2016 Office of Alumni Engagement IPA Model

Illinois Wesleyan University

Recommended Citation
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Office of Alumni Engagement IPA Model

The Office of Alumni Engagement coordinates its programs and initiatives to encourage and support Wesleyan graduates as investors, partners, and advocates in the university. Through the IPA model, the office is able to engage alumni in a comprehensive manner to maximize the alumni experience as well as the resources to the university.

**Invest**
- Give annually
- Thank fellow donors

**Advocate**
- Connect prospective students, parents, and friends with IWU
- Tell your IWU story
- Share & Promote IWU news, stories, highlights and events
- Become a Titan Social Ambassador
- Market All In for Wesleyan

**Partner**
- Connect with IWU
- Connect with fellow alumni
- Connect fellow alumni to IWU
- Connect with students
- Attend events
- Participate in career connections
- Volunteer to host and/or speak

Promoting Illinois Wesleyan to fellow alumni and supporters increases the value of the message; being an advocate extends the university’s reach.

Giving to Illinois Wesleyan reinforces the pride, appreciation, and belief in the mission and goals of the university and its students.

Collaboration between the university and its alumni provide an extensive network of partners sharing a common goal.