Club Events / Alumni Relations Checklist

☐ Access the Alumni Database through Catalyst:
  • Click “Merage School” under “Directory” in left menu
    Search by name, company, functional area, industry.

☐ Publicity options to invite alumni to an event:
  • No “mass blast” emails to alumni. One-on-one communications are acceptable.
  • NOTE: Our alumni are busy people with demanding jobs, families, and many other responsibilities. Think about what’s in it for them to come, vs. what you want. What do alumni offer your event that few others can? A request for advice/flattery is also a good way to make them want to participate.
  • Alumni eNewsletter: Published on the first of each month. Deadline for copy is the 20th of each month prior. Submit one paragraph max to bmarange@uci.edu. Please include a picture/graphic if you have one.
  • Merage Minute digest email: Published on the 15th of each month. Deadline for copy is the 8th. Submit one paragraph max to bmarange@uci.edu. No pictures/graphics are used here.
  • Social Media: As students you are able to join and post on:
    LinkedIn alumni group page: “UC Irvine, The Paul Merage School of Business Alumni”
    Facebook page: “UC Irvine, The Paul Merage School of Business Alumni”
    Direct links can be found on our Alumni website home page: www.merage.uci.edu/alumni

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