



BECOMING A BETTER U ALUMNI DEVELOPMENT DAY

OBJECTIVE: Create a culture of life-long learning for our alumni and students, while also providing additional networking opportunities. This falls under innovative alumni related programs.

Our response from the first year event was overwhelming. It demonstrated the need and desire from our alumni for such programming and we feel it is something we need to grow and develop to the best our ability. Our hope is to expand programming, course offerings in order to provide the type of activities our alumni seem so determined to attend. By demonstrating our efforts in giving alumni what they want, it will only help grow our overall activities as well.

FORMAT FOR HALF DAY EVENT

8:30 – Registration opens

9:00 – 10:00 AM. Networking Breakfast – Keynote speaker (this portion is open to all registrants)

9:00 – breakfast begins

9:15 – Talk begins

9:45 – Questions and Answers

10:00 – Breakfast ends

10:00 – 12:30 – have opportunity for people to get head shots taken with a professional photographer

10:15 – Session one begins

11:15 – Session one ends

11:30 - Session two begins

12:30 – Session two ends

Last chance to get head shot taken

Program adjourns

RESULTS FOR THE DAY

We had 110 people registered for the event (a 10% increase from the last time we held the event) and had 95 people attend. This is the smallest attrition rate we have experienced for an Alumni Relations event in years.

While our intention was to gather people of all ages despite workshops we thought would attract younger alumni, the age range of participants was 35 – 70. Students and young alumni just don't seem interested in this type of event so we will focus our efforts on the older alumni as we make plans in the future.

FEEDBACK FROM ALUMNI

Instead of a written survey, we met everyone at the exit doors and asked for their feedback. The responses were overwhelming positive, excited about the day and full of compliments for both the format and the speakers. Our phone lines were also flooded the next week from people expressing their thanks for holding this event and how much they enjoyed the workshops.

CONCLUSIONS:

This program is something that we most definitely need to keep in our rotation of activities. Alumni expressed may too much enthusiasm for us not to continue. However, in order to keep it fresh and new, we are going to hold the program every other year. On the opposite years, we will hold another new event that we piloted last year, our Road Rally.

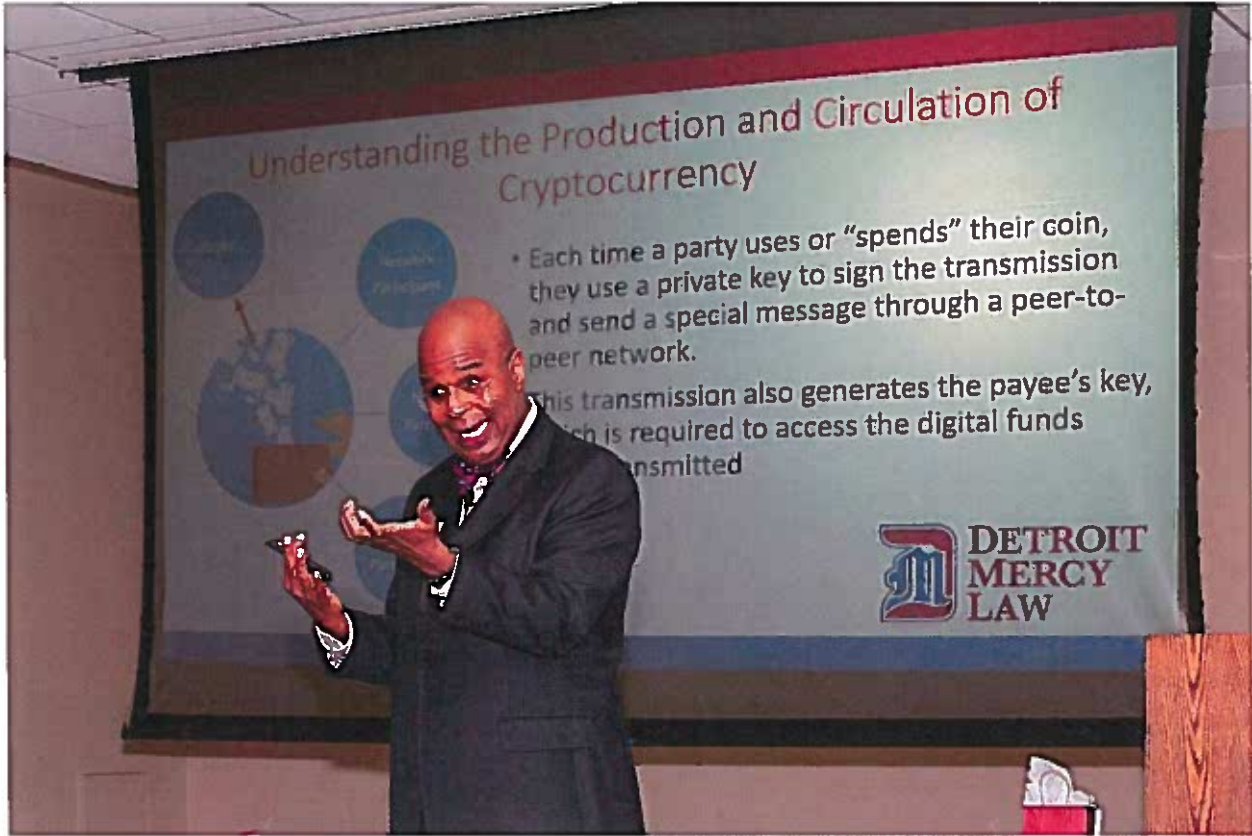
Timeline

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|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| August 2021 | Used my Alumni Board as my committee. At the August Board meeting we discussed possible workshop topics. |
| October 2021 | At the October board meeting, we finalized the line up of workshops and discussed possible speakers. We agreed we needed to use as many alumni speakers as possible. The idea was to have a variety of topics available in hopes of attracting alumni from all disciplines and all decades. Having a photographer take professional headshots for the participants we thought was a way to attract young alumni. We also felt it was important to have some students teach workshops if possible and see how that appealed to the alumni. |
| December 2021 | Have recruited speakers for each of the sessions |
| December 2021 | First Save the Date goes out electronically to all alumni Registration site goes live |
| January 2022 | Save the Date postcard goes out in the mail to all alumni in SE Michigan Photographer secured |
| January – March | Information about event goes in monthly newsletter E-mail reminders go out to all alumni |
| March 2022 | Event Head shot links sent to participants |

Budget

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|--------------------------------------------|----------|
| Breakfast for all participants (95 people) | \$ 1,980 |
| Printing of the Save the Date Cards | 7,293 |
| TOTAL COSTS | \$ 9,273 |





BECOMING A BETTER U
Alumni Professional
Development

Saturday, March 19, 2022
9 a.m. - 12:30 p.m.

McNichols Campus - Student Union
4001 W. McNichols Road
Detroit, MI 48221-3038

Hosted by: Alumni Relations
Admission: \$10

Please RSVP by March 15 at
udmercy.edu/betteru,
by returning the form in this
brochure or by calling 313-993-1540



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Office of Alumni Relations
4001 W. McNichols Road
Detroit, MI 48221-3038

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Alumni
Professional
Development
Day

**BECOMING
BETTER** **U**

DETROIT MERCY PRESENTS:





BECOMING A BETTER U

Session 1

A) Cybersecurity Do's and Don'ts

By following some simple guidelines you can avoid scams, safeguard your credit and protect your data.

Gregory Laidlaw, DMIT, CISSP, C|EH,
Department Chair, Cybersecurity and
Information Systems, University of
Detroit Mercy

B) The Road to a Better Memory

Learn some simple, everyday tips from an
education professional that will improve your
memory and increase information retention.

Tom Daniels '70, Retired Educator

C) The Landscape of the New Job Market

Review how the pandemic, government
policy and the labor shortage have changed the
job market.

**Darrell Whitney '96, VP and Chief
Human Resource Officer, Meritor**

D) Making the Ultimate TikTok Video

Take direction from Detroit Mercy's talented
Admissions' social media experts and develop
your own entertaining TikTok videos.

Crea Sidney, Detroit Mercy Student

Session 2

A) Exercise Techniques for the Person on the Go

Having difficulty finding time for exercise? Pick up
new habits and get moving with simple stretching
techniques you can do anywhere, at any time.

**Michael Novak, President, CrossFit
Platoon, Personal Trainer**

B) Beers & Bites

Learn about craft beers, how they're made and how
they pair with different foods. Enjoy this sampling
of different beers and foods that mesh together for
a tasty treat.

**Kevin DeGroot '04, Managing Officer,
North Center Brewing**

C) Understanding Cryptocurrency

What is cryptocurrency and how does it impact
you? Find the answers to these simple
questions, plus a whole lot more as we take you
into this emerging realm.

**Stephen Wilks, Associate Professor,
University of Detroit Mercy School of Law**

D) Anxiety and Depression – Warning Signs & Resources

Identify worrisome behaviors in people of all
ages and learn steps that can be taken to help
people in your life demonstrating these traits.

**Ashley Gray '05, LCSW, CAADC,
MSYT, CTS, Co-Founder, E3 Michigan**



Come join us as we collectively
cultivate a culture of lifelong
learning. Our event is created
specifically for the alumni of
Detroit Mercy to expand their
horizons within their
professional careers and
personal lives.

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