

NEAT Institution: University of Detroit Mercy

Project Title: Titans on Leadership

Project Dates: 11/24, 2/25, 4/25

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Executive Summary: Detroit Mercy is looking for new and innovative ways of engaging alumni, especially those outside Metro Detroit. One simply way that could be very cost effective is to expand our alumni educational programs to virtual activities. The idea is to hold 2 - 3 fun, educational webinars during the year, allowing alumni from around the country and the world to connect to their alma mater is a fun, fast and easy way. This would also help us attract the younger alumni, which is always something of a challenge

Overview

For the webinar program, we first identified through a focus group asking for interesting topics. Then we secured speakers for the topics and promoted the series through e-mails, postcards and through the speakers network. We started the promotions in September 2024 since our first webinar was in November, 2024. We continued promotions through March 2025 because our last 2 sessions were Feb. and April 2025.

We were fortunate enough to find speakers that did not require a speakers fee so our costs were limited to just the run of the postcards we printed and the gifts for the registrants. For the gifts, we certainly over estimated the number of people per webinar when ordering the gifts. We ended up using only about 75 of the 300 tins we ordered. We are using them for other things so I understand if a pro-rated amount from that invoice is used in your grant to us.

Findings and Conclusions: While we had hoped to see a bigger participation rate, the people that did attend the sessions really seemed to enjoy them. We had between 20 - 25 people sign up for each session and had between 6 - 9 people actually attended.

The smaller groups made the conversation more robust and intimate so the alumni really felt like they had a personal session with each leader. From these results, we will probably be hesitant to do something like this in the future.

APPENDIX: Budget, Survey instrument, Collateral, Photos, etc.