

## A Plan for Educational Outreach

The following was created in an attempt to improve alumni participation by designing educational events that engage alumni in the essential learning environment unique to Dartmouth.

### Program options by Club Size:

<350 Small Club	350-800 Medium Club	800-2000 Large Club	2000+ Metro
Speakers Bureau	Speakers Bureau	Speakers Bureau	Speakers Bureau
Call ACE to discuss ideas	Club-Planned DOL	Club-Planned DOL	Club-Planned DOL
		Dartmouth –Planned DOL	Dartmouth –Planned DOL

### Speakers Bureau

The Dartmouth Speakers Bureau provides ALL regional Dartmouth Clubs the opportunity to host a member of the Dartmouth faculty or administration for a Club activity. Regional clubs may request one speaker per academic year. Presenters would speak on a pre-determined topic for twenty to thirty minutes, and respond to questions.

**Club/Class Resources:** The club should request a speaker using the on-line tool no less than 3 months prior to the proposed event (more than 3 months is encouraged even if the date of the event is not finalized). A minimum of 30 participants is the target audience size. The Club is expected to process their own registrations, cover catering, venue costs, marketing expenses, and pay half the travel expenses (travel, meals and lodging) of the presenter. An honorarium is not required but a thank you gift is appropriate. At the conclusion of the event, Club will share the list of participants with AR.

**AR Resources:** Once a request is submitted, a staff member from Regional Affairs or Alumni Continuing Education (ACE) will be in touch promptly to discuss the request. ACE will manage requests for faculty; Regional Affairs will handle requests for administration. Regional Affairs will cover half the travel expense for the College visitor.

**AR Budget Allowance:** 20-30 events per year.

### Dartmouth on Location Overview

Over the past several years, there has been a consistent decline in participation in Club Seminars (with only one or two exceptions). After a lengthy review, it was decided to rename this segment of our programming, Dartmouth On Location in an attempt to stimulate interest in educational activities. Alumni Relations will provide more program development assistance and guidance on new program formats. This name replaces what was formerly known as Regional Club Seminars. To the participant, the quality of the experience is the same; access to a noted Dartmouth professor, opportunity to meet fellow alumni and friends, and enjoy a quality learning experience.

All upcoming events can be found at [www.alumni.dartmouth.edu/ace/onlocation](http://www.alumni.dartmouth.edu/ace/onlocation)

### **Club-Planned Dartmouth on Location**

Medium, Large, and Metro Clubs are eligible to co-sponsor with Alumni Relations an educational event augmented by a member of the Dartmouth faculty. The primary purpose of this event must be educational, last approximately 3-4 hours, and involve one or two lecturers. Identification of a location complimentary to the topic is highly recommended. Clubs who have a tradition of offering the prior Seminar format and have experienced low attendance, will be asked to review the offering and possibly conduct a survey of members.

**Target Audience:** All alumni within and surrounding the proposed geographic region. The target audience size is approximately 5-10% of regional constituency (adjusted by size of club).

**Club/Class Resources:** A member of the executive committee from the club will submit (utilizing the on-line tool) a request for an event by **August 15<sup>th</sup>** or **no less than 6 months prior** to the proposed event. The Club is expected to actively promote the event through newsletters, email and website, process their own registrations, research and secure catering and venue, and coordinate volunteers during the event. At the conclusion of the event, the Club will share the list of participants with Alumni Relations.

**AR Resources:** Advice and support developing the event and topic, identification of the speaker(s), faculty travel expenses, a \$600 honorarium for the presenter(s), and promotion of the program through the web and email announcements. A promotional postcard may be supported if there are significant numbers of individuals who do not have valid email addresses and budget allows.

**AR Budget Allowance:** 6-8 events per year.

### **College-Planned Dartmouth on Location**

Large and Metro Clubs may be offered an event designed to take advantage of a regional attraction (art exhibit, installation, theatrical production, etc.) augmented by a presentation by a member of the Dartmouth faculty. Where possible, the event is comprised of a private viewing of the exhibition/performance, social interaction, and an educational presentation. Regions receiving a College-Planned DOL will not receive support for a Club-Planned DOL.

**Target Audience:** All alumni interested in attending the event are invited to participate. Participation goal is 100+.

**Club Resources:** Agree to co-sponsor event and provide advice and assistance in planning (researching/securing venues, dates) and identify volunteers to help during the event. Supplemental advertising via newsletters, websites, and announcements is also required. The Club would be responsible for a \$600 honorarium to the presenter.

**AR Resources:** Development of the event/topic, identification of the speakers, all financial risk of securing the venue, financial subsidy of event, all marketing, registration, and on-site management.

**AR Budget Allowance:** 6-8 events per year.