



Alumni Relations  
CENTRAL  
EUROPEAN  
UNIVERSITY

## *Alumni Relations in Times of Pandemic: Disruption is the Mother of Invention*

Nena Grceva, Head of Alumni Relations Office

*ICARe Online Gathering*

May 8, 2020





MARCH 13, 2020: THE  
NEW NORMAL, OR  
WHERE DO WE GO  
FROM HERE?

# REIMAGING ALUMNU ENGAGEMENT: STUDENTS IN THE FOCUS

- Thesis buddies
- Alumni notes of support for students
- Student Emergency Assistance Fund

# STUDENTS IN THE FOCUS:

## Thesis Buddies



**Goal:** Pair up current CEU students with alumni “buddies” in order to help students maintain a writing routine and focus and submit their thesis on time.

**Outcome:** 80+ alumni volunteers signed up, 30+ paired up with students

# STUDENTS IN THE FOCUS:

## Notes of Encouragement

**“Enjoy CEU  
while it lasts,  
in whatever  
shape or form  
life serves it  
to you.”**

Iva  
ECON '14

Alumni share **notes of encouragement** to students isolating at the dorm. The notes are printed and distributed to students every weekend; some are featured on CEU's main Instagram account.

# STUDENTS IN THE FOCUS: COVID-19 Emergency Assistance for Students

## FUNDS RAISED

**\$25,543**

**# DONORS: 177**

**# 1<sup>ST</sup> TIME DONORS: 41**

## What alumni are saying:

*"To have the opportunity to give back to my Alma Mater is my greatest pride. Helping the most vulnerable during these difficult times should be the utmost goal of each of us."*

*"You may be far from home, but you are not alone!" -*

*"Everyone deserves a chance to complete their education, no matter how great the challenge. Good luck!"*

# REIMAGINING ALUMNI ENGAGEMENT: ONLINE ALUMNI REUNION



- **Organic and experimental** way to maintain our reunion tradition
- **Celebrate our community** during the Covid-19 shutdown
- Offer **new engagement opportunities**

# REIMAGINING ALUMNI ENGAGEMENT: ONLINE ALUMNI GALA



# REIMAGINING ALUMNI ENGAGEMENT: ONLINE REGIONAL AND CLASS REUNIONS



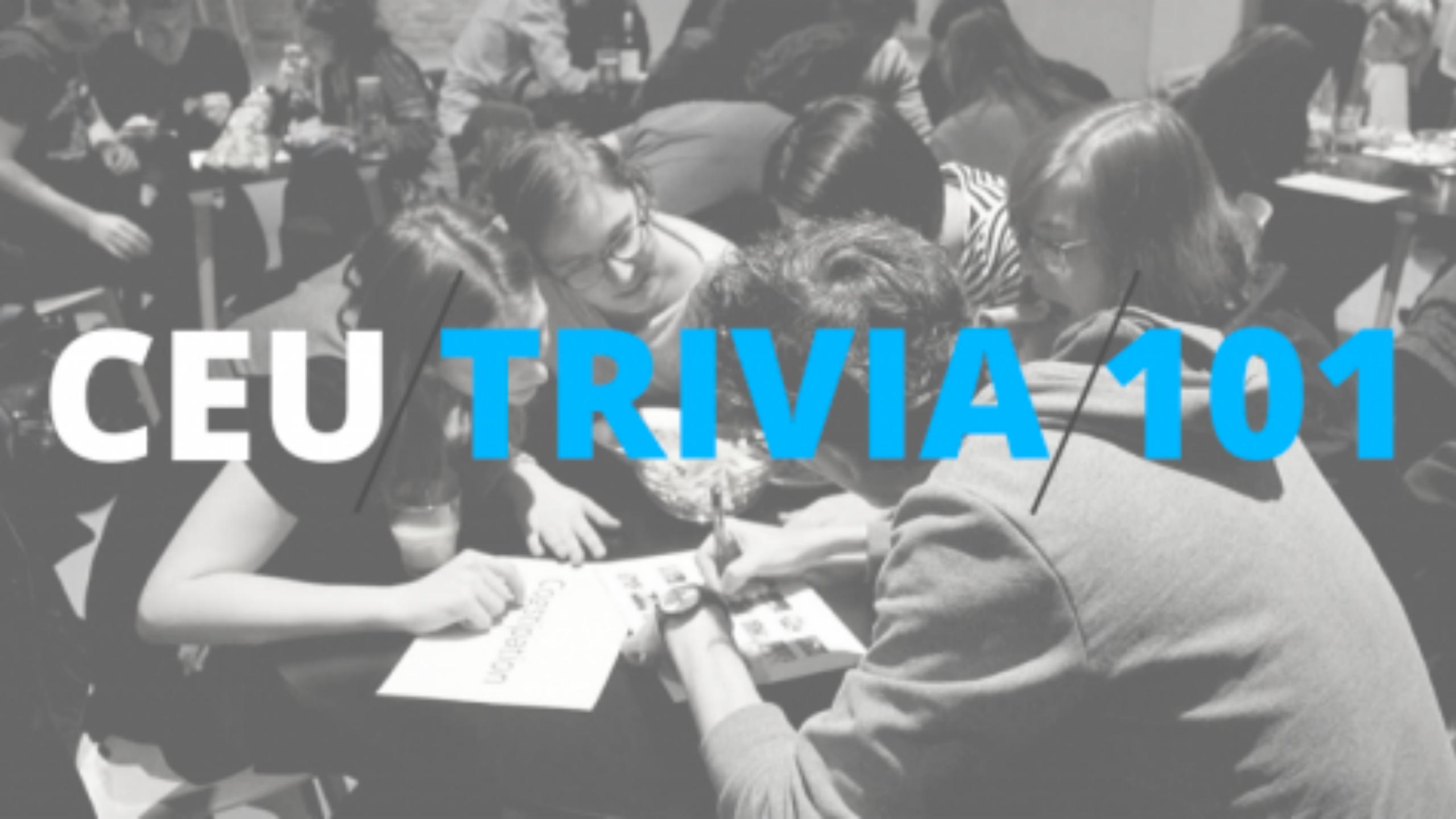


# REIMAGINING ALUMNI ENGAGEMENT: LIVING LIBRARY

A dynamic, low-angle photograph of a group of people running on a grassy field. They are all wearing bright green t-shirts, suggesting they are part of a club or team. The runner in the foreground is blurred, indicating motion. The background shows more runners and some trees, creating a sense of a large outdoor event.

## REIMAGINING ALUMNI ENGAGEMENT: CEU RUNNING CLUB: THE 100 K CHALLENGE

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# CEU TRIVIA 101

**PLUS:** Interactive workshops  
and music programs

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# THANK YOU!