



WAAAUB Outreach Committee **Goals and Objectives for the Year 2008-2009**

Outreach Committee

The Outreach Program has five basic objectives in the following order of priorities:

1. To reach out for all the Alumni and bring them into the fold. Many alumni – for a variety of reasons - have lost contact with their Alma Mater and their whereabouts and doings are completely unknown to AUB.
2. To update the coordinates/contact points of the Alumni.
3. To learn more about the positions, accomplishments and achievements of the Alumni.
4. To improve communications between AUB and Alumni by dispersing more knowledge of AUB news and activities to Alumni. This will be achieved by developing (with AR and Communications/Information office) a WAAAUB communications plan to include electronic newsletters, update to the Alumni website, MainGate articles and other marketing pieces to achieve optimal WAAAUB/ AUB outreach.
5. To develop (with Alumni Relations Office) a marketing and outreach strategy to increase awareness and participation in the AUB On-line Community. This to include expanded use of mentoring tool (with Programs Committee) and chapter pages (with Chapters Committee).

Achieving Objectives 1-3.

The status and strength of any university lie in its alumni. AUB can always pride itself of its graduates. But without opening and maintaining a two-way channel between the Alumni and AUB, a great potential for support and enrichment is lost forever.

To reach out for the alumni, we need to be organized and methodical. Every AUBite – no matter their age, location or profession - is worth the effort.

The Outreach Committee has members representing different countries. We can start the search through:

- The local Chapters
- Individual contacts – one alumnus can lead to many
- Announcements in the local papers
- Checking the local Engineering/Medical Unions (Naqabat)

A screening of names, mailing lists and any information available per country should be undertaken by the Outreach Committee, based on information provided by the AUB Development Office. This should include list of attendees of recent Reunions with contact information.

Big organizations in the region like CCC, Arab Bank, Dar Al Handassah, Khatib & Alami, etc. – can help. The Human Resources departments in these organizations can give the AUB graduates amongst their employees.

The Development Office can also do a search amongst the currently/enrolled students at AUB to find out if the parents or relatives or older-generation-friends are alumni. Such information could be obtained from the original application for admission or through other means.

It will be important that this exercise be undertaken in a systematic manner without duplication of efforts. All findings will be compiled for final validation of accuracy and integrity of information before being submitted to the AUB database.

Achieving Objective 4.

Many alumni do not feel that they receive enough information about what is happening at AUB as well as with their fellow alumni and chapters around the world. Improving on this lack of communication will strengthen the ties among all alumni. The Outreach Committee will be the driving committee for development of a communication strategy to include, first and foremost, components of the “Alumni Newsletter”, to include contributions and the involvement of the WAAAUB Chapters Committee and other relevant departments at AUB. A proposed target date for the inaugural Newsletter is the first quarter of 2008.

Liaison with the AUB Information Office and the editorial board of MainGate will be undertaken by an Outreach subcommittee.

Achieving Objective 5.

Alumni knowledge and use of the tools of the AUB On-line Community needs to be improved upon as it provides many services alumni are interested in such as career services. The Outreach Committee will commit itself to gaining firsthand knowledge of the abilities of the On-line Community. This will enable the Committee (or an appointed subcommittee) to formulate a strategy for improving registration rates and expanded usage of all components of the On-line Community within the coming year.

Operational Structure

Given the scope of these objectives, it is recommended that the Chair organize subcommittees in order to more specifically focus the talents and experience of the committee members. Subcommittees should consider involving the participation of Council and Board members not currently serving on any standing committee.

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