



RUSA Resolution S19-11

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Sponsors: Undergraduate-Alumni Relations Ad Hoc Committee

Resolution to Support Recommendations of Undergraduate-Alumni Relations Ad Hoc Committee

Whereas, networking and mentorship is an important contributor to undergraduate students' professional development,

Whereas, Rutgers University has more than 500,000 alumni across the world⁸,

Whereas, the current solution implemented by University Career Services and the Rutgers University Alumni Association to foster relations and mentoring between students and alumni is an alumni directory website known as Student Alumni Career Connect⁹, powered by PeopleGrove software,

Whereas, Student Alumni Career Connect faces several flaws including low enrollment on the platform (4298 students and 2575 alumni), low alumni responsiveness, profiles with limited number of customizable fields, limited filtering on search, and low engagement in career cluster discussion groups,

Whereas, 80% of students surveyed by the Undergraduate-Alumni Relations Ad Hoc Committee reported never having heard of Student Alumni Career Connect,

⁸ <https://www.rutgers.edu/about/facts-figures>

⁹ rutgers.peoplegrove.com

Whereas, other major research universities across the country have robust and active alumni directories with high levels of profile and discussion group customization and powerful search features,

Whereas, the Undergraduate-Alumni Relations Ad Hoc Committee was established during the 2018-2019 term to explore possible platforms and methods of bridging the undergraduate and alumni populations for professional networking purposes,

Be It Hereby Resolved that, RUSA supports the following recommendations of the Undergraduate-Alumni Relations Ad Hoc Committee:

1. Recommends that University Career Services and the Rutgers University Alumni Association incorporate the following new features into Student Alumni Career Connect:
 - a. Enhanced profile customization to expand the fields present in PeopleGrove to include the following:
 - i. Personal - email, phone number, location, home address, website
 - ii. Professional - past work experience
 - iii. Education - degrees from Rutgers and other institutions
 - iv. Student Activities
 - v. Interests/Skills
 - vi. Diversity - ethnicity, country of origin
 - b. Advanced search on all of the fields listed above
 - c. Ability to create customized discussion groups beyond the predetermined Career Services clusters
2. Recommends to University Career Services and Open System Solutions, creators of the Rutgers app, to improve visibility of Student Alumni Career Connect by including a link to Student Alumni Career Connect on the official Rutgers app underneath the existing “Career Services” tab
3. Recommends that a partnership between RUSA, Career Services, and interested schools and departments be formed to pilot a marketing campaign for Student-Alumni Career

Connect to ensure that as many graduating seniors as possible enroll in the directory, spreading the word through emails, flyers, and social media

4. Recommends that RUSA continue work on this initiative during the next term to work towards the long-term goal of creating a comprehensive alumni directory with most of the 500,000 living Rutgers alumni enrolled. This could be accomplished through continuation of the ad hoc committee or formation of another structure within RUSA, whatever the new Assembly and/or President deem fit. During the next term, RUSA would
 - a. continue working together with Career Services and the Alumni Association to see its recommendations implemented and provide iterative, continuous feedback
 - b. continue the pilot marketing campaign to keep expanding the number of people enrolled in the alumni directory
 - c. fulfill Career Services' request of having a standing advisory committee to provide them with feedback and suggestions on their overall programs and initiatives
 - d. work together with schools, departments, and student organizations to understand their needs and consolidate any existing alumni directories into the centralized platform