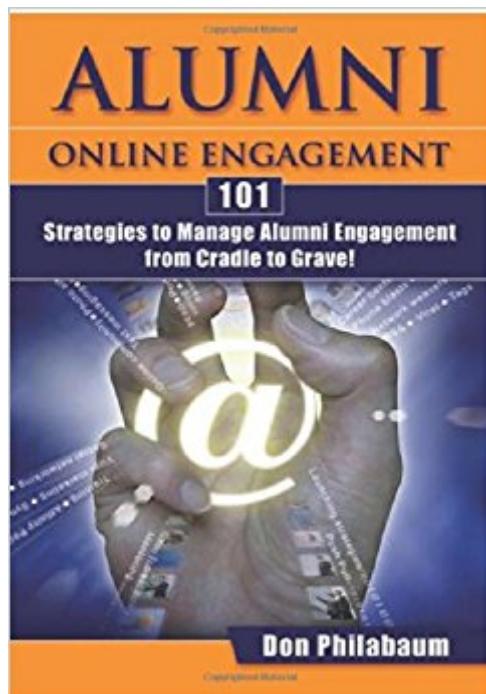


The book was found

# Alumni Online Engagement



## **Synopsis**

Alumni Online Engagement offers over a hundred ways alumni associations can leverage the Internet to engage, network and involve alumni in the culture, needs and campus in a virtual way. Author Don Philabaum sees alumni relations moving away from the practices and events adopted in the “Leave It To Beaver” era when there was one car in the driveway, one phone and one TV in the house to an organization that is focused on the needs of their members. Alumni professionals are offered a dizzying array of ways to use emerging Internet tools and strategies to build relationships, keep alumni informed and gather intelligence on alumni activity. Readers will see practical applications to use emerging technology and build strategies to adopt tools and services that are rapidly becoming a staple in the electronic tool box of alumni. Philabaum identifies simple, free to low cost ways alumni associations can create events, activities that support the changing behaviors of alumni. Alumni Online Engagement can be used as a workbook to help alumni professionals build a comprehensive Internet strategy. Philabaum also has written, Change It!-Create a Career Centered College Campus, The Unemployed Grad-And What Parents Can Do About It, Internet Dough-Create a Business Strategy to Make More Dough Online, Engage Customers Online

## **Book Information**

Paperback: 356 pages

Publisher: Morgan James Publishing (January 1, 2008)

Language: English

ISBN-10: 1600372988

ISBN-13: 978-1600372988

Product Dimensions: 6.3 x 0.8 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #706,467 in Books (See Top 100 in Books) #138 in Books > Health, Fitness & Dieting > Exercise & Fitness > Injury Prevention #995 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #1776 in Books > Business & Money > Processes & Infrastructure > E-Commerce

## **Customer Reviews**

This is an essential book for any alumni relations professional looking to manage online alumni engagement from cradle to grave. It's chock-full of helpful tips and tactics. I found it extremely

helpful.

Well written and very informative book. We need more reference books for Alumni Associations and their directors

Being a well-rounded, highly involved internet strategist myself, I've come to expect a certain caliber of work. I've read many books on Alumni and how to best engage them, but I must confess that this one is probably the weakest in terms of overall subject material. Don has been a personal inspiration in my life, since I was a kid, so this is particularly hard for me to critique. That being said, again, I really think Don missed the mark with this release. Come on, Don! Your fans depend on you! I would highly recommend any of your other works, but this one might be best saved for the bargain bin. Again, this hurts me to write, but I have to be open and honest. If you're really interested in this subject matter, I would recommend that readers check out *Alumni Offline Engagement for Dummies* or even *Idiots guide to Alumni*.

[Download to continue reading...](#)

Alumni Online Engagement The Engagement Ring: How to Choose the Perfect Engagement Ring and Get It Right First Time Passive Income: Four Beginner Business Models to Start Creating Passive Income Online (Passive Income Streams, Online Startup, Make Money Online, Financial Freedom Book 1) Make Money Online for Beginners (SEO) (Online Marketing) (Online Business) (Entrepreneurship): Learn how to generate more sales with your rankings! (For Beginners Book Series 1) Passive Income Online: 5 Highly Profitable Ways To Make Money Online (Passive Income, Automatic Income, Network Marketing, Financial Freedom, Passive Income Online, Start Ups, Retire, Wealth, Rich) The Practice of Interventional Radiology, with online cases and video: Expert Consult Premium Edition - Enhanced Online Features and Print, 1e (Expert Consult Title: Online + Print) The Complete Guide to Drawing Manga: With 28 Exclusive Teaching Clips to View Online (Online Movie Book Guides) Clinical Procedures in Primary Eye Care: Expert Consult: Online and Print, 4e (Expert Consult Title: Online + Print) Ascend Online: Ascend Online, Book 1 How Do I Keep My Privacy Online? (Online Smarts) How Do I Stay Safe from Online Predators? (Online Smarts) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start an online photography business) How Do I Find Information Online? (Online Smarts) How Do I Play Games Online? (Online Smarts) A Smart Kids Guide to Social Networking Online (Kids Online) Passive Income: Make Money Online using Airbnb: A Step-By-Step Guide to build a passive income

stream of \$2000 a month using Airbnb and achieve financial ... Online, Work from Home and More  
Book 1) Information Products For Beginners: How To Create and Market Online Courses, Ebooks, and Other Digital Content Online Online Business Success: 6 Fundamentals of Making Money Online Doing What You Love Online Business: 40 Detailed Ideas to Make Money Online and to Win Your Freedom (Passive/Active Income) Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online (Internet Business Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)