



Santa Clara  
Alumni Association

## SCU ALUMNI ASSOCIATION

# EVOLVING PANDEMIC-ERA CONTENT INTO POST-PANDEMIC RELEVANCE

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# 3-POINT THURSDAY TODAY

## 3-Point Thursday



### Your Bite-Sized Bronco Digest

- **Art in Motion:** A Bronco is giving Bay to Breakers a bold new look! Inspired by Matisse and San Francisco's vibrant spirit, **Zach Litoff '22** designed [a colorful, expressive brand identity](#) for the city's zaniest race—capturing the energy, absurdity, and joy of a moving block party.
- **Humanity in Healthcare:** In an effort to bring equity and justice to the healthcare system, **Sydney Shelby '25** [leads with compassion](#)—exemplifying the Jesuit value of *cura personalis* (caring for the whole person) along the way!
- **Mission-Driven Master's:** In Fall 2026, SCU will launch a new interdisciplinary master's degree in [Social Impact Leadership](#). This innovative program is designed for future change-makers ready to lead with heart, strategy, and a deep sense of purpose.

Go Broncos!

# ORIGIN STORY



# 3-BULLET THURSDAY

- The COVID-19 pandemic begins
- The Alumni Association immediately postponed or canceled all events
- Our current landscape of emails and newsletters didn't meet the needs of pandemic-era communications
- Looked for a way to break through email clutter and provide light during dark times



# ORIGIN STORY

## 3-BULLET THURSDAY

- Solidified purpose
- Launched “3-Bullet Thursday” April 9, 2020
- 3BT → 3PT



APRIL 9, 2020



### 3-Bullet Thursday

Welcome to the inaugural issue of 3BT! It's an easy way for you to stay up-to-date with inspiring SCU stories and quotes, virtual events, and opportunities to survive and thrive during this difficult time. Short and sweet.

# 3-BULLET THURSDAY

- Logistics: weekly pitch meetings, one main writer, reviewed by a team
- Content included:
  - Virtual events
  - Virtual engagement opportunities
  - Alumni stories
  - Campus updates
  - Digital resources

# ORIGIN STORY

# QUICK REFERENCE GUIDE

## WHAT GETS INCLUDED:

|  |   |
|--|---|
| Broad appeal                             | Stories must have a point of engagement/ interest for alumni, regardless of their physical location                       |
| Broad University representation          | Stories are drawn from all areas of the University but priority goes to alumni content                                    |
| Breaking news                            |   |
| Fun, inspiring, and entertaining content | Quotes, contests, stories, etc. that surprise, delight, and elicit a feeling of nostalgia                                 |
| Event announcements                      | Must have virtual/hybrid component; must be open to everyone; can be alumni-generated or hosted by another SCU department |
| Holidays                                 | Stories/sentiments related to a upcoming holiday celebrations   |

## WHAT DOES NOT GET INCLUDED:

|                                     |  |
|-------------------------------------|--|
| Narrow or location-specific content | Content without a broad appeal or that doesn't not offer a point of engagement outside a specific region/area                |
| Partisan issues or divisive topics  | Content that takes a political stand or could be perceived as taking a stand; content that divides rather than unites alumni |
| In person events                    | Events in 3PT must have virtual/hybrid component   |

**Internal Purpose:** To delight and entertain with fun and inspiring stories and keep alumni up-to-date with timely notifications about upcoming events and opportunities around campus

**Frequency:** Weekly

**Drop date:** Every Thursday

**Audience:** All alumni

**Budget:** None

**Structure:** Three bullet points with links to supporting content; intro text and P.S. as content dictates



# ORIGIN STORY

## KEY DATES

- April 9, 2020: Launch
- Summer 2021: Return to office
- Fall 2021: IRL events resume





THE SECOND VISION

# THE PIVOT

# THE PIVOT POST-PANDEMIC

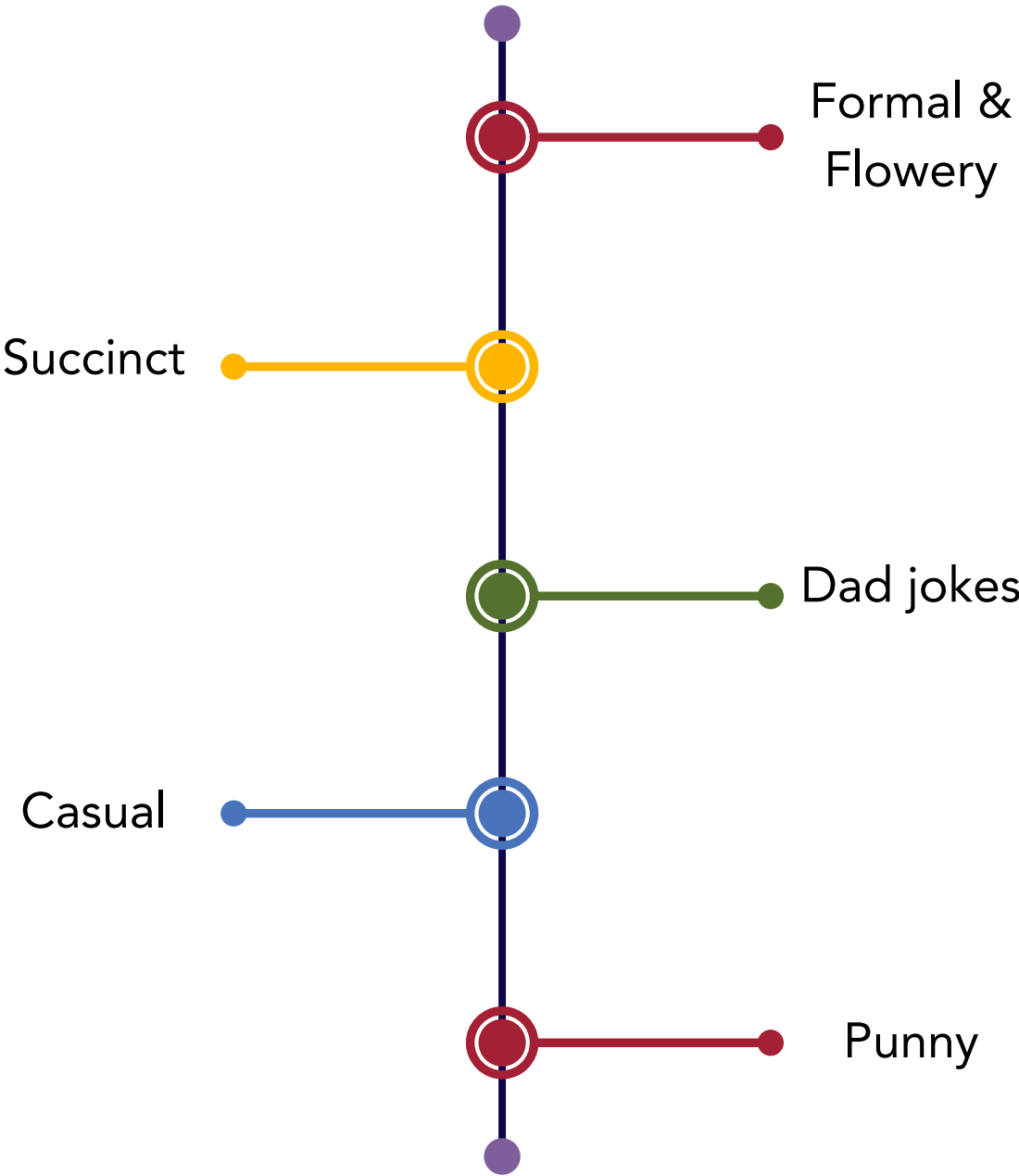
- Post-pandemic conversation: Do we continue 3-Point Thursday? Yes!
  - Engaged unengaged alumni, and broke through the email clutter
- Once we'd agreed to keep the newsletter going:
  - Do we need to revise the purpose? No
  - Is this newsletter still relevant post-pandemic? Yes
  - As we return to in-person events, do we highlight those here? No



# THE PIVOT STORY ARC

- **Top Reads:** We asked, you answered! [Check out some of your alumni family's favorite summer books](#) to find your next pick. See a title missing? [Send in your recommendations](#) and we'll add it to the growing list. Don't forget to circle back to see what's new.
- **Here's to the Highlights:** 2023 was a great year to be a Bronco! Catch up with what happened on campus and [watch SCU's best of the best moments](#) from rankings to groundbreaking internships to athletics, and everything in between.

2020



- **Graduating Senior Sees COVID-19 in New Light:** This Spring has not turned out like anyone expected, especially for the Class of 2020. However, after some time and reflection, current senior Gavin Cosgrave has started to see this unusual time in a new light. "This crisis has the potential to change us both individually and collectively for the better, though the growth may not be welcome or comfortable." [Read his hope-filled perspective here »](#)
- **SPEKtacular:** Hats off to our Alumni office student webmaster **Madison Nguyen '25** and her brilliant team of problem solvers who took first place in this year's [Hack for Humanity](#) hackathon! Their project, called Speks, brings awareness to the underdiagnosis of autism in women and young girls. [Check it out »](#)
- **Hire Calling:** Looking for an exceptional employee to add to your team? Start your search with Santa Clara alumni and students! Check out [the Career Center's hiring guide](#) and discover how to leverage the Bronco network to build out your dream team.

# THE PIVOT

# INTENTIONAL DEVIATIONS

- Pictures

### Handwashing Technique with Soap and Water

To the tune of "Fight for Santa Clara", The SCU Fight Song

Varsity fight for Santa Clara

Banners of red and white on high!

No matter how great your foe men [team],

Let your motto be "to do or die."

Rah! Rah!

Varsity men [team],

We are cheering for you.

Our gallant heroes,

sturdy, staunch, and true.

Remember the right and might,

of red and white,

When Santa Clara warriors fight,

For Victory, and our dear old S.C.U.!

Words, Music and Arrangement by Winnie Cutter, Class of 1905

Trouble viewing this email? [Read it online.](#)

APRIL 23, 2020

### 3-Point Thursday

- Better Together—SCU Students and Alumni:** Congratulations to a group of 15 undergraduate Santa Clara University students from China, led by economics freshman [Judith Li](#), who recently [procured nearly 5,000 safety masks from China](#), most of which are being donated to local health-care providers. On Saturday, with the help of SCU alumna [Liz Connelly '15](#), members of the group proudly delivered the final batch to a collection site at SCU.
- Virtual Event—How to Be An Ally for LGBTQ+ Community:** We're all in this together. [Join us on Wednesday, May 6 at 6 p.m. PDT](#) to learn how you can help foster a safe and respectful environment wherever you are. [Ray Plaza](#), Director of SCU's Office for Diversity and Inclusion, will guide you through this thoughtful, online workshop.
- Varsity Fight...against COVID-19:** Tired of singing "Happy Birthday" while washing your hands for the recommended 20 seconds? [Sing the SCU Fight Song](#) instead as you lather, scrub and rinse! The tune was composed by SCU alum Winnie Cutter, Class of 1905, and if you don't know it by heart, [listen to this recording](#).

### Handwashing Technique with Soap and Water

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\*Words, Music and Arrangement by Winnie Cutter, Class of 1905

Go Broncos!

Be sure to visit our [Virtual Resources page](#) frequently to keep up-to-date on ways you can stay connected to your Bronco family.

"Happy Anniversary OML! It has been such an honor being able to work with everyone for the past two years and I'm really looking forward to seeing how you continue to serve as a resource to all of our students in the years to come."  
-Jacqui Ibarra-Garcia '21

[Congratulations to the Office of Multicultural Learning on 20 Years!](#)

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# THE PIVOT

# INTENTIONAL DEVIATIONS

- Intro text and PS
- Themed takeovers
- Intentional breaks

## 3-Point Thursday

*In honor of [Read Across America Day](#) on March 2, we're dedicating this week's 3-Point Thursday to alumni-exclusive reading resources!*

- **Join the Conversation: Nick Buccola '01** is coming to campus April 3 to discuss his powerful book "The Fire Is Upon Us" in a talk moderated by Professor Timothy Lukes. The SCU Book Club's latest read navigates the complexities of race and politics through the lens of love. [Watch virtually or attend live »](#)
- **Book Club Selection on Deck:** Uncover the forgotten legacy of Ann Lowe, the talented Black designer of Jackie Kennedy's wedding dress, in "By Her Own Design," by Piper Huguley. [Join the SCU Book Club](#) to participate in the online discussion March 15-May 17.
- **Stack Your Reading List:** Dive into the [SCU Alumni Bookshelf](#) for a literary adventure! From fiction to nonfiction, poetry, and kids' reads, our alumni authors write it all. Explore almost 150 captivating books penned by your classmates to find your next read.

Go Broncos!


P.S. ICYMI - [Watch the recording](#) of the Ignatian Center's fireside chat with **Kurt Wagner '12**, author of "Battle for the Bird," a book about Twitter/X that is grabbing headlines globally.

*Where in the world are you? [Update your contact information](#) to stay up-to-date on the latest and greatest from SCU's Alumni Association.*



# THE PIVOT


# A FRESH LOOK



Santa Clara  
Alumni Association

MARCH 27, 2025

# 3-Point Thursday





## Your Bite-Sized Bronco Digest

- **Business-Minded:** A humanities degree and a Retail Studies minor uniquely qualified **Giannina Ong '18** for her position as the Editor-in-Chief of [Mochi Magazine](#), the longest-running digital publication for Asian American women. Learn how classes in finance and management [set her up](#) for success.
- **Jurassic Joy:** The artist behind Dolores Park's beloved light-up dinosaur has been sparking smiles since 2023. What began as a fun project for **Trevor Mead J.D. '16** has since become [a local treasure](#)—proving that a little creativity can make a big impact!
- **Foundations Laid:** Women have blazed trails at SCU for decades. Did you know that we appointed our first director of women's athletics in 1963? Discover who [paved the way](#) for future female Broncos to thrive.

Go Broncos!

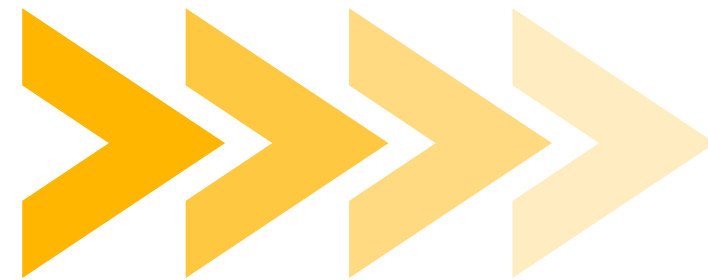
3PT aims to spark delight and strengthen your bonds with Santa Clara and your fellow alumni.  
How did we do this week?



Where in the world are you? [Update your contact information](#) to stay up-to-date on the latest and greatest from SCU's Alumni Association.

# THE PIVOT SUCCESS MEASUREMENTS

**Open Rates**



**Click Rates**

- Open rates
- Click rates
  - Top three categories of stories, by clicks:
    - Alumni stories
    - Nostalgia & history
    - Campus news & updates

# THE PIVOT

# SUCCESS MEASUREMENTS: CONTENT

## Top Three Categories of Stories (By Clicks):

Alumni stories

- **Bronco MVPs:** Did you tune into the Super Bowl this past weekend? You might not have realized that SCU had more than a few connections to the game! Check out ["Name That Bronco"](#) to learn more and to challenge your NFL knowledge.

Nostalgia & history

- **Bird's Eye View:** If you've visited SCU over the years, you're probably used to seeing construction. From new facilities to transformed spaces, the University skyline continues to evolve. [How does campus look different today from when you were here?](#)

Campus news & updates

- **Thank-A-Prof:** Think back to the professors who shaped your SCU experience. Show your gratitude! [Give a shoutout](#) to the educators who made a difference in your life.





# THE PIVOT

# SUCCESS MEASURMENTS: A/B TESTING


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 Santa Clara Alumni Association

MAY 1, 2025



3-Point Thursday

**Your Bite-Sized Bronco Digest**

- **All Bronco:** Since their chance meeting on the steps of Benson in the 1970s, **Rich '72 and Ginny Haughey '73** have never stopped showing up for SCU. [See how](#) their passion and deep ties to the University continue to make a lasting impact.
- **Alumna Talks AI:** Have you ever wondered how AI is changing our lives and what that means for humanity? **Elizabeth Tellman '09** will join other thought leaders at the Markkula Center's [Digital Dignity Day](#) tomorrow, May 2, to explore key questions around bias, ethics, and the gender gap in AI use.
- **Baby Broncos:** What makes baby pictures even better? SCU swag! [Send us a picture](#) (or three) of your future Bronco wearing our free ["Born to Be a Bronco"](#) bib to enter our sweepstakes. Three lucky submitters will receive SCU merch!


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Be sure to add [alumupdate@scu.edu](mailto:alumupdate@scu.edu) to your address book or safe senders list so our emails get to your inbox.

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MAY 1, 2025



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Be sure to add [alumupdate@scu.edu](mailto:alumupdate@scu.edu) to your address book or safe senders list so our emails get to your inbox.

3-Point Thursday

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How did we do this week?



**Your Bite-Sized Bronco Digest**

# KEY TAKEAWAYS

# KEY TAKEAWAYS

- Things that have made this successful:
  - Alumni at the center
  - Short and sweet
  - No expectations



# ACCOLADES QUOTES

**01** this week's 3-Pt did warm the bonds. Dan Ratelle '72

**03** SCU AA -  
This is great  
Thanks  
GO Broncos!

**02 PLEASE** add me to the 3-point Thursday mailing.

Sincerely,

Mel Russi,MD  
class 1960

# QUESTIONS?

Cynthia Nonnenmacher '11 | [cnonnenmacher@scu.edu](mailto:cnonnenmacher@scu.edu)

Megan Alderete MA '11 | [malderete@scu.edu](mailto:malderete@scu.edu)



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# MAKE IT YOURS

## A 3PT-INSPIRED BRAINSTORM

# MAKE IT YOURS

- Is there a place for a 3PT-style communication in your division?
  - Do you currently send too many emails—or too few?
  - What are your existing pain points in your communications?
  - Who would write/review/manage it? What internal workflows would it require?
- Let's sketch it out!
  - What are 2-3 types of stories your audience would like to read regularly?
  - What tone or voice would resonate with your audience?
  - What format would make it approachable and easy to digest?