

- d) Create and distribute resource materials for student recruitment and retention programs.
- 3) Donor and Business Sponsorship
- a) Serve as staff liaison to the business and community organizations, exploring opportunities for mutual benefit and support between Universal and these businesses and organizations.
 - b) Engage in direct contact and solicitation of select alumni, donors, and businesses via face-to-face, phone, email and social media. Conduct personal cultivation and solicitation visits to advance alumni, and business giving.
 - c) Support the Board Chairman regarding targeted steward programs and donor maintenance activities, from concept to implementation.
- 4) Alumni
- a) Devise a comprehensive alumni relations program to draw alumni closer to and build affinity with Universal School.
 - b) Serve as staff liaison to the Alumni Association, providing vision and guidance in its oversight of reunions and regional receptions.
 - c) Work with the Alumni Association to assume ownership of various alumni events over time (i.e., sports events attendance, alumni awards, and student engagement).
 - d) Maintain regular print and electronic communication with alumni to provide updates on other alumni, as well as overall initiatives.
 - e) Coordinate with various faculty and staff (i.e., Admissions, Academics, Athletics, IT) to host events on campus that support alumni relations.
 - f) Support activities and develop a culture within the present student body which prepares individuals to be active and engaged alumni upon completion of their time as Universal students.
 - g) Engage alumni for volunteer and networking opportunities, to gain feedback on the school's strategic direction and to benefit from longer-term financial support.
 - h) Coordinate and implement, in partnership with the Chairman of the Board, specific annual fundraising plans for reunion year classes (if any) and the broader alumni community
 - i) Develop and execute innovative strategies to increase alumni participation and giving to the annual fund
 - j) Be responsible for the personal solicitation of at least 50 new alumni prospects each year
 - k) Develop and execute engaging on and off campus alumni events and programming, including stewardship events, networking events, and area receptions
 - l) Develop young alumni programming for seniors and college-age alumni
 - m) Recruit and train a volunteer Alumni representative for each graduating class and form the student alumni outreach group to assist with alumni solicitations and thank you calls
 - n) Promote and manage Universal's social media alumni networks, e-newsletters, and other communication
 - o) Provide alumni news and photographs for social media and the school newsletter
 - p) Research and profile the background of all alumni.