THE CHALLENGE

What do you do when you come into a new position and are faced with using a legacy system to manage alumni relations? In the case of Crystal Wylie, Associate Director at Alumni Engagement and Communications at Berea College, you take the iModules platform you inherited and try to make it work. And she tried - for almost two years.

But iModules fell short in supporting Crystal and her team's goal to better engage Berea alumni within a dynamic and sustainable community that provides value and fosters giving. The system was cumbersome to use and cluttered with features they didn’t need. There also wasn’t much in terms of a customer experience. And more importantly, she felt iModules was not fully vested in Berea’s alumni community success.

THE SOLUTION

Crystal knew there were alternative solutions so she formed a team in 2017 to begin a year-long search for the right platform. After meeting with all the top alumni engagement providers and evaluating functionality, value and support, the unanimous decision was made to partner with 360Alumni to build Berea Connect.

360Alumni Checked All The Boxes

▷ **Great User Experience in a Branded Alumni Community.** Alumni are greeted into the community with the latest news, events and job postings on a turnkey platform that complements the branding of the college’s website.

▷ **Fully Integrated Solution.** An interactive map, directory, messaging, lists, groups and more are all in one place, eliminating the need to import and export data to other systems.

“I can’t say enough about the care and attention 360Alumni provides us. From the vetting process and our numerous questions to the flawless transition and onboarding process, 360Alumni is with us every step of the way.”

Crystal Wylie ’05
Berea College Associate Director
Alumni Engagement

Key Metrics

2018 Homecoming attendance
Increased newest alumni class attendance by 4x

Significant increase in site visits
Over 4,000 unique visits in the first 3 months vs. 200 in the last 12 months with the iModules platform
LOOKING AHEAD

Now that Berea Connect has launched, the Alumni Engagement Team can leverage the power of the platform to achieve their three major goals for 2019: more regional student/alumni events, the introduction of a mentoring program and increasing alumni giving.

360Alumni will play a key role in helping them meet those goals with regular client check-ins to see how the platform is working for them, listening carefully to find opportunities to enhance their workflows, and delivering solutions to better support their objectives.

This is how we work with every client to achieve our mission: to be recognized by our customers, and the people they serve, as the most effective alumni engagement platform in the world.

FUN FACT: The Alumni Engagement team offered free senior portraits, with sign-ups exclusively through Berea Connect. What a clever way to introduce future alumni to the community that can support them for life!

Discover how 360Alumni helps similar organizations deliver ongoing value and build long term engagement. Visit 360Alumni.com today to schedule a call with one of our alumni engagement experts!