

## ABOUT

Founded in 1891 as Randolph-Macon Woman's College in Lynchburg, Virginia, the school became co-educational in 2007 and changed its name to Randolph College. Randolph College continues to be a private, liberal arts and sciences institution known for its excellent academic program, diverse close-knit community, exceptional faculty, rich traditions, and growing NCAA Division III athletics program.

The school's graduates have forged successful careers in a variety of fields and the College ranks in the top 15 percent of all colleges and universities nationwide for graduates who go on to earn PhDs.

The school currently has 600 students, 14,000 alums in total and 8,000 contactable alums.



# Scalability Through Cross-Departmental Collaboration

## CHALLENGES

### Alumnae Loyalty

In 2007, after being a women's college for more than 125 years, the school became co-ed. While this was an important financial decision in light of enrollment and demographic trends, **this decision created distance between the school and some alumnae**, the same alumnae who were needed to create a career network for current students.

### Career Opportunities and Relevant Expert Advice

With a firm focus on providing vibrant career opportunities for students and alumni, it became clear that the end goal of successful career outcomes was affected by the entire student lifecycle - from prospective student right through to alumni and donor.

Students and alumni/alumnae needed opportunities to ask and provide for relevant career advice and opportunities, on their own terms.

The school needed to be able to provide expert career guidance at scale within limited work hours and with a small team.



## THE GRADUWAY SOLUTION

### RandolphConnect

Looking at strategies and best practices to reclaim their alumni's support while increasing successful career outcomes, collaboration between the various departments was a natural outcome. Alumni Relations, Career Services and Development were brought together to institute an alumni and career networking platform that would service all 3.

The work then began to find the right product.

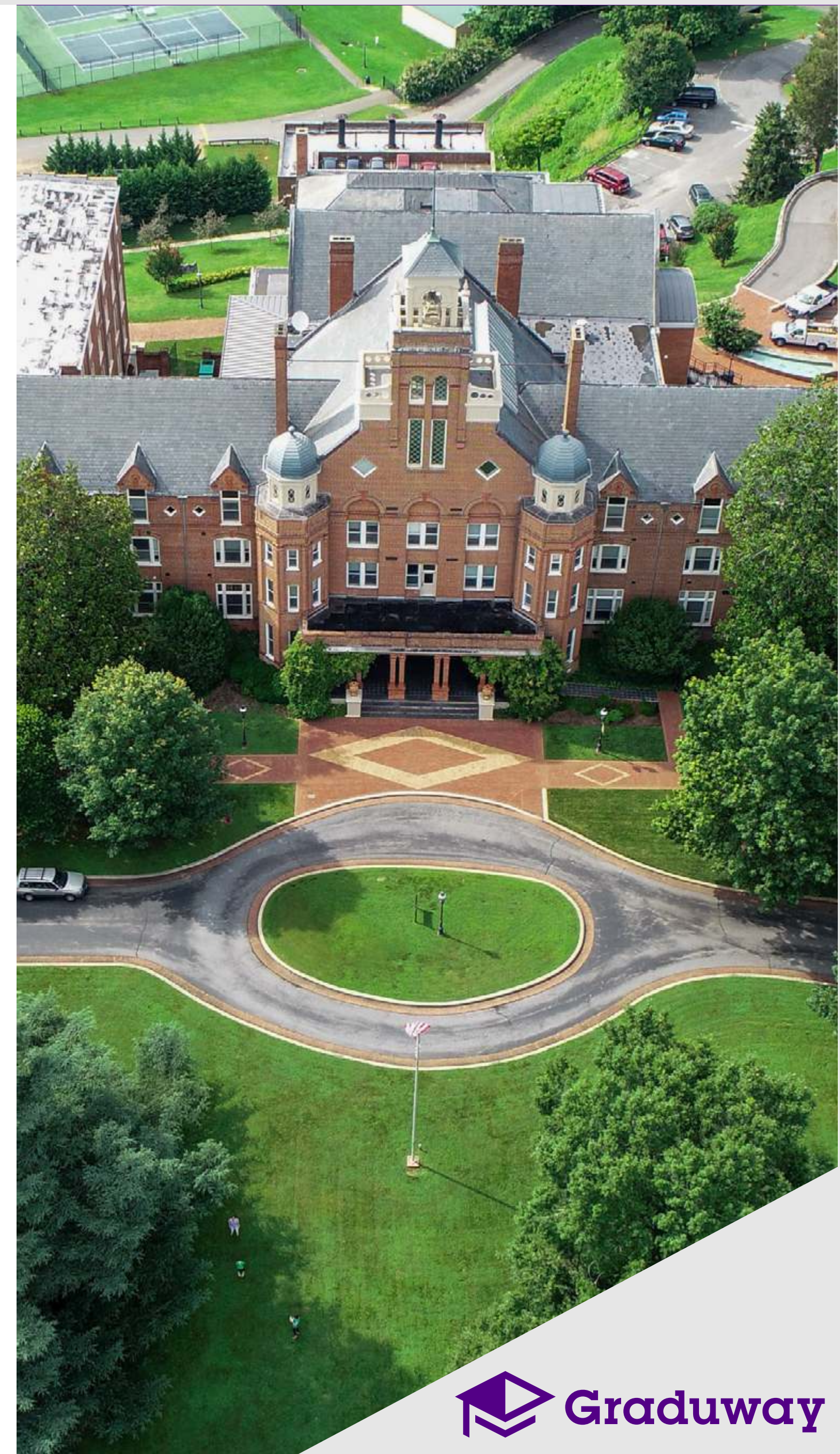
The goal was to find a platform to help the school **friend-raise**. A platform that would serve the alumni, tap into their wisdom, and provide them with tangible services and value, rather than asking them for anything.

**Graduway met what they were looking for.**

**Eight other campus stakeholders from across the board**, including marketing and IT, were brought in to help with the implementation of RandolphConnect

and to work as partners in its growth and success. Kristin Dabney, Alumnae and Alumni Career Network Manager, says that the key was planning who would be needed on the team well in advance. Other departments began to see the value of the platform and how it helps to extend the reach and scope of what they can actually do which became an added benefit.

“In a smaller institution it's easier to communicate. Every time you collaborate, you are multiplying your efforts.”





**Within 10 weeks of launching, 1,000 users had registered to the platform, with 400 having noted that they were “willing to help” as mentors and ambassadors in different ways.**

That list was given over to the development department. Almost all those were new names, new volunteers.

65 of those worked as brand new Giving Tuesday volunteers for development -  $\frac{1}{3}$  of the total volunteers for the day came from the Graduway list.

Moreover, there was 25% alumni participation in Giving Tuesday - a result that hadn't been seen for many years.

“It's [the platform] the gift that continues to give. As we identify people on the platform, we see how they are helping others in different areas. People have been coming out of the woodwork and it has built so much confidence on campus to see how much alumni want to be involved.”

## **MOST USEFUL FEATURES/SERVICES**

### **Groups:**

Affinity groups are set up by industries and interests, not majors, so that platform users can gain real professional expert advice, and discuss the opportunities and challenges in the industry, and interests (former athletes, international studies, etc.)

### **RSS Feeds:**

Working with Purple Briefcase to have all the jobs streamed

### **App:**

Appealing to how young alumni most like to communicate and get information



## RESULTS

**7,708**

messages sent on the platform

**292**

new email addresses identified

**641**

job opportunities posted

**58.9%**

of users are willing to help in different ways

**437**

users have volunteered to be ambassadors for admissions, alumni office, and/or development

**Most popular affinity group:**

Athletes, Past and Present



*Randolph Connect is our virtual hub where everything on campus is housed, where the whole campus lifecycle takes place.*



**Kristin Dabney,**  
Alumnae and Alumni Career  
Network Manager,  
Randolph College