

Exploring and Forming Regional Industry Groups

OBJECTIVE: Help alumni volunteers explore and discuss interest in forming an industry focused regional group and better understand the resources available to them within the Duke community.

BENEFITS OF INDUSTRY GROUPS

- Introduces Duke communities embedded in the industry to each other (students, faculty, staff, alumni at multiple Duke schools and centers) within forums specifically focused on their industry.
- Offers opportunity to present content, speakers and intellectual interaction that may be inappropriate for larger regional meetings.
- Attracts geographically diverse Duke populations to conferences and other focused events. For example, a large number of alumni travel from across the world to California each year for the JP Morgan Healthcare conference.
- Identifies industry thought leaders that were previously unengaged.
- Supports meaningful alum to alum interactions within a protected space away from students and non-Duke colleagues.

INDUSTRY GROUP ACTIVITIES

Regional alumni are interested in meeting with other Duke industry colleagues to:

- Engage industry speakers or panels that encourage meaningful dialogue amongst a group of alumni interested in engaging with other area alumni.
- Discussion of current events and topics in a focused salon style atmosphere.
- Gather a trusted Duke community for discussion, education and debate.
- Allow alumni to interact with each other, away from students and/or their industry colleagues.
- Create a forum for alum to alum mentoring and job referrals.

LEAD ALUMNI VOLUNTEER ROLES

The suggested Lead Alumni Volunteer Roles for the industry group include an Events leader, a DAA staff liaison, and a Community Outreach leader.

Host: Manage membership, secure space for meetings and help promote events. Arrange refreshments if desired.

Facilitator: Coordinate events and lead discussions on a variety of topics relevant to a specific segment of industry. Introduce Speaker and/or Panelists as needed.

Communications and DAA Staff Liaison: Document meeting agendas and minutes. Report to Duke staff liaison on meeting agendas and minutes and coordinate other meeting details with DAA staff.

FIRST MEETING CONTENT

The first meeting should be a planning session for the group. Input from the regional community of industry alumni can be shared. The leaders should agree upon a strategy to encourage participation by attendees.

- The leader with best facilitation skills should lead the first meeting in order to set the tone for the future of the group. It is recommended that a DAA staff member attend and help to plan the first meeting.
- Recruit or share information about the lead volunteers and each of their roles as Host, Facilitator, and Events leader, and Communications and DAA Staff Liaison.
- Introductions and sharing of backgrounds is a great way to start the meeting.
- Determine if the group is most interested in:
 - Discussions focused on published industry news, articles, case studies
 - Speakers and Panels
 - Educational presentations by members
- Once the format for the meetings has been determined, brainstorming discussion topics as a group and then ranking topics considered interesting by the group will generate ideas for future meetings.
- Ask who is interested in helping to facilitate the discussions and curate content?
- Ask who can help document meeting agendas, minutes and communicate to the community news about upcoming meetings?

TIPS FROM THE CHICAGO HEALTHCARE DISCUSSION GROUP:

The Chicago Healthcare Group has been meeting since early 2016 and shared the following tips and benefits:

- Identify a skilled and organized leader who will send out meeting reminders and other emails early so that people don't forget to mark their calendars.
- Interesting meeting topics keep the group engaged. Consider using topical journal or news articles as the focus of meeting discussion. This is preferred over bringing in outside speakers to help the group get to know each other.
- Planning a consistent meeting time and location for all the meetings helps to keep the attendance consistent. For the Chicago group, meeting at 5:30pm at a law firm in the city center works well.
- **BENEFIT:** Reinforcement of the prominence of a chosen industry sector at Duke and elevation of awareness of industry colleagues, opportunities and relevant information to benefit participants and the Duke community.
- **BENEFIT:** Increases opportunities for development and engagement of interested alumni for other healthcare industry activities.
- **BENEFIT:** Identifies regional industry interest and offers opportunity for new program themes.

GROUP LAUNCH CHECKLIST

The following checklist should be discussed, completed and by the DAA contact for the group:

- Identify three alumni with diverse careers, demographics, and skills willing to lead the group. A one to three year term is recommended, with staggered terms to ensure continuity of leadership.
- Document descriptive Duke group name, group mission and a detailed purpose for the formation of the group.
- Identify a sufficient number of regional alumni to attend meetings for the upcoming year. The DAA can assist by sending a survey to the region to gauge interest. If survey does not yield enough names to warrant starting a group, the DAA staff can work with the leaders to identify alternative approaches.
- Alumni volunteers should contact their networks while using the alumni network, social media and LinkedIn to raise awareness with alumni who may be interested.
- Define group membership philosophy. For example, will new members be allowed to “drop in” or will the group membership remain consistent for the duration?
- Determine if group will represent a distribution across broad industry or a concentration within one specific industry interest area. (For example, “Health and Life Sciences” or “Managed Care”)
- Define quarterly meeting schedule dates and commit to a consistent schedule.
- Identify a low cost, centrally located meeting space and reserve for the first year of the meeting schedule.
- Agree on tools to be used for meeting coordination and communications. More information on using these tools can be received from the DAA contact. SquadUp is the preferred option for alumni volunteer meeting coordination.
- Identify additional communication channels such as website, newsletters, and social media that will be used. Consider whether the domain name will need to be secured.
- Schedule first “official” group meeting with a Duke staff member (Duke Futures Director or Regional Director).

Once these steps have been completed, completion of the “New Industry Regional Group Form” provides prospective group leaders with a channel to officially submit this information to Duke Alumni Association staff for review.