

NORTHLAND COLLEGE ALUMNI

OUR MISSION

The Northland College Alumni are dedicated to advancing the goals of Northland College by providing connection, cooperation, and collaboration between alumni, students, faculty, and the Northland Community.

Impacting the Student Journey and Experience

NC Alumni will continue to support the recruitment of new students but will begin a focus on how alumni can positively impact and engage in the student experience. Working collaboratively with student services, college leadership, and the board of trustees the alumni association wants to help positively impact student retention. We will begin identifying what timely and relevant actions we can take to positively impact the student experience to lead to improving student retention rates. Retaining and graduating more students will lead to more alums.

New Initiatives/Activities focused on Leveraging Alumni Professional Experiences

- Growth of active alumni in LinkedIn Northland growth - seeing an increase in activity and members. Career Services is engaging students to create profiles and some students have even reached out to Alums for informational interviews.
- 21 alumni participating in career service panels organized in partnership with the Office of Career Services and Student Career Advisor, Julie Winter.
- Planning of professional-focused lunch and learns for current alums to share insights and advice on professional topics with other alums - in the planning stage.
- Continuing our direction on alumni engagement and student retention

Recent Highlights

- Giving Tuesday was December 1, 2020 - Over 260 total supporters raised nearly \$108,000!

Fun facts:

Alumni	153	\$17,293	Trustees	4	\$32,725
Friends	82	\$54,187	Parents	30	\$3,750

Top 5 Classes by Participation - 2005, 2016, 2017, 1970, 2000

Top Class by Dollars Raised - 1970, 1969, 1978, 1977, 1976.

Top States by participation and dollars raised - Wisconsin, Minnesota, Illinois.

- Internships and the archives - 5 internships in the NC archives under the leadership of the Alumni Board.
- Leveraging nostalgia to engage alumni in online platforms - active organic engagement on Facebook - example Valentine's Day post.
- Target focus on personal connections and building networks out from there will result in a stronger response
- Recruitment of a new board member from the class of 2013.