

UCI Paul Merage School of Business

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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