SIGNED, SEALED, DELIVERED!
Islander Postcard Program

April 26, 2022

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Assistant Director of Alumni Engagement
ALUMNI OVERVIEW

- **Audience**
  - 55K alumni
  - 1947 UCC, CCSU (2-year institution), A&I and TAMU-CC
  - 11K students
WHAT WE DO

COMMUNICATION.
EVENTS.
NON-EVENT ENGAGEMENT.
PHILANTHROPY.
HOW TO STAY CONNECTED

- Follow our socials
- Homecoming 2023 in February
- Update your info
- Join a Chapter
- Rep your favorite merch
- Give Back
HOW POSTCARD PROGRAM STARTED
IN THE WORDS OF ROSS...

- Adapting to COVID-19 turned idea into action
- Why it works?
  - Targets alumni
  - Handwritten letters vs printed text
  - Personalized (Name, major, city)
  - The project evolves
    - From class of 2020 Graduates to admitted students
THE PROCESS
THE ISLANDER POSTCARD PROGRAM
FROM THE ALUMNI SIDE

STEP 1
SUBMIT FORM
Fill out the form below so we can send you a packet of 25 cards. We'll include instructions and a self-addressed paid envelope.

STEP 2
CHECK THE MAIL
Your stack of blank cards (and complimentary ‘Islander Forever’ Sharpie) will arrive. We'll send an email when they're on their way!

STEP 3
SIGN
Sign each card, and write a custom note depending on the occasion... Don't know what to say? Don't worry! Our instructions will give you some samples to choose from.

STEP 4
SEND BACK
All done? Place the cards in the pre-paid envelope and simply mail them back to us within a week...Oh! And you can keep the Sharpie!
SUPPLIES
IN THE PACKET...

- 25 Postcards
- Self-addressed envelopes
- Instructions sheet
- Admitted student name, major, city
- Islander Sharpie
THE PROCESS

THE ISLANDER POSTCARD PROGRAM
FROM ADMITTED THE STUDENT SIDE
IMPACT IN NUMBERS

OUR SUCCESS SO FAR
Unique alumni from Colorado, California, Washington, New Mexico, Florida, and Alabama

And Texas of course!
NUMBER OF POSTCARDS SENT

8,679

to admitted students and class of 2020 graduates (Spring, Summer, Fall)
QUESTIONS?
Feel free to reach out

THANK YOU

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