
Goal

To have an engaging and enjoyable first contact with our alumni that doesn't involve an ask.

Desired Outcomes

- Update contact information
 - Update job information
 - Provide information about being a KSU graduate
 - Provide resources and relevant information to new grads
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Voicemail

Hello, this message is for (insert preferred and last name). My name is (SEO name), and I am a student at Kent State University. We are reaching out to recent grads to say CONGRATULATIONS on becoming a new Kent State alum and see how life after graduation has been treating you. If you have any questions we can help with or information you'd like to share with Kent State, please give us a call or text the phrase "New Grad" to 330-672-0202. We look forward to speaking with you soon. I hope you have a great rest of your day/evening. Go Flashes!

Phone Call Script

Intro & Contact Information

Hello, may I please speak with (insert preferred name)?

My name is (insert SEO name), and I am a current [insert major] student at Kent State University. I am reaching out to say congratulations on your recent graduation from Kent State! Did you do anything to celebrate the big day?

Listen and respond appropriately.

Since you are officially a KSU alum, we would like to welcome you to our global network of more than 270,000 Golden Flashes. As a KSU grad, you are able to attend alumni events, participate in alumni volunteer opportunities and take advantage of alumni benefits, discounts and career services. Is there anything in particular you would like to know more about?

Listen and answer based on response. Refer to alumni handout.

In order to let you know when new alumni events or opportunities are scheduled, we would like to check your contact information to make sure it is up to date.

- Is this the best phone number to reach you at?
 - Are you interested in text message alerts about events, giving opportunities, etc.?

- Is your email still _____?
***If KSU email listed, please obtain a personal email.*
***If no email is listed, ask for an email.*

- Do you still live at _____?

Thank you so much for updating all of your contact information with us.

Post Graduation Plans

So what are your plans now that you've graduated?

Multiple Options:

- 1) *I already have a job*
- 2) *I am going to grad school*
- 3) *I do not have a job/unsure*

Option 1 - I have a job

That's awesome! Where will you be working / what will you be doing there?

Option 2 - I am going to grad school

That's awesome! What school will you be attending / what will you be studying?

Option 3 - I do not have a job/unsure

Reply empathetically/appropriately depending on their tone.

Did you know that as an alum, you can still use services from Kent State's Career Exploration and Development? They have everything from resume and cover letter reviews to professional headshots. They can even help you with interview preparation. Can I send you a link or provide information on any of those options?

Wind Down/Closing

Do you have any questions that I can help you with?

Listen, respond, or let them know we can find the information and share it with them via text or email after the call.

It was a pleasure speaking with you, and I want to wish you the best with this next chapter of your life. Remember, if you ever need anything, we are always here to help because Flashes take care of Flashes.

Thank you and I hope you have a great rest of your day/evening!

Text Message

1. Hi (insert preferred name)! My name is (SEO name), and I am a current student at KSU. Congratulations on your recent graduation from Kent State! I wanted to share some information about alumni resources you have access to. How is new grad life treating you? #FlashesForever
2. *Options (based on initial response):*
 - That is very exciting! What are your plans now that you have graduated?
 - That is very exciting! What will you be doing at (insert employer name)?
 - That is very exciting! What will you be studying at (insert university/institution name)?
 - I'm sorry to hear you haven't found a job yet. Did you know that Kent State's Career Exploration and Development has resources alumni can use? They have resume and cover letter reviews as well as interview prep and practice. You can find the details and other helpful resources here (insert link to CED).
3. We would love to stay in touch and continue to share alumni events and KSU news with you. If you ever need to update your contact information, here is a handy link (<https://flashes.info/update>) that will capture all your information. This way, we know how best to reach you!.
4. Thank you very much for chatting with me today/yesterday and congratulations once again on becoming a proud Kent State graduate! If you need anything or have questions, do not hesitate to reach out at (insert phone and/or email).

Text Message (full Voicemail)

- Hi (insert preferred name), this is (insert SEO name) from the KSU Engagement Center. We tried to leave a voicemail, but your inbox is full. We are reaching out to recent grads to say CONGRATULATIONS on becoming a new Kent State alum and see how life after graduation has been treating you. If you have any questions we can help with or information you'd like to share with Kent State, please give us a call or text the phrase "New Grad" to 330-672-0202. We look forward to speaking with you soon. I hope you have a great rest of your day/evening. Go Flashes!