



## Communicating with Alumni

### Staying in Touch

Yale communicates regularly with over 85% of its 138,000 living alumni by e-mail, letters and materials sent by mail, Twitter, YouTube, iTunes, web sites, and phone calls. Keeping up-to-date with the addresses of alumni is critical to being able to offer and manage the connections and programming Yale provides its alumni. Yale begins this effort even before graduation, with surveys, customized emails, and even gatherings at restaurants and bars near the campus to introduce seniors to those they might be living near after graduation. Yale offers every alumnus and alumna the opportunity to link to an “@aya.yale.edu” email address, that they can keep forever. The opportunity to be listed in Yale’s online directory is offered on Yale’s web site, where there is a special link for alumni. The Alumni Records Office maintains the University’s official alumni database.

### News from Campus

The Yale Office of Public Affairs and Communications sends a monthly electronic newsletter to all alumni for whom it has an e-mail address—the ELIne Newsletter—with current campus news and also posts a Daily Bulletin online. The ELIne and the Daily Bulletin link to YouTube videos, Yale’s Flickr account, and other media.

The independent Yale Alumni Magazine (YAM) is sent to most alumni for whom Yale has a post office address. (See image of recent cover.) YAM contains Yale-connected articles and “Classnotes” —news from Yale College classmates—in each magazine. YAM also has a web site—[www.yalealumnimagazine.com](http://www.yalealumnimagazine.com)—and a blog—06520. In addition, the independent campus newspaper, The Yale Daily News ([www.yaledailynews.com](http://www.yaledailynews.com)) publishes on the web and is read by many alumni and parents, in addition to most people on campus.



### Multiple Points of Contact

In addition to news and articles of interest, Yalies receive communications about upcoming programs from their regional organizations, news of classmates from their class, solicitations from their Alumni Fund agent, program information from any shared interest or identity groups to which they belong, communications from Yale Educational Travel, and ballots from the Secretary of the University in connection with the annual election of the Alumni Fellow to the Corporation. In addition to sending e-mails about events, most local clubs and classes and many of the shared interest group organizations also have their own web sites. All of these contacts help keep alumni connected to the University.