	June	76			
142	Soar Around the World	Julv	283	6/26@12	8/28@4	
143	Hawk Hill Fall Sports	Sept	123	8/30@2	9/25@12	10/29@2
144	SJU Fall Career Fairs	Sept	181	8/20@2	9/4@4	
145	Plan a Fall Day of Culture	Oct	100	10/8@4	10/22@2	
146	Book a Free Headshot	Nov	176	11/5@2	11/19@4	
147	Happy New School Year	Sept	56	9/6@10	9/19@12	
148	Novembering	Nov	215	11/1@4	11/22@2	
149	Letters to Veterans	Nov	82	11/7@2	11/21@12	
150	Hawk Holiday Happenings	Dec	62	11/15@12	11/26@12	
151	Holiday Gift Guide	Dec	44	12/19@4		
152	PDS - Creating Better Habits	Jan	237	1/3@1	1/21@12	
153	Alumni Fitness Challenge	Jan	104	1/6@12	1/10@12	1/30@8
154	Jesuit Education Survey	Jan	--	1/17@4	1/30@12	
155	Letters to Elders	Feb	94	1/28@10	2/20@12	
156	Spring Career Fair	Feb	115	1/13@12	2/6@2	
157	PDS - Making Your Next Career Move	Feb	175	2/12@10	2/25@10	
158	Museum Virtual Tour	Feb	145	2/28@12	3/13@10	
159	Lenten Reflections	March	500	3/4@2	3/10@2	
160	Spring Sports on Hawk Hill	March	27	3/5@10	4/15@10	
161	PDS - Indeed/SJU	March	309	3/27@12	4/10@12	
162	SJU Month of Service	April	26	3/31@2	4/17@10	4/28@12
163	PDS - Level Up Your LinkedIn Profile	April	230	4/14@10	4/21@12	
164	Plan A Spring Day of Culture	April		4/22@12	5/6@2	
165	ALC Webinars	All Year				
166						
167						
168	Static event totals		4829			
169						
170						

Return on investment

- \$10,000+ in New Donations
- Fundraising
- Participation from wide range of alumni
- Reusable structure across audiences

One Campus, One Team - A Two Way Street

- Campus Partners Alumni Engagement / General Alumni Engagement Recording
 - FY24 - 121 & FY25 - 194: Names Provided
- Athletics: 2,981 in FY25
- Lenten Reflections: 493
- FMM - Museum Visitors: 458

Call to Action: Make It Work on Your

- Start small: pick 2 ~~Campus~~ ^{Events}
- Partner with other departments
- Use newsletters to amplify - alumni advantages
- Repurpose existing content
- Measure, refine, repeat
- Start with two campus partners and grow

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