



Case Study | *Alumni Engagement*

30 Minutes a Month Program

CQUniversity



30 Minutes a Month (30MM) is a micro-volunteering program designed to provide a meaningful, globally accessible, scalable way for recent alumni to showcase their skills and experience, and to have a valuable reason to stay connected to the university.

Surveys of CQUniversity's recent graduates highlighted that they were searching for a reason to stay connected to the University, and wanted to share their knowledge and experience with current students. 30MM was

therefore designed with CQUniversity's distinct characteristics and challenges in mind, to facilitate this engagement with our alumni.

CQUniversity has 26 education sites across Australia, including a campus in every mainland state (17 campuses and 9 study hubs), meaning our students and graduates are geographically dispersed. The university has approximately 30,000 students, with over 50 per cent of these (approximately 16,000 students) studying via online or mixed mode delivery. The university also has a high proportion of mature-age students, meaning most recent graduates are not recent school leavers, and are often time-poor, juggling full-time work, family commitments and community involvement. To engage this geographically, age-diverse, and often time-poor cohort, the program needed

to be available to alumni anywhere, and to fit around their busy lives.

The incentivised program leverages communications automation to develop an ongoing, mutually beneficial partnership with alumni by inviting them to participate in monthly activities of up to 30 minutes duration which can be completed wholly online. Alumni submissions provide advice and resources for students, and alumni participants learn how to leverage university opportunities and services to achieve their goals beyond graduation.

Many activities result in published blogs or profiles - increasing alumni visibility to students, developing graduates' online professional profile, and contributing to development of coaching and mentoring skills. Alumni-created content is shared by various areas of the university including marketing, student

support and academic programs in news, blogs and social media channels.

30MM is proven to significantly increase alumni participation in other university programs including career mentoring, student support activities and fundraising. In the 2020 CQUniversity Fundraising Appeal, the participation rate of 30MM participants was 65 per cent higher, and the average value of donations was 208 per cent higher than that of the general alumni cohort.

The program requires approximately one hour of administration per month to deliver an effective, meaningful engagement program with more than 100 alumni annually. Since 2019, the program has delivered up to 200 volunteer hours per year from a geographically and demographically diverse cohort, while delivering personal and professional development simultaneously.

Key elements of the success of the program include meetings the wants and needs of the target cohort, being logistically scalable for a small alumni relations team, and providing a strong fit with the values and strategy of CQUniversity.



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CQU's 30 Minutes a Month program was the winner of the 2021 EA Excellence Award for Excellence in Alumni Engagement.



