MSU ALUMNI ASSOCIATION
ALUMNI CLUB SENIOR SENDOFFS/ALUMNI PICNICS

// OVERVIEW
Alumni club senior sendoffs/alumni picnics are an excellent way for the local Spartan community to gather and welcome the newest local additions and their families to the larger Spartan family and send them off to the banks of the Red Cedar. These events are also a chance for current students, alumni, and all Spartans in the local community to come together and connect with one another. Thank you for your interest and plans to host an event. You are the first official welcome to the university for your local community!

// HOW TO REQUEST DATA
INCOMING STUDENT AND CURRENT STUDENT DATA
- The Office of Admissions maintains data on incoming students, which includes:
  - Freshman
  - Transfer students
  - Graduate students
- The Office of the Registrar maintains data on all current students, which includes:
  - Undergraduate students
  - Graduate students
- Alumni clubs should not contact Office of Admissions or their regional Office of Admissions representative, and/or the Office of the Registrar directly for these requests.
Alumni clubs should request data from the MSU Alumni office.
  - Utilize the Student Data Request form on the MSU Alumni website at http://myalumni.msu.edu/clubstudentdata.
  - For more information about the data and basic instructions to complete the form, go to “Request an Email/Mailing List Incoming Students and/or Current Students” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Students-2019.pdf

ALUMNI DATA
Email List - If an alumni club does not utilize the iModules platform for email
- Alumni clubs should request data from the MSU Alumni office.
  - For more information about the data and basic instructions to complete the form, go to “Request an Email/Mailing List Alumni, Non-Degree and Friends” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Alumni-2019.pdf

Email List - If an alumni club utilizes the iModules platform for email
- Up-to-date alumni, non-degree and friends data is in the query created for the alumni club. There is no need to request data from the MSU Alumni office.
Mailing List

- If the event invitation will be sent as a hard copy to a mailing address, alumni clubs should request data from the MSU Alumni office.
  - For more information about the data and basic instructions to complete the form, go to “Request an Email/Mailing List Alumni, Non-Degree and Friends” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Alumni-2019.pdf

// ABOUT THE DATA

- The data request and subsequent pull is a static list and can change on a weekly basis. Alumni clubs will be provided with the most up-to-date information as maintained by MSU.
- The requested data should only be used for a single event, not multiple events/communications that are months apart.
- Any data obtained from MSU is considered confidential and can only be used in conjunction with official business related to the requesting alumni club. It is expressly forbidden to provide or sell this information to other parties.

// RECOMMENDED TIMELINE

- Alumni clubs are responsible for determining the guest list and inviting guests to this event. It’s suggested that alumni clubs send out an invitation at least four weeks in advance of the event.
  - However, it’s not too soon to promote and advertise the event on social media - as soon as the location and date are secured, consider a save-the-date. Remember, people have summer vacation plans, so the earlier alumni clubs can get on calendars, the greater the likelihood of increased attendance.
  - It takes approximately two weeks to assemble and provide the requested data.
    - With the four week event lead time and the two weeks needed to assemble data, alumni clubs should submit a request for data six weeks before their event.
    - Throughout the summer, admitted students are confirming if they will attend MSU. If you request the student data too soon, e.g., 10 weeks in advance, your data will not include students who recently confirmed they will be attending MSU.

Sample timeline for an August 6 event:

<table>
<thead>
<tr>
<th>DATE</th>
<th>TO DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late May/Early</td>
<td>Begin to promote the event via social media, website, newsletters, etc. as a save-the-date. If the exact location is known, include that as well. People make summer plans early, so advance notice is critical.</td>
</tr>
<tr>
<td>June</td>
<td>Request data via from MSU Alumni office.</td>
</tr>
<tr>
<td>June 23</td>
<td>• Student data - <a href="http://myalumni.msu.edu/clubstudentdata">http://myalumni.msu.edu/clubstudentdata</a>.</td>
</tr>
<tr>
<td>June 23</td>
<td>Create Eventbrite registration page/form using the Nvite hub.</td>
</tr>
<tr>
<td></td>
<td>Refer to the “Tips for Creating an Event in Eventbrite” document at <a href="https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf">https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf</a></td>
</tr>
<tr>
<td>July 7</td>
<td>Date data is needed.</td>
</tr>
<tr>
<td>By July 10</td>
<td>Finalize Eventbrite registration page/form.</td>
</tr>
<tr>
<td>July 10 - 11</td>
<td>Send invitations via email to invited guests.</td>
</tr>
<tr>
<td>July 11 – RSVP date</td>
<td>Promote event via social media, website, newsletters, etc. Don’t forget to include the link to the Eventbrite registration page.</td>
</tr>
<tr>
<td>August 6</td>
<td>Event</td>
</tr>
</tbody>
</table>
// EVENT REGISTRATION
A good registration site is an important element of any event. The event information should be clearly conveyed to guests, and you should aim to collect information about your guests that is pertinent to the overall operation of the event, and future engagement opportunities.

- **Create an event in Eventbrite using the Nvite hub.**
  - Alumni clubs should create their event in Eventbrite using the Nvite hub - [nvite.com/community/msualumni](nvite.com/community/msualumni)
    - In addition to providing a template for events, events that are built in this hub are also promoted in the Alumni Club Events section of the MSU Alumni office website.
  - **Eventbrite Tips.**
    - For tips on how to maximize the effectiveness of your Eventbrite registration, including what details to include on a registration page/form and the recommended information to collect from registrants, refer to “Tips for Creating an Event in Eventbrite & How to Collect the Best Guest Information” at [https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf](https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf)
    - Even if your alumni club has used Eventbrite previously and is familiar with it, we strongly recommend that alumni clubs review the “Tips for Creating an Event in Eventbrite & How to Collect the Best Guest Information” document in order to maximize the data collected and ensure that your alumni club can continue to connect with the attendees in the future.

- **Collect good data on all guests.**
  - Refer to “Tips for Creating an Event in Eventbrite & How to Collect the Best Guest Information” at [https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf](https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf)
  - At a minimum, alumni clubs should collect the following from each registrant:
    - First name
    - Last name
    - Email address
    - Cell phone
    - Home address
  - An example of poor data collection:
    - The registration form only requests the first and last name of one person, an email address, and how many people are planning to attend.
    - When the alumni club reviews the registration list, this is the result:

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<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>EMAIL</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane</td>
<td>Green</td>
<td><a href="mailto:abcgreen@aol.com">abcgreen@aol.com</a></td>
<td>10</td>
</tr>
<tr>
<td>Joe</td>
<td>Spartan</td>
<td><a href="mailto:spartansrule@gmail.com">spartansrule@gmail.com</a></td>
<td>4</td>
</tr>
<tr>
<td>John</td>
<td>Beaumont</td>
<td><a href="mailto:jonnybgood@gmail.com">jonnybgood@gmail.com</a></td>
<td>7</td>
</tr>
<tr>
<td>Susan</td>
<td>White</td>
<td><a href="mailto:ilovemsu@yahoo.com">ilovemsu@yahoo.com</a></td>
<td>6</td>
</tr>
</tbody>
</table>
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27 people attended, but only four names are known. Who are these people? Incoming freshmen, their parents, alumni?

Neither the alumni club nor MSU can communicate with them to thank them for attending and invite them to future events because we only have one email address for a group of people.