



## / Alumni Engagement Program Overview

**BACKGROUND:** Alumni live at the heart of Equal Justice Works and serve as a critical bond between our community and the public interest world in which we prepare Fellows to lead. The Alumni Engagement Program Plan is the shared work of key stakeholders across all Equal Justice Works units and the product of research and discussions stretching over two years. The foundation for the alumni engagement plan proposal is initiative 3.1 of the 2020–2022 Equal Justice Works Strategic Plan: to “develop an alumni engagement program to build community and engage alumni in Equal Justice Works’ mission and work.” Through the establishment of the Alumni Engagement Program, we seek to add value to the lives of our alumni, and we are committed to doing so in a way that is fresh, substantive, and energizing in its approach.

**PURPOSE:** Alumni Relations at Equal Justice Works serves to facilitate community building among alumni and the broader Equal Justice Works network, create opportunities for alumni to support public service, and encourage alumni to stay engaged in the life of Equal Justice Works and our Fellows.

**PROGRAM GOAL:** To provide mutually beneficial opportunities to alumni and Equal Justice Works in an effort to increase alumni affinity and engage alumni in the life of the Organization. Alumni are a vital component of the Equal Justice Works community; therefore, we are committed to enriching the lives of all alumni.

## Alumni Engagement Program Objectives

<p><b>OBJECTIVE 1</b> Create a Vision for the Alumni Engagement Program</p>	<p>We will hire a Senior Manager for Alumni Engagement and establish a clear purpose for the alumni engagement program in early FY20.</p>
<p><b>OBJECTIVE 2</b> Get to Know the Alumni</p>	<p>We will develop standards for collecting, reporting on, and maintaining the quality of alumni constituent data.</p>
<p><b>OBJECTIVE 3</b> Create Intentional Programming that Engages Alumni Professionally and Personally</p>	<p>We will evaluate existing alumni programming and strengthen future offerings to ensure relevant, meaningful opportunities that facilitate alumni-to-alumni connections are available to all alumni. Additionally, we will utilize events and technology to support professional networking between alumni.</p>
<p><b>OBJECTIVE 4</b> Cultivate an Online Community that Purposefully Engages Alumni</p>	<p>We will create a vibrant and robust online community for alumni to connect, share and locate resources.</p>
<p><b>OBJECTIVE 5</b> Prepare Fellows to Become Engaged Alumni</p>	<p>We will explore and develop avenues for alumni to interact with current Fellows, recognizing that Fellow awareness is central to the future success of the program. We will foster alumni engagement amongst alumni and current Fellows by utilizing their shared interests to create programming that promotes enthusiastic connections across generations.</p>
<p><b>OBJECTIVE 6</b> Maintain regular, ongoing, interactive, engaging, and relevant communication with alumni.</p>	<p>We will identify and implement appropriate communications vehicles to educate alumni about Equal Justice Works' current priorities and expand alumni-directed programming and communications. We will reach more alumni by implementing thoughtfully targeted communications strategies based on geographic region, professional affiliation, and other considerations.</p>
<p><b>OBJECTIVE 7</b> Measure, iterate, and innovate all aspects of the alumni engagement program.</p>	<p>We will review goals, strategies supporting each goal, and KPI measurements annually and adjust in accordance with changes in budgets and staff resource allocations. Additionally, we will strive to continuously solicit feedback from alumni, maintain open channels of communication with them, listen to their thoughts and adapt programming to meet their needs.</p>

### ABOUT EQUAL JUSTICE WORKS /

Equal Justice Works is a 501(c)(3) nonprofit organization and is the nation's largest facilitator of opportunities in public interest law. Equal Justice Works brings together an extensive network of law students, lawyers, legal services organizations, and supporters to promote a lifelong commitment to public service and equal justice. The organization believes that a community of lawyers committed to public service can fulfill our nation's promise of equal justice for all. Following their Fellowships, more than 85% of Equal Justice Works Fellows remain in public service positions, continuing to pursue equal justice for underserved communities. [www.equaljusticeworks.org](http://www.equaljusticeworks.org)