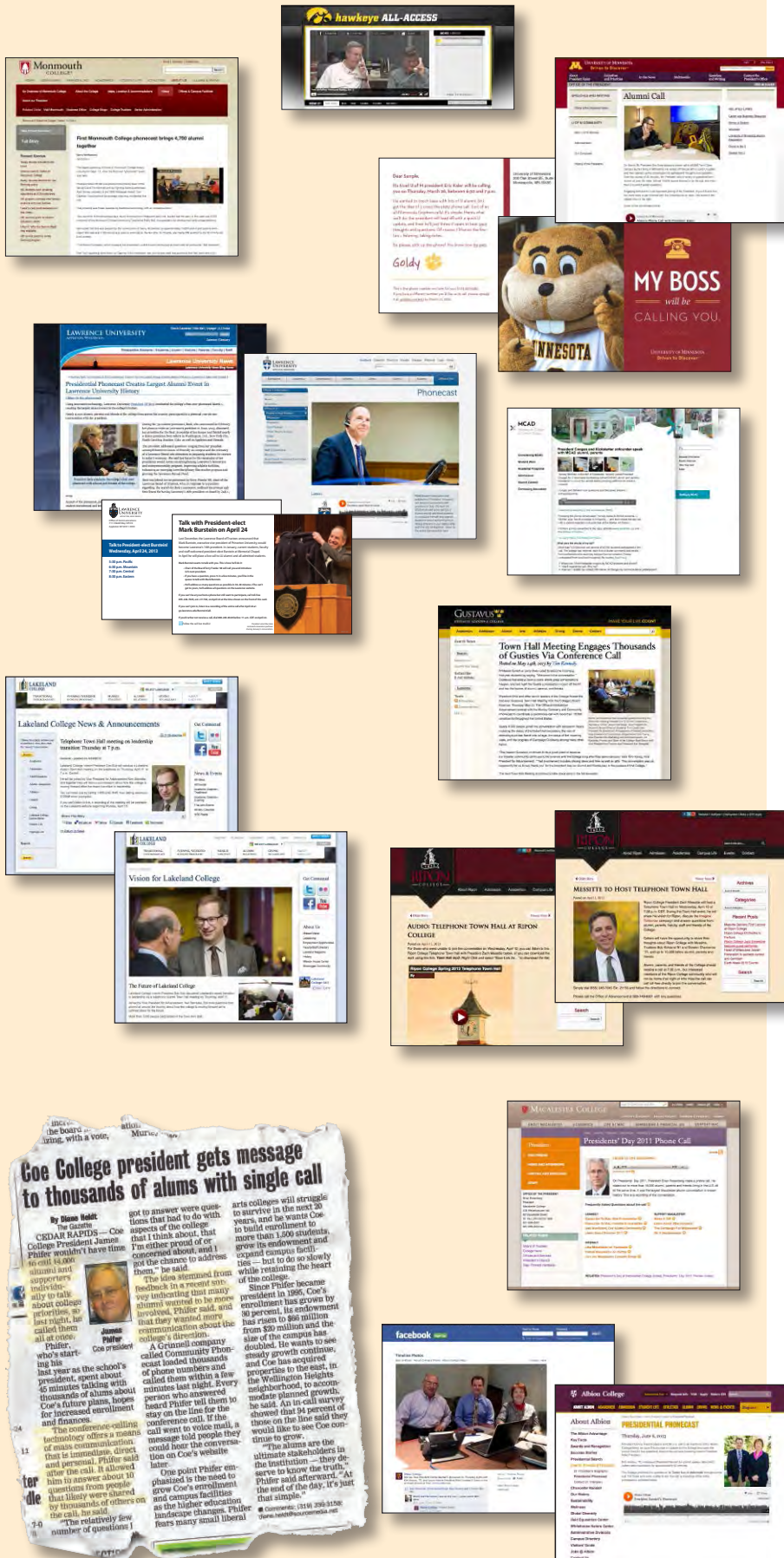


# Impact and Engagement with Phonecasts



Dial thousands of your alumni/ae in minutes and connect all who answer into a genuine and interactive dialogue – a high-tech “fireside chat” – that is more engaging, dynamic, and immediate than other communication tools.

Participants can hear from and ask questions of your President or other leaders and also answer your poll questions. You get valuable data for each dialed number, participant voicemails, and a recording to post to your website.

From The University of Minnesota to Lawrence University, Macalester College to Pomona College, Albion College to the University of Iowa, and more.

Institutions are using Phonecasts in a variety of applications and to achieve a range of goals in both Admission and Advancement. Here are four examples of Advancement-based Phonecasts.

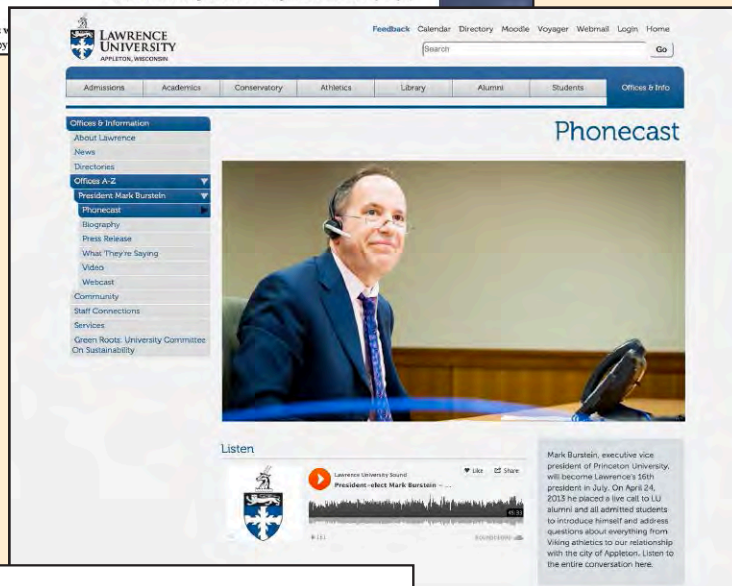
For more information  
641-236-0285  
CommunityPhonecast.com



**Munley Company** Community Phonecast is owned and operated by Munley Company: 641-236-0285

Lawrence University first used a Phonecast to broadly share news of former President Jill Beck's retirement. During the 30-minute Phonecast at noon CST, Beck discussed her priorities for the final 16 months of her tenure and fielded a dozen questions from callers in Washington, D.C., New York City, North Carolina, Colorado, and Wisconsin. Nearly 4,000 Lawrence alumni, parents and friends from across the country participated in the Phonecast.

Following the success of their first Phonecast, Lawrence again used this innovative technology for new-President Mark Burstein, two months before he officially began his tenure. On April 24, 2013 he placed a live call to over 16,000 Lawrence University alumni and admitted students to introduce himself and address questions about everything from academics to athletics...including his decision to become Lawrence's 16th President. One-third of all dialed numbers answered and 86% of those participated in the Phonecast.



**LAWRENCE UNIVERSITY**  
APPLETON, WISCONSIN  
Office of Communications  
711 E Boldt Way SPC39  
Appleton WI 54911-5699

**Talk to President-elect  
Wednesday, April 24,**

**5:30 p.m. Pacific  
6:30 p.m. Mountain  
7:30 p.m. Central  
8:30 p.m. Eastern**

**Talk with President-elect  
Mark Burstein on April 24**

Last December, the Lawrence Board of Trustees announced that Mark Burstein, executive vice president of Princeton University, would become Lawrence's 16th president. In January, current students, faculty and staff welcomed president-elect Burstein at Memorial Chapel. In April he will place a live call to LU alumni and all admitted students.

Mark Burstein wants to talk with you. This is how he'll do it:

- Chair of the Board Terry Franke '68 will call you and introduce LU's next president.
- If you have a question, press 9. In a few minutes, you'll be in the queue to talk with Mark Burstein.
- He'll address as many questions as possible in 30-40 minutes. If he can't get to yours, he'll address all questions on the Lawrence website.

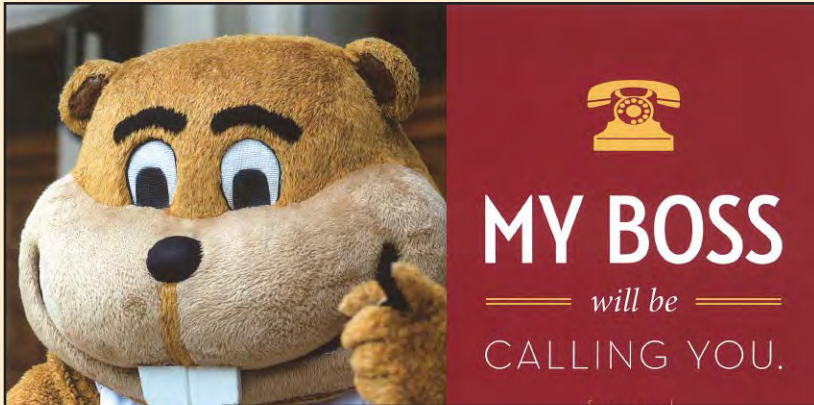
If you can't be at your home phone but still want to participate, call toll-free 855-246-7045, ext. 21176#, on April 24 at the time shown on the front of this card.

If you can't join in, listen to a recording of the entire call after April 26 at [go.lawrence.edu/BursteinCall](http://go.lawrence.edu/BursteinCall).

If you'd rather not receive a call, dial 800-283-8320 before 11 a.m. CDT on April 22.

Follow the call live: #callLU






Dear Sample,

It's true! U of M president Eric Kaler will be calling you on Thursday, March 28, between 6:30 and 7 p.m.

He wanted to touch base with lots of U alumni. So I got the idea of a cross-the-state phone call. Sort of an all-Minnesota Gophers rally! It's simple. Here's what we'll do: the president will lead off with a quick U update, and then he'll just throw it open to hear your thoughts and questions. Of course, I'll be on the line too—listening, taking notes.

So please, pick up the phone! You know how he gets.

**Goldy** 


This is the phone number we have for you: (612) 555-5555  
If you have a different number you'd like us to call, please update it at [update.umn.edu](http://update.umn.edu) by March 21, 2013.

University of Minnesota  
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Minneapolis, MN 55455

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03/05/13  
62,483



Engaging with alumni is an important priority for University of Minnesota President Eric Kaler, which he demonstrated with a Phonecast to nearly 60,000 of Minnesota's alumni.

Kaler began the Phonecast with a quick University update and then opened up the conversation to participants' comments and questions. He also asked two poll questions of participants (with individual responses captured by the Phonecast system). Over the course of 30 minutes, Kaler took a variety of questions from alumni all over the state. The Phonecast had nearly 10,000 alumni participants and more than a hundred posed questions. Since the Phonecast, the archived recording of the Phonecast has been accessed nearly 500 times.

Minnesota used a direct-mail postcard and electronic media to promote the Phonecast, which included an option for invitees to update their phone records in advance of the event.

You can listen to the Phonecast at [alumnicall.umn.edu](http://alumnicall.umn.edu)

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## Alumni Call



On March 28, President Eric Kaler placed a phone call to 60,000 Twin Cities campus alumni living in Minnesota. He kicked off the call with a quick U update, and then opened up the conversation to participants' thoughts and questions. Over the course of 30 minutes, the President took a variety of questions from alumni all over the state. Almost 10,000 alumni listened in on the call, and more than a hundred posed questions.

Engaging with alumni is an important priority of the President. If you'd like to find out more ways to get involved with the University as an alum, visit some of the related links to the right.

Listen to the conversation here.

RELATED LINKS  
[Career and Business Resources](#)  
[Mentor a Student](#)  
[Volunteer](#)  
[University of Minnesota Alumni Association](#)  
[Giving to the U](#)  
[Support the U](#)



# Albion College

Albion College, seeking to more fully brief and engage alumni during an affirmative leadership transition (President Donna Randall promoted to Chancellor and Mike Frandsen named Interim President), produced a Phonecast with a target alumni audience of about 16,400 in June 2013; 82% of the numbers that were answered by a person participated for some period of time in the 45 minute Phonecast.

Albion College website screenshot showing a page titled "PRESIDENTIAL PHONECAST" dated Thursday, June 6, 2013. The page features a navigation menu, a sidebar with links such as "About Albion", "The Albion Advantage", "Key Facts", "Awards and Recognition", "Success Stories", "Presidential Search", "Interim President Frandsen", "Chancellor Randall", "Our History", "Sustainability", "Wellness", "Global Diversity", "Held Equestrian Center", "Whitehouse Nature Center", "Administrative Divisions", and "Campus Directory". The main content area includes a video player for "President Randall's Phonecast" and a "MORE VIDEOS" section.

# University of Iowa

The first University of Iowa Athletics Phonecast featured Men's Basketball Head Coach Fran McCaffery and play-by-play broadcaster Gary Dolpin; it was positioned as pre-season outreach to households that had purchased men's basketball tickets the prior season. The second Phonecast, featured Athletic Director Gary Barta and Dolpin; it was a wide-ranging Q&A discussion about the overall Hawkeye Athletic program. Each Phonecast lasted an hour and had participation from better than 30% of all dialed numbers.

University of Iowa Athletics website screenshot showing a page titled "hawkeye ALL-ACCESS". The page features a video player for "Fran McCaffery Phonecast Replay, Oct. 1" and a "LIVE EVENTS!" section. The "LIVE EVENTS!" section includes a "MOST RECENT" list of sports events with "WATCH" buttons. The page also includes a navigation menu, a "MORE VIDEOS" section, and a "BE PART OF THE ACTION NOW!" button.