Reunion Programming:
a facilitated discussion on best practices

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1. Berkeley-Haas Reunion Programming
2. LifeLong Learning Opportunities
3. WHY do we organize reunions?
4. Planning Timeline and Team
5. Goals & Metrics
6. Discussion
Berkeley-Haas Reunion Website

2015 MBA Reunion Weekend
Weekend Schedule
Alumni Conference
Conference Speakers
Class Volunteers
Defining Principle Honorées
Hotels
Parking & Transportation
FAQs
Class Giving
Attendees

Welcome Back Alumni!

MBA REUNION WEEKEND
April 23-26 · 2015

Join us > haas.berkeley.edu/reunion

MBA Reunion 2015

Thanks to those who registered and attended this year’s MBA Reunion. Congratulations to the alumni recognized by classmates as Defining Principle Honorées.

View photos from the weekend and watch recordings of the sessions from the 2015 MBA Alumni Conference.

Welcome & Berkeley-Haas School Update (Watch)
Rich Lyons, BS ’82, Dean, Berkeley-Haas

Make Your Business Your Data: Why Data Assets Are Not Just the Domain of Tech Companies (Watch)
Timothy Campos, SCEMBA 10/11, CIO, Facebook & former CIO, KLA-Tencor

The Other F Word: Failures and How

14th Annual ABSAP Conference
Hosted by the Olin Business School,
Washington University in St. Louis
July 21-24, 2015 | St. Louis, MO
LifeLong Learning Opportunities

- Alumni Conference
  - Faculty Presentations
  - Alumni Presentations
  - Staff Presentations
- New Courses- Deep Dive!
- Keynotes
- Conference Videos (sent to entire alumni population after the Reunion)
Why do we plan reunions?

- Why should we plan a Reunion? For who?
- When?
- What will it achieve?
- What are our goals and metrics?
- What activities should be included?
Why do we plan reunions? - cont.

- Should Faculty be involved? Or Career Services?
- What achievements are you most proud of?
- What do you wish that you did better?
Planning Timeline & Team

- Reunion Event Planning
  - Timeline- it takes a year, and a village, to plan a successful reunion.
  - Events (Reunion Class Specific)
  - Conference (All Alumni)
- Alumni Relations Team
  - Volunteer Recruitment and Responsibilities
- AGO and MGO
  - Managing Major Giving Prospects and Fundraising
- Save-the-Date, Registration and Marketing
- Giving Messages
Goals & Metrics

- Reunion Attendance
  - Including Volunteer Recruitment

- Reunion Giving
  - Including Reunion level giving (Major Gifts, matching campaign, etc.)

- SMART Goals
  - Specific – target a specific area for improvement.
  - Measurable – quantify or at least suggest an indicator of progress.
  -Assignable – specify who will do it.
  - Realistic – state what results can realistically be achieved, given available resources.
  - Time-related – specify when the result(s) can be achieved.

- Alumni Awards
Discussion

Questions?