

September 9, 2014

Speaker: Dick Tantillo, VP of Communications and Development

Housekeeping:

- don't forget to return your nametags at the end of each session
- If you have to leave early, clean up after yourself quietly
- fill out form for HALT profile by Friday
- bring your own reusable water bottle next time, let's be environmentally friendly!

Dick Tantillo, Vice President of Communications and Development

- 21st year at Hamilton! 11th year of HALT
- "Hamilton is a life sentence"
 - want to engage alumni for the rest of their lives
 - the Hamilton community would not be what it was without all the active volunteers
- HALT Objectives
 - inform about college operations and programs
 - facilitate visibility with college leadership
 - educate about alumni volunteer roles
 - develop a "go-to" group in your class for alumni leadership involvement post-graduation
- Divisions of Communications and Development (College Advancement)
 - Development (fundraising)
 - alumni and parent relations
 - Communications/Marketing/Public Relations
 - Career Center (4th Year as part of C&D)
 - Government Relations
- Take advantage of connections through HALT in C&D! can be very helpful if you get to know them.
- - 19,000 alumni (vs 100,000 at large universities)
 - alumni engagement and philanthropy
 - alumni and parent volunteers and donors are critical to the student experience
 - alumni giving participation rate leads the country in top 1% of all colleges
 - Hamilton has over 50% participation (national average ~7%, just private schools ~17%)
 - average over 3 years is ~70%
 - pride in place - your degree is worth more over time
 - each class is smarter than the last
 - writing and oral communication skills are our niche
 - so many networking opportunities!
 - How are we measured?
 - money raised for college priorities- endowment, facilities, and operations
 - % of alumni who give each year
 - use of volunteers
 - career outcomes of graduates
 - quality and quantity of events (250+ per year)
 - PR and media attention
 - quality publications

- cost per \$ raised
 - capital campaign results
 - fundraising program to propel the priorities of the institutions,
 - i.e., Bicentennial Initiatives, campaign for Kennedy Arts Center
 - “Who Is Your Hamilton?” the person that helped shape who you are today
 - receive about 7 million a year into the annual fund to be used however the college wants, most of it goes towards student financial aid
- Volunteer Opportunities: Trustees, Alumni Council, GOLD (Graduates of the Last Decade), MARC (Multicultural Alumni Relations Committee), HART (Admissions), Class Editor (for Alumni Magazine, class notes), Annual Fund Class Agents, Academic Programs (i.e. Levitt Center), Athletics, Affinity Groups (Spectrum, Fraternities/Sororities)
- What does Dick Tantillo do?
 - strategy and management for external stakeholders
 - integration of college-wide themes
 - trustee relations
 - principal gifts officer