

Spotlight on Alumni Outreach

Alumni outreach is often an important component of campus fundraising campaigns, and sometimes a required piece of accreditation. Repositories can help with alumni engagement efforts by providing a way to highlight, preserve, and disseminate the content that most strikes a chord with alumni, and building an online community for this content can help support alumni fundraising efforts. Many repository administrators are already including some of this content, oftentimes coordinating with the campus alumni relations office and various academic departments to uncover and promote collections that may be of particular interest to former students. This document includes a list of categories of content that are important to alumni, along with examples of these types of content.

Alumni Scholarship

Your repository is a service to the entire campus community, and what better way to serve alumni than to offer a permanent, digital home for their post-graduation scholarship? Creating space for alumni content can help nurture connections between former students and the institution, and gives the university an opportunity to share the remarkable things that its students have gone on to do. With clean, persistent URLs for all Digital Commons content, alumni will easily be able to feature links to Digital Commons content on resumes and CVs.

- Alumni Book Gallery, Cedarville University: http://digitalcommons.cedarville.edu/alum_books/
- Books by Alumni, Swarthmore College: <http://works.swarthmore.edu/alum-books/>
- Alumni Publications, Frank W. Olin College of Engineering: http://digitalcommons.olin.edu/alumni_pubs/

Yearbooks

Many of the content types in this document preserve and showcase university history, but none of the other content types do this quite as comprehensively as yearbooks. Because of their scope, and because there aren't any complicated copyright issues to consider, yearbooks are a central addition to many repositories and a popular use of the Digital Commons book gallery.

- Yearbooks, Missouri University of Science and Technology: http://scholarsmine.mst.edu/speccoll_yearbooks/
- Howard University Digitized Yearbooks, Howard University: http://dh.howard.edu/bison_yearbooks/
- Prism, University of Maine: <http://digitalcommons.library.umaine.edu/prism/>

Alumni or Promotional Magazines

This category of content includes alumni magazines, magazines geared toward family and friends of the institution, and promotional university publications. Including this content in your repository is an ideal way to preserve campus highlights, such as historic research discoveries, important university milestones, and news from the alumni community. Additionally, Digital Commons content is full-text searchable, which might appeal to alumni who are looking for news from their department and fellow graduates.

- Bridgewater Magazine, Bridgewater State University: http://vc.bridgew.edu/br_mag/
- Colby Magazine, Colby College: <http://digitalcommons.colby.edu/colbymagazine/>
- University of Wollongong Gazette, University of Wollongong: <http://ro.uow.edu.au/uowgazette/>

Reunion and Class Information

Using your repository as a home for reunion or campus anniversary celebration information can be a way to entice alumni not just to visit the repository, but to engage with it. Before the event, consider using an event community to share registration and logistical information about the event, and solicit stories and speakers. After the event you can update the event with photos, images, and any other relevant materials. In addition to reunions, alumni may be interested in their class photos, or other materials related to campus growth and history.

- 125th Anniversary Community, IIT Chicago-Kent College of Law: http://scholarship.kentlaw.iit.edu/125_anniversary/
- 175th Anniversary Community, Framingham State University: <http://digitalcommons.framingham.edu/175anniversary/>
- Clemson Class of 1939, Clemson University: http://tigerprints.clemson.edu/class_thirtynine/

Graduation and Other Ceremonies

Consider using your repository to host materials from commencements, convocations, and other campus ceremonies. Alumni may be interested in reliving a piece of these celebrations, whether it's in the form of a written speech, a program, or an audio or video recording. Hosting these in your repository ensures continual public access to these important campus moments.

- Commencement Speeches, Santa Clara Law: <http://digitalcommons.law.scu.edu/commencementspeeches/>
- Commencement Addresses, Connecticut College: <http://digitalcommons.conncoll.edu/commence/>
- Commencements, Philadelphia College of Osteopathic Medicine: <http://digitalcommons.pcom.edu/commencements/>

Oral Histories

Oral histories can be a fun and engaging way to preserve institutional history, especially through periods of change on campus and in the community. Many of the oral history collections housed in Digital

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Commons sites include alumni voices, or interviews with current students. Posting oral histories in your repository not only preserves university history, but makes it openly available to anyone who might be interested in exploring the ways your institution has grown over time.

- Oral Histories, Bard College: http://digitalcommons.bard.edu/oral_hist/
- Macalester Oral Histories, Macalester College: <http://digitalcommons.macalester.edu/macoralhist/>
- Oral History Program (Alumni), Winthrop University: http://digitalcommons.winthrop.edu/oralhistoryprogram_alumni/

University Publications

This category includes regularly published university publications such as handbooks, course catalogs, and calendars. Including these types of documents in your repository preserves the evolution of your institution's courses, schedules, and requirements. In addition to that, though, alumni may be interested in a reminder of what classes they took while attending your institution, sometimes seeking the exact titles and descriptions for particular courses.

- Student Handbooks, Southern Adventist University: http://knowledge.e.southern.edu/student_handbook/
- Bryn Mawr College Calendar, Bryn Mawr College: http://repository.brynmaur.edu/bmc_calendars/
- Western Michigan University Course Catalogs (1964-2014), Western Michigan University: http://scholarworks.wmich.edu/course_catalogs/

Student Publications

Repositories commonly include theses, dissertations, and other academic student content, but students may also spend a portion of their college careers contributing to non-academic publications such as art and literary magazines and student newspapers. These publications may be of particular interest to alumni looking for a trip down memory lane, especially if they contributed or helped produce the publications. While the titles of these types of publications often change to reflect a changing campus community, Digital Commons has a variety of ways to easily organize content to make it easily findable and searchable.

- Digressions, Nova Southeastern University: <http://nsuworks.nova.edu/digressions/>
- BGSU Student Newspaper, Bowling Green State University: <http://scholarworks.bgsu.edu/bg-news/>
- Student Newspapers, William & Mary Law School: <http://scholarship.law.wm.edu/newspapers/>

Student Performances and Sports

Students may also participate in sports, or theater and music programs. Like student publications, campus life images, sports catalogs, production reviews, and various recordings may be of interest to alumni looking for a reminder of campus life, or looking to share information about their extracurricular activities.

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- CWU Theatre Arts Collections, Central Washington University:
<http://scholarship.law.wm.edu/newspapers/>
- UNLV Athletics Community, University of Nevada, Las Vegas:
<http://digitalscholarship.unlv.edu/athletics/>
- Chapman University Athletics Collection, Chapman University:
http://digitalcommons.chapman.edu/cu_athletics/index.6.html

And Everything Else

Digital Commons customers are including a variety of other content that might be of interest to alumni that doesn't fall into one of the above categories. Examples include alumni awards and recognition, continuing education, general campus images, information related to student clubs, departmental newsletters, donor reports, and a reading list. The sky is the limit with Digital Commons, so contact your consultant to discuss the best ways to structure your unique content.

- Annual Donor Report, University of Georgia Law:
http://digitalcommons.law.uga.edu/lectures_pre_arch_archives_adreport/
- Bryant University Memorial Book, Bryant University:
<http://digitalcommons.bryant.edu/memorialbook/>
- Live Lectures Series, College of the Holy Cross:
http://crossworks.holycross.edu/live_lectures/
- LVHN Mysteries, Lehigh Valley Health Network:
http://scholarlyworks.lvhn.org/lvhn_mysteries/
- Alpha Tau Omega materials, DePauw University:
http://scholarship.depauw.edu/alpha_tau_omega/