

ALUMNI LEADERSHIP CONFERENCE 2019



AGENDA

- General talking points
- Membership tiers overview
- Why the change?
- Where you come in!



GENERAL TALKING POINTS

- General talking points
- Membership tiers overview
- Why the change?
- Where you come in!



- The Purdue Alumni Association harnesses the power of a global network of more than 630,000 alumni
- New membership options are designed to amplify your benefits, making membership **affordable, accessible, and relevant** – wherever you are in life
- Choose the membership that **meets your needs**, whether you want to
 - access nationwide discounts
 - reduced pricing on Purdue Alumni events
 - network with fellow graduates
 - invest in moving your career forward

MEMBERSHIP TIERS OVERVIEW



BASIC

The no-frills gateway to
Purdue Alumni



PLUS

The perfect way to stay
connected and save



PROFESSIONAL

The membership to jump-start
your career

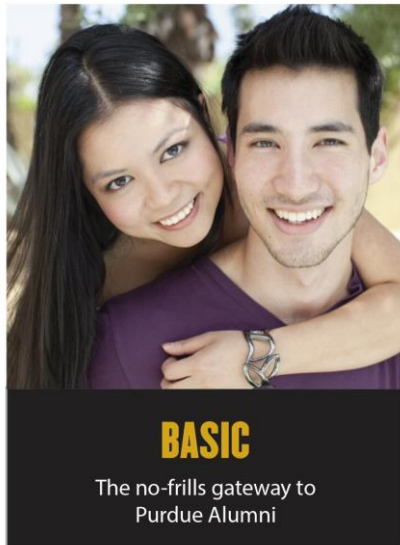


CAREER MAX

The ultimate way to take
your career to new heights

- General talking points
- Why the change?
- Membership tiers overview
- Where you come in!

BASIC MEMBERSHIP



Key Benefits

- Access members-only events
- Discounted member pricing
- Discounts on Purdue gear and merchandise
- Online networking events
- Purdue Alumni portal and directory
- Downloads, desktop calendars
- Access to Purdue Alumni travel programs

BASIC MEMBERSHIP

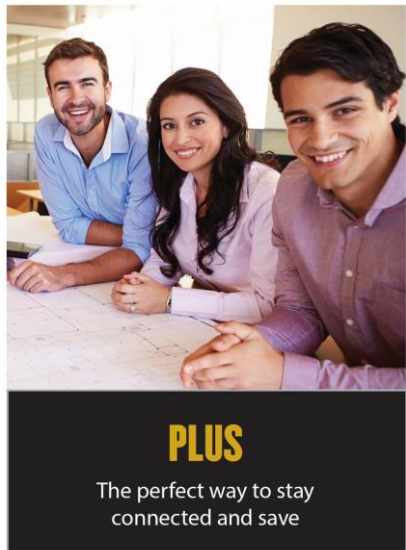
| INDIVIDUAL MEMBERSHIP | |
|---|------|
| 1 year | \$25 |
| 3 years | N/A |
| 10 years | N/A |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | \$25 |
| 3 years | N/A |
| Upgrades for current Life Members | |
| 1 year | N/A |
| 3 years | N/A |
| JOINT MEMBERSHIPS (Spouses/domestic partners at same address) | |
| 1 year | \$50 |
| 3 years | N/A |
| 10 years | N/A |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | \$50 |
| 3 years | N/A |

Overview

This is great if you're interested in

- connecting with other alumni
- showing your Purdue pride
- or wanting to make a difference by supporting Purdue Alumni

PLUS MEMBERSHIP



Key Benefits

- Award-winning *Purdue Alumnus* magazine
- Customized e-newsletter
- Cultural, leadership, and affinity networks
- Discounts up to 50% at thousands of national retailers
- John Purdue Club priority points

PLUS MEMBERSHIP

PRICING

| INDIVIDUAL MEMBERSHIP | |
|---|-------|
| 1 year | \$59 |
| 3 years | \$149 |
| 10 years | \$469 |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | \$35 |
| 3 years | \$75 |
| Upgrades for current Life Members | |
| 1 year | N/A |
| 3 years | N/A |
| JOINT MEMBERSHIPS (Spouses/domestic partners at same address) | |
| 1 year | \$79 |
| 3 years | \$199 |
| 10 years | \$599 |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | \$55 |
| 3 years | \$129 |

Overview

- Our most popular membership option, the perfect way to stay connected and save!
- Includes everything that BASIC has to offer.

PROFESSIONAL MEMBERSHIP



Key Benefits

- Online course discounts (Purdue Global, Six Sigma, project management)
- Online career resources and tools
- Career development webinars
- CareerShift job search resource
- CliftonStrengths leadership assessment tool

PROFESSIONAL MEMBERSHIP

PRICING

| INDIVIDUAL MEMBERSHIP | |
|---|-------|
| 1 year | \$99 |
| 3 years | \$249 |
| 10 years | \$769 |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | \$79 |
| 3 years | \$199 |
| Upgrades for current Life Members | |
| 1 year | \$39 |
| 3 years | \$99 |
| JOINT MEMBERSHIPS (Spouses/domestic partners at same address) | |
| 1 year | N/A |
| 3 years | N/A |
| 10 years | N/A |
| Recent Grad Discount (5 years post-graduation) | |
| 1 year | N/A |
| 3 years | N/A |

Overview

- The membership to jumpstart your career! Includes everything that BASIC and PLUS have to offer, **plus a suite of tools** to supercharge your professional development.
- Cost averages out to \$8/month. That's two trips to the coffee shop!
- Don't forget the discounts: nationwide savings program includes retailers, travel, entertainment, and more!

CAREER MAX MEMBERSHIP



Key Benefits

- LinkedIn Learning (on demand, unlimited access)
- Discounts for online courses (Purdue Global, Six Sigma, project management)
- CliftonStrengths assessment tool (full version)
- Resume review
- 1:1 career counseling

CAREER MAX MEMBERSHIP

PRICING

INDIVIDUAL MEMBERSHIP

| | |
|----------|-------|
| 1 year | \$199 |
| 3 years | \$499 |
| 10 years | N/A |

Recent Grad Discount (5 years post-graduation)

| | |
|---------|-------|
| 1 year | \$169 |
| 3 years | \$429 |

Upgrades for current Life Members

| | |
|---------|-------|
| 1 year | \$139 |
| 3 years | \$359 |

JOINT MEMBERSHIPS (Spouses/domestic partners at same address)

| | |
|----------|-----|
| 1 year | N/A |
| 3 years | N/A |
| 10 years | N/A |

Recent Grad Discount (5 years post-graduation)

| | |
|---------|-----|
| 1 year | N/A |
| 3 years | N/A |

Overview

- The ultimate way to take your career to new heights!
- Includes everything from BASIC, PLUS, and PROFESSIONAL
- Gives you full access to an exclusive suite of top-shelf professional development tools and learning discounts.

MEMBERSHIP TIERS TALKING POINTS

- General talking points
- Membership tiers overview
- Why the change?
- Where you come in!

- The Purdue Alumni Association is **evolving to meet our members' needs** with choices of membership.
- The association is *moving beyond the traditional “one-size-fits-all”* membership and rolling out a new, tiered membership system that **offers benefits to fit each member's personal, professional, and intellectual pursuit of lifelong learning.**

MEMBERSHIP TIERS TALKING POINTS

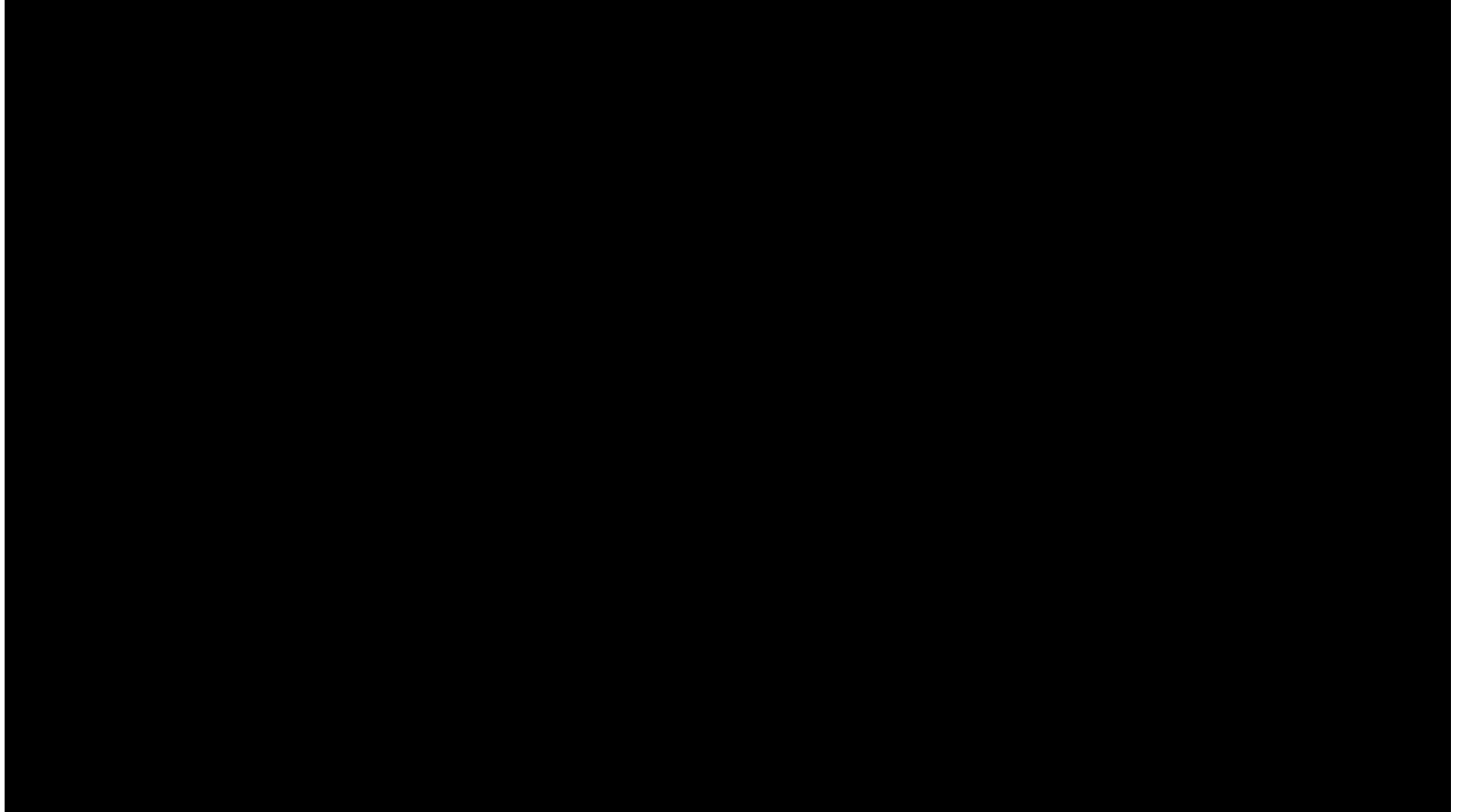
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How do you promote membership?

- Member/Nonmember Pricing
- Incorporate membership into:
 - Email
 - Newsletters
 - Social media
 - Videos
 - Webpages
- Promote PAA membership & Scholarship campaigns
- Share PAA social media posts
- Sell Membership at Events

SELLING MEMBERSHIP



<https://youtu.be/XKIctXAi>

PROFESSIONAL DEVELOPMENT

Looking for a new job? Did you know that the Purdue Alumni Association offers career counseling and tools to amplify your job search?

Check out career services at
purduealumni.org/membership

PROFESSIONAL DEVELOPMENT

Whether you're looking for a certification, degree, or maybe just trying to hone your soft skills for a new role, **Purdue Alumni** has tools to help you **meet your goals!**

Get **discounts** on world-class programming through LinkedIn Learning, Six Sigma, Purdue Global, project management, and more! Get more info at purduealumni.org/membership

STAY CONNECTED

The all-new **Purdue Alumni** portal is here!

Join an alumni club in your region, or an affinity network that matches your interests or background.

Don't see a group that matches your interests? **Start your own!** Disc golf, LARPing, apparel design — there's room for everyone!

Claim your profile today:
purduealumniassociation.com

STAY CONNECTED

What makes Purdue's alumni portal different from other social media platforms? The alumni portal allows you to connect all your social media handles so you can broaden your reach from a single user account.

Connect, share, get involved!

Purduealumniassociation.com

MAKE IT PERSONAL

Making your pitch personal is a great way to help people understand the value of membership!

Consider sharing stories like Joyce's — or even better: your own stories about what membership means to you.

"I wasn't heading in the right direction," says Joyce (A'08). "I needed to take a step back and reassess what kind of career I wanted." That's when a coworker pointed Joyce to the Purdue Alumni Association, where Joyce worked with Maureen, director of career services.

Learn more about how Purdue Alumni helped Joyce get back on track:
<https://www.purduealumni.org/changing-careers-10-years-after-graduation/>

CLUBS & NETWORKS

After graduation, Toy Smith (HHS'98) got involved with the Purdue Alumni Association.

"The late Roger Blalock encouraged me to stay involved with the Purdue community because it was the right thing to do," Smith says. "He was a model leader — a real trailblazer."

Are you looking for ways to stay involved with Purdue? Consider joining the Purdue



THANK YOU!

