

11-14-2014

Pizza & Positivity: Engaging initiatives to connect alumni to the library

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Recommended Citation

Kelly, Katy and Rustad, Nichole M., "Pizza & Positivity: Engaging initiatives to connect alumni to the library" (2014). *Roesch Library Faculty Presentations*. 26.

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PIZZA & positivity

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ENGAGING INITIATIVES TO
CONNECT ALUMNI TO THE LIBRARY

OBJECTIVES

- Re-engage alumni and their memories of the library: *FRIENDRAISING!*
- Connect alumni with current students and student life.
- Provide stress relief for students studying for finals.
- Partner with alumni magazine and alumni relations to foster a working relationship.

PIZZA

- Program is coordinated by Alumni Relations. It was started by a recent grad and a university staff member, also a recent grad, who thought pizza would provide a great study break for students.
- Every Sunday night before finals week, Students Today, Alumni Tomorrow (STAT) the student alumni organization and alumni volunteers distribute the pizza in the library.
- A local pizza company owner offers a discounted rate.
- The giving opportunity for alumni is promoted as, “Just \$15 will fuel four students for a long night of studying.”
- Everyone remembers studying for finals and you can draw on that emotion to get alumni to give to the program.
- Strong supporters of the program give enough to fund the program for an academic year.
- This year, Alumni Relations will be targeting recent graduates who have experienced the program to give back to it. We want to get young alums involved.
- The main challenge is getting the students to understand that the free pizza is made possible through the donations of alumni.

POSITIVITY

- Finals Friends is a note-writing drive for alumni to send well wishes to current students, coordinated by the library.
- Cross-promoted by the alumni magazine, Alumni Relations and library, beginning in March.
- Electronic submissions are accepted on the program website go.udayton.edu/finalsfriends.
- Blank print cards are made available at alumni events such as Reunion Weekend and basketball game watching socials.
- Whether heartfelt (“Wishing you the best of luck!”) or humorous (“I remember finals week — and I’m glad it’s over.”), notes are delivered at random to students studying in the library for spring semester finals.
- Messages received electronically are shared by the library on Twitter using the hashtag #FINALSFRIENDS. Photos of student reactions are shared on University of Dayton’s Facebook page.

