

# Beyond the Tailgate: Engaging Alumni as Partners in our Civic Mission

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# Engaging alumni around their civic interests...

A story of U of Minnesota alumni in SF



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# Citizen Alum and Imagining America... [citizenalum.org](http://citizenalum.org)



# Citizen Alum Summer Institute, June 11-12, 2013 University of Minnesota- Twin Cities



# How do we identify our “Citizen Alums?”





# Understanding Civic Identity: A Tale of Eagles, Honeybees, Otters, and Koalas



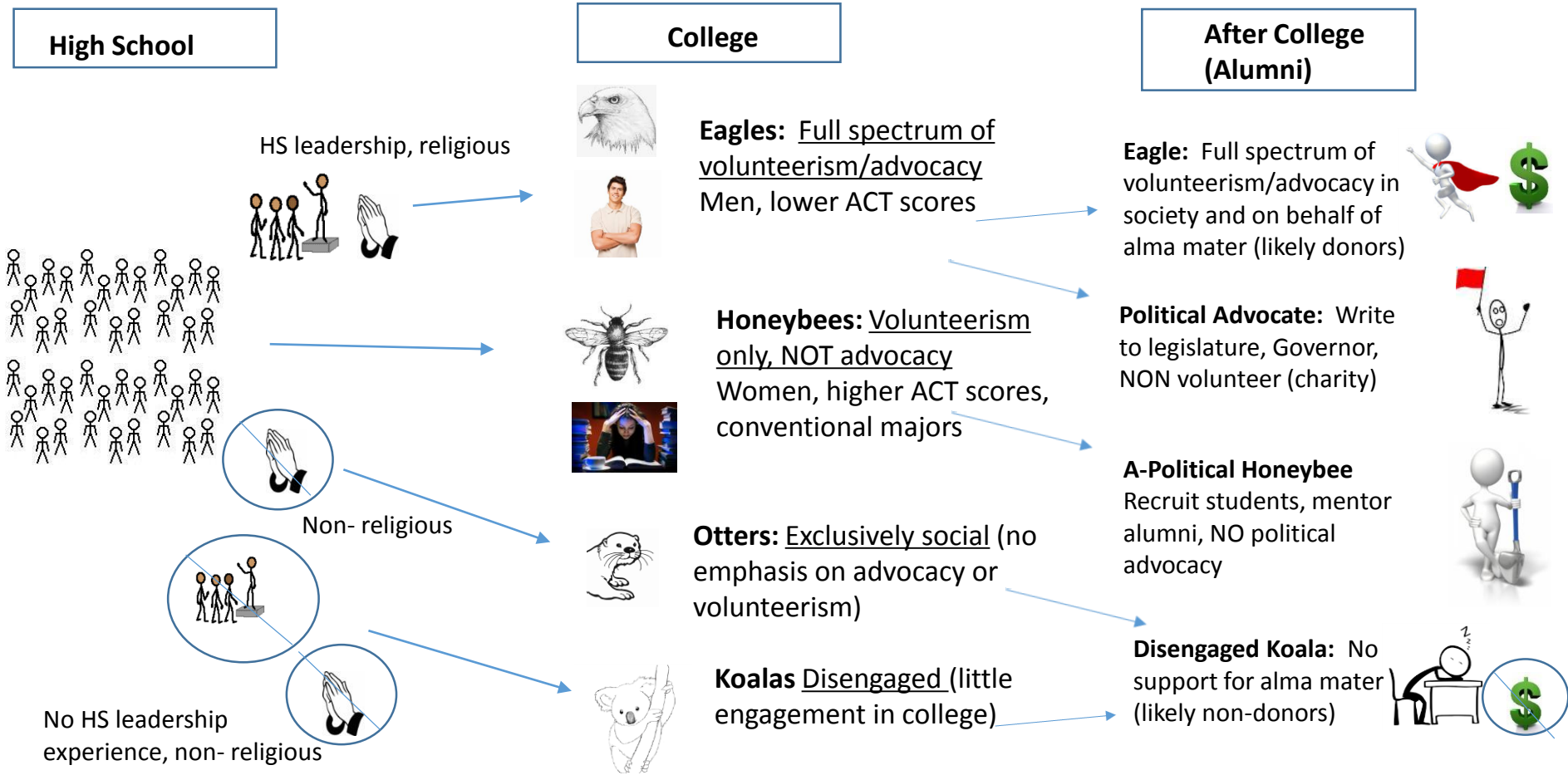
Weerts, D. J. & Cabrera, A. F., (revision under review). Segmenting university alumni using a person-centered methodology. *International Journal of Non Profit and Voluntary Sector Marketing*

Weerts, D. J. & Cabrera, A. F., (2015). Profiles of civically engaged college students. *Journal of College and Character*, 16(1), 22-36.

Weerts, D., J., Cabrera, A. F., & Pérez, P. (2014). Uncovering classes of civically engaged college students: A latent class analysis. *Review of Higher Education*, 37(2), 141-168.



# Pathways to civic and philanthropic involvement of university alumni (Weerts & Cabrera, 2016)



# Some burning questions related to alumni relations....

Are we engaging our students/alumni in meaningful ways given their unique aspirations, talents, worldviews, and civic orientations?

What might alumni relations look like if we engaged alums around their broader civic interests and identities?  
**Grand challenges?**

How might campus units work together to rethink today's alumni relations model?

Alumni relations officers as civic professionals?  
Implications for how we think about our roles...





# Envisioning advancement professionals as civic professionals

- Advancement officers as change agents and “architects of democracy?”
- Rethinking advancement as public work (citizen professionals collaborating with colleges/alums, donors, community partners).

Boyte, H., *Everyday Politics: Reconnecting Citizens and Public Life*. University of Pennsylvania Press (2004); and *The Citizen Solution: How You Can Make a Difference*. Kettering Foundation Press, (2008).





Discussion....  
Thank you!

