Development and Alumni Relations at a Public University – shining a light on Graduate Education

Council of Graduate Schools
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Senior Vice President for Research
Dean of the Graduate School
Problems

• Graduate School has few alumni – they belong to the Colleges

• Most alumni naturally gravitate toward their undergraduate school

• Natural tension between the Colleges and Graduate School over “credit” for development success
Solutions

- Recognize alums with honorific awards
Alumni Achievement Award Recipients
Nominated by the Graduate School

2005 Recipient
Marc L. Rigas

2006 Recipient
Sanjay Chandran

2007 Recipient
Heath A. Mitts
215 graduate alumni have been named Alumni Fellows since 1973 – 35% of the total!
Distinguished Alumni

2001 Distinguished Alumna
Shirley M. Malcom

2005 Distinguished Alumnus
John C. Villforth
Solutions

• Recognize alums with honorific awards

• Give colleges tools
Distinguished Graduate Fellowships

• Matches a donor’s major gift of $250,000 to yield a full fellowship of $500,000

• 16 Distinguished Graduate Fellowships to date

• Pays all tuition, health insurance, & annual stipend

• Awarded to the “best-of-the-best” new graduate students

2004 Alumni Fellow
Bruce R. Miller
Established 1st Distinguished Graduate Fellowship
Solutions

• Recognize alums with honorific awards
• Give colleges tools
• Make colleges your partners – give credit away
• Create an organization that brings alumni back
Graduate School Alumni Society

Mission

To nurture relationships between graduate students of The Pennsylvania State University and its alumni, to enhance the total graduate experience, and to advance graduate education and research.

Membership recruitment brochure funded and produced by the Penn State Alumni Association.
Graduate School Alumni Society

Alumni Constituency

- Graduate Alumni – 85,825
- Alumni Association Members – 19,615
- Membership Penetration Rate – 23%
- Life Members – 11,385
- Annual Members – 5,227
- Gratis Members – 3,003
- Graduate Alumni with No PSU Undergraduate Degree – 64,856
Graduate School Alumni Society

Supports or Sponsors:

• Mentoring Programs – New Career Exploration Workshop: *The Academy is Not the Only Option*
• Soft Skills Workshops – *Resilience and Thriving Amidst Change in the Workplace, Work Life Balance, Professional Etiquette*
• Wall of Honor Ceremony
• GSAS Humanitarian Award
• Spring Social And Recognition Program
• Graduate Exhibition
• Spring Commencement Reception
• GSAS Graduate Program Chair Leadership Award
Wall of Honor Ceremony

- Recognizes alumni celebrating 25\textsuperscript{th} & 50\textsuperscript{th} anniversaries of receiving their doctorates
- Wall of Honor - 50 years+
Alumni Association
Graduate Enhancement Fellowship

• $1.3 million endowment

• Annual dissertation award to 10 Ph.D. students for completion of their programs
Graduate School Alumni Society
Spring Social & Recognition Program

GSAS
Humanitarian Award Recipient
Dr. Charles P. Hoiberg

Intercollege Graduate Student Outreach Achievement Award
Kara L. Kuntz

2007 Alumni Association Dissertation Awardees
The Annual Graduate Exhibition
The Annual Graduate Exhibition
Spring Commencement Reception

A celebration event for graduating students and their families