



MSU Alumni
MICHIGAN STATE UNIVERSITY

ALUMNI CLUB PROMOTION OF MSU ALUMNI OFFICE FLAGSHIP PROGRAMS

FLAGSHIP PROGRAMS OVERVIEW

Alumni Grand Awards

Spartans strive to address the world's most pressing problems each and every day. The Alumni Grand Awards recognize the best of the best — those alumni who are doing wonderful things and making an impact daily in their companies and communities and for Michigan State University. Each year, the newest honorees are recognized at the annual Alumni Grand Awards Gala, a truly special Spartan celebration. Visit alumni.msu.edu/traditions/alumni-awards to learn more.

Alumni University

Alumni University brings participants together for an educational experience on the Michigan State University campus. Spartans are encouraged to come back, have fun and celebrate with classmates — all while learning from some of MSU's best educators. To learn more, visit alumni.msu.edu/get-together/alumni-university.

Coffee with the Profs

One of the MSU Alumni Office's long-standing featured offerings, the Coffee with the Profs series highlights research and work done by some of MSU's finest faculty and staff. This lifelong education program is open to all. To learn more, visit alumni.msu.edu/learn/on-campus/coffee-with-profs.cfm.

Global Day of Service

Michigan State University's Global Day of Service takes place every year in April, harnessing the power and spirit of service and demonstrating what Spartans can do in a single day. This organized, collaborative effort brings Spartans together to serve others in their communities while demonstrating the reach and power of the Spartan network. To learn more about the Spartans Serve initiative, visit serve.msu.edu.

Graduate Receptions

The MSU Alumni Office, in partnership with the Division of Student Affairs and Services, invites graduating students to a reception at Cowles House prior to each Commencement to celebrate their accomplishments and time at Michigan State University. To learn more, visit alumni.msu.edu/get-together/graduate-receptions.cfm.

Grandparents University

Since 2005, Michigan State University has welcomed young Spartans ages 8 to 12 and their grandparents to campus for a unique, intergenerational learning experience at Grandparents University. This three-day summer camp is a fun-filled experience that actively engages children in MSU academics while creating lasting family memories. For more information on how you can join the MSU Alumni Office as they bring generations together on the campus of MSU, visit grandparents.msu.edu.

Homecoming

MSU's homecoming is an honored Spartan tradition where alumni near and far return to campus during a weeklong celebration to gather together, reminisce and show their Spartan spirit. Celebration activities organized by the MSU Alumni Office include the Homecoming Parade, Kedzie Reunion Luncheon and the President's Homecoming Brunch, ending with the Homecoming football game. For information about Homecoming events, visit homecoming.msu.edu.

Kedzie Reunion Luncheon

Spartans from graduating classes of 50 or more years ago are invited to return to campus during Michigan State University Homecoming to celebrate at the Kedzie Reunion Luncheon. During the luncheon, the 50-year class is welcomed into the society while they reminisce with friends and recognize the recipient of the annual Kedzie Cane Award. To learn more, visit alumni.msu.edu/traditions/kedzie-reunion.cfm.

Odyssey to Oxford

Odyssey to Oxford offers participants the opportunity to quench their thirst for knowledge by studying at one of the world's most famous universities while they experience Oxford as a student. This two-week lifelong education program takes participants on a rare adventure to Oxford, England, "City of Dreaming Spires," and to the University of Oxford, a great center of learning since the 12th century. To learn more, visit alumni.msu.edu/learn/on-the-road/odyssey-to-oxford.cfm.

Sojourn in St. Andrews

Coming in 2022. Sojourn in St. Andrews is a one week, lifelong education abroad program hosted by the MSU Alumni Office and the Indiana University Alumni Association. Each participant will enroll in one non-credit course of study taught by a University of St. Andrews tutor. During the course of the program, participants will also take part in several excursions in the region that are either course-related or planned for all participants. To learn more, visit alumni.msu.edu/learn/on-the-road/sojourn-in-st-andrews.cfm

Spartan Book Club

The Spartan Book Club encourages alumni and friends to connect with each other to read and discuss books on a range of topics. There is no cost to participate and a new book will be chosen every two months – simply purchase the book or borrow it from the local library. To learn more, visit alumni.msu.edu/learn/online/spartan-book-club.cfm

Spartan Pathways Travel

The MSU Alumni Office's Spartan Pathways Travel program offers travelers the opportunity to explore foreign lands, learn about different cultures and history and create new friendships all with fellow Spartans. From Oceania and river boat cruises, week long all-inclusive one destination programs, popular U.S. destinations and unique foreign locales, we have something that every Spartan will enjoy. To learn more about Spartan Pathways Travel top quality tours, visit alumni.msu.edu/learn/on-the-road/travel.

Virtual Cinema

The MSU Alumni Office has partnered with filmmakers at Magnolia Pictures to provide exclusive opportunities for alumni, faculty, staff and friends to watch their documentaries in a virtual cinema experience. For each \$12 stream of the film purchased, \$5 is donated to the a related fund at Michigan State University.

FLAGSHIP PROGRAMS DATES
December 1, 2020 – June 30, 2021

PROGRAM	TYPE	DATES(S)	REGISTRATION OPENS
Virtual Cinema	Virtual	Ongoing Current feature "John Lewis: Good Trouble" will run through at least Dec., most likely Jan.	Ongoing
Spartan Book Club	Virtual	Reading of first book begins Jan. 11 New book approx. every two months	Dec. 1 Thereafter, can join at any time
Spartan Pathways Travel Presentations/Showcases	Virtual	Dec. 9, 16 Jan. 6, 13, 20, 27 Feb. 3, 10, 17	Dec. 1
Coffee with the Profs*	Virtual	March 8, 15, 22 and 29	Early Feb.
Global Day of Service	Virtual and in person depending on type of project and location	April 17	March 1 - Project registration March 15 - Volunteer registration
Graduate Receptions	N/A	April 21 and 22 - CANCELLED	N/A
Sojourn in St Andrews*	Virtual	April - date TBD May - date TBD	Early March
Kedzie Reunion	In person	May 21 - this is TENTATIVE and feasibility will be evaluated in early 2021	April 7
Grandparents University	TBD	June 29-July 1 - this is TENTATIVE and feasibility will be evaluated in early 2021	TBD
Spartan Pathways	In person	Ongoing	Ongoing
*Programs that are recorded and available in the livestream archive at alumni.msu.edu/learn/online/livestream-and-video-content/index.cfm			

HOW FLAGSHIP PROGRAM INFORMATION IS SHARED WITH ALUMNI CLUBS

For each program, the MSU Alumni Office creates a suite of materials that includes:

- Event Brief - summary of event information including key dates, contact information, objective and overview.
- Communications Brief - a summary of event communications including contact information, timeline, social media and communications assets.
- Graphics, sample social media and email copy.

All of these materials are placed in a FileCamp site that is accessible by anyone with the link.

MSU ALUMNI OFFICE ACTION	DESCRIPTION	TIMING/WHEN AVAILABLE	REQUESTED CLUB ACTION
Post in MSU Alumni Club Leaders FB Group	Post notes that event registration is open, link/where to find event assets in Filecamp, and encourages alumni club promotion.	Several days after event registration opens	Use this information in alumni club outreach.
Alumni Club Leaders Update email	Article notes that event registration is open, link/where to find event assets in Filecamp, and encourages alumni club promotion.	Alumni Club Leaders Update is sent monthly around the middle of the month.	Use this information in alumni club outreach.
Alumni Club Websites (only for clubs whose websites are in iModules and built/maintained by MSU Alumni Office)		When event registration opens through close of registration.	None.** Event information is 'pulled' from MSU Alumni Office website to be included on club websites.
Alumni Club Emails (only for clubs whose emails are created and sent via iModules/MSU Alumni Office)		When event registration opens through close of registration.	None.** Event information will be included by MSUA in club emails as appropriate. This is currently not occurring but will begin in early 2021.
MSU Alumni Office social media posts		Post dates are noted in Communications Brief.	Share MSU Alumni Office social media posts on alumni club social media

**** For alumni clubs whose websites and emails are not in iModules, clubs are welcome to use the event assets in Filecamp to create/include information on their websites and/or in their emails.**