

# 2015 CASE DISTRICT I

Boston, Massachusetts

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## ***Diversity And Alumni Engagement: Lessons Learned From A Deep Dive At UMass Amherst***

Discover how the University of Massachusetts Amherst Alumni Association was able to bring university interest in diversity and alumni opinion together to create important new strategies and tactics. This was accomplished through a partnership between the UMass Amherst Alumni Association, the Alumni Attitude Study (AAS) and Grenzebach, Glier & Associates (GGA). In this presentation, we will show how UMass Amherst was able to take campus-wide interest in diversity and combine it with alumni opinion from communities like the LGBTQ alumni to create new and exciting opportunities for the Alumni Association. This approach resulted in important engagement opportunities and interest from the Deans and Chancellor Subbaswamy. By combining alumni opinion with a review of Alumni Association operational processes, the association has stimulated high level discussions about new staff requirements, potential new funding opportunities, and campus wide support for clearly articulated strategies and tactics.

### **Deborah Goodhind**

**University of Massachusetts, Amherst  
Associate Executive Director, UMass Amherst Alumni Association**



Deborah Goodhind is Associate Executive Director for Alumni Relations at the University of Massachusetts Amherst, flagship campus of the Commonwealth with more than 27,000 students and nearly 250,000 living alumni. Deb oversees all financial, personnel and operational aspects of the university's alumni relations efforts and is responsible for leading the strategic integration of multiple work units to enhance efficiency and effectiveness for alumni programs, services, communications and revenue generating initiatives. She serves as primary staff liaison to the UMass Amherst Alumni Association's independent Board of Directors and manages best governance, ethics and assessment practices to ensure accountability, transparency and fiscal responsibility, as well as diversity, of the Board and its volunteers. Deb has held a number of positions throughout her 16 year tenure with UMass Amherst, including Finance Manager, Director of Alumni Programs, Director of Alumni Relations and interim Executive Director. Deb holds a bachelor's degree from Mount Holyoke College.

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**Chris Marshall**  
Grenzebach Glier and Associates  
Vice President



Chris Marshall joined Grenzebach Glier and Associates (GG+A) in 2013 as Vice President after serving as an independent consultant for the firm since 2009. Chris most recently served as Associate Vice President for Alumni Affairs at Cornell University. In this capacity he worked closely with senior leadership, and participated on the planning team for the re-launch of Cornell's Far Above campaign. Prior to joining Cornell, Chris served for seven years as Executive Director of the Lehigh University Alumni Association. There he created an increased regional and international presence for alumni events, as well as restructured the Web site to include an event management system and a more customer-centric alumni database. Under his direction the Lehigh University Alumni Association received CASE Circle of Excellence Awards for programs such as the innovative Young Alumni Reunion program, the Association of Student Alumni program, and Senior Alumni programs. In addition, Chris has been a featured speaker at several CASE and Academic Impressions conferences. Chris holds a bachelor's degree from Lehigh University.

**Rob Shoss**  
Alumni Attitude Study, A Division of PEG, Ltd.  
Managing Consultant



Robert (Rob) Shoss is a founding member of Performance Enhancement Group, Ltd. (PEG), an organizational development consulting firm that specializes in helping companies measure things that are often considered un-measurable, such as customer/alumni satisfaction, market perceptions, and alumni/employees' perceptions of organizational support. In 2001, PEG worked with leading alumni and development executives from universities across the country to develop the first "Alumni Attitude Study." The study defines key drivers of alumni loyalty and provides the right information to successfully manage communication, programs, and participation issues. More than 230 colleges and universities have participated in the study during the past nine years, giving the Alumni Attitude Study the unique ability to compare each participant's results against a group of peer universities. He has published numerous articles on national alumni trends for CASE Currents and presented survey results at CASE conferences. Shoss has a bachelor's degree from Tulane University, and a Master of Business Administration from Washington University.



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