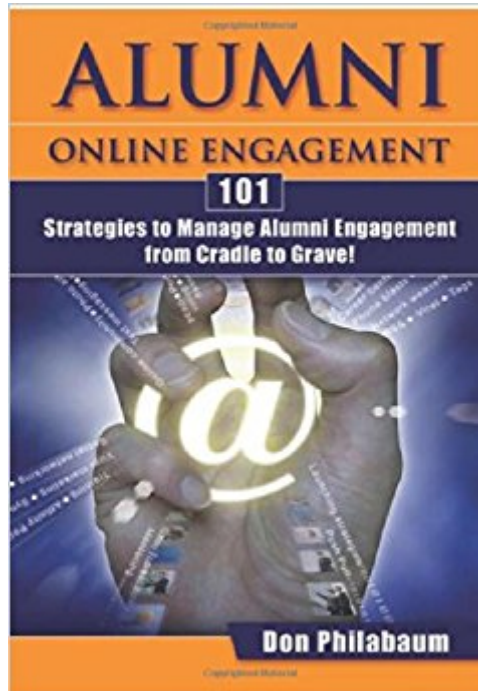




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Alumni Online Engagement



Synopsis

Alumni Online Engagement offers over a hundred ways alumni associations can leverage the Internet to engage, network and involve alumni in the culture, needs and campus in a virtual way. Author Don Philabaum sees alumni relations moving away from the practices and events adopted in the "Leave It To Beaver" era when there was one car in the driveway, one phone and one TV in the house to an organization that is focused on the needs of their members. Alumni professionals are offered a dizzying array of ways to use emerging Internet tools and strategies to build relationships, keep alumni informed and gather intelligence on alumni activity. Readers will see practical applications to use emerging technology and build strategies to adopt tools and services that are rapidly becoming a staple in the electronic tool box of alumni. Philabaum identifies simple, free to low cost ways alumni associations can create events, activities that support the changing behaviors of alumni. Alumni Online Engagement can be used as a workbook to help alumni professionals build a comprehensive Internet strategy. Philabaum also has written, Change It!-Create a Career Centered College Campus, The Unemployed Grad-And What Parents Can Do About It, Internet Dough-Create a Business Strategy to Make More Dough Online, Engage Customers Online

Book Information

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Customer Reviews

This is an essential book for any alumni relations professional looking to manage online alumni engagement from cradle to grave. It's chock-full of helpful tips and tactics. I found it extremely

helpful.

Well written and very informative book. We need more reference books for Alumni Associations and their directors

Being a well-rounded, highly involved internet strategist myself, I've come to expect a certain caliber of work. I've read many books on Alumni and how to best engage them, but I must confess that this one is probably the weakest in terms of overall subject material. Don has been a personal inspiration in my life, since I was a kid, so this is particularly hard for me to critique. That being said, again, I really think Don missed the mark with this release. Come on, Don! Your fans depend on you! I would highly recommend any of your other works, but this one might be best saved for the bargain bin. Again, this hurts me to write, but I have to be open and honest. If you're really interested in this subject matter, I would recommend that readers check out Alumni Offline Engagement for Dummies or even Idiots guide to Alumni.

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