

A photograph of a large crowd of people at a night event, possibly a festival or concert. The image is overlaid with several geometric shapes: a large yellow triangle on the left, a dark blue triangle at the top left, a white arrow-like shape pointing right in the center, and a small yellow triangle at the top right. The text "SPARTA CON" is centered over the white shape. The background shows people with their hands raised, some wearing blue and yellow clothing, and a man in the foreground wearing a red cap and a blue and yellow shirt.

SPARTA CON

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**How can we
reimagine
the Spartan
experience
for alumni?**



Problem

Alumni lose interest in engaging with San José State University and are unaware of the value in reconnecting.

After graduating from San José State University, students follow many different paths. Some relocate, switch careers, or start families, but overall they are very busy. Working alumni often lose touch with San José State University after extended periods of time.

We want to reimagine the connection between disengaged alumni and San José State University.

Audience

Alumni who feel disengaged with SJSU due to time, relocation, or other experiences

Stakeholders

Primary

Alumni
Alumni Association

Secondary

Faculty
Students
Sponsors
Companies
Recruiters
Organizations
Community
Career Center



Research & Findings





Methods

Interviews with Departments

Lynne Trulio, Social Sciences
Ron Rogers, Psychology
Joshua Nelson, Industrial Design
Lena Summerill, Engineering

Interviews with Professors

Charlotte Sunseri, Anthropology
Joshua Nelson, Industrial Design

Interviews with Alumni

Gilberto Hernandez
Leila Hakim
Giang Lam

Interview with Alumni Association

Brian Bates
Clifton Gold

Alumni Survey

We received 71 responses from graduates with a background from a variety of majors.

Case Studies

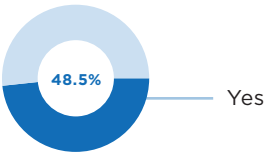
We conducted case studies of universities with reputable alumni programs.

Stanford University
University of Southern California
Humboldt University

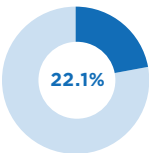
Many Alumni are disengaged

About half of alumni do not keep up with SJSU. They are disengaged because they have difficulty seeing a reason to re-engage and are not aware of the opportunities SJSU presents to alumni. Time and other commitments also play a huge role in their inability to be involved.

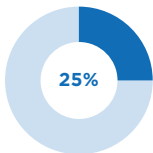
Have you engaged with SJSU after you graduated?



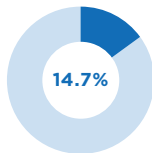
Why haven't you engaged with SJSU?



I have no reason to

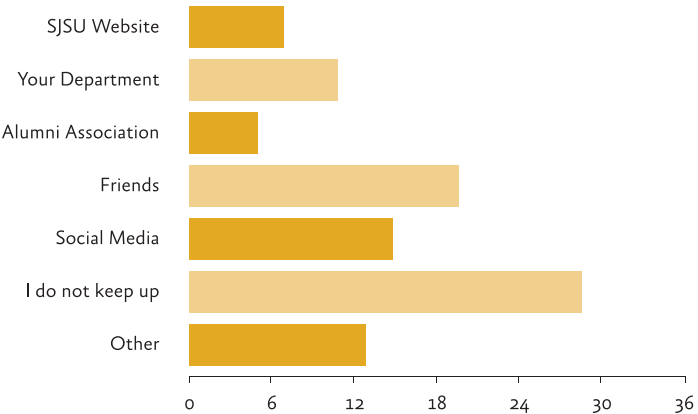


No opportunities appeal to me



I have relocated

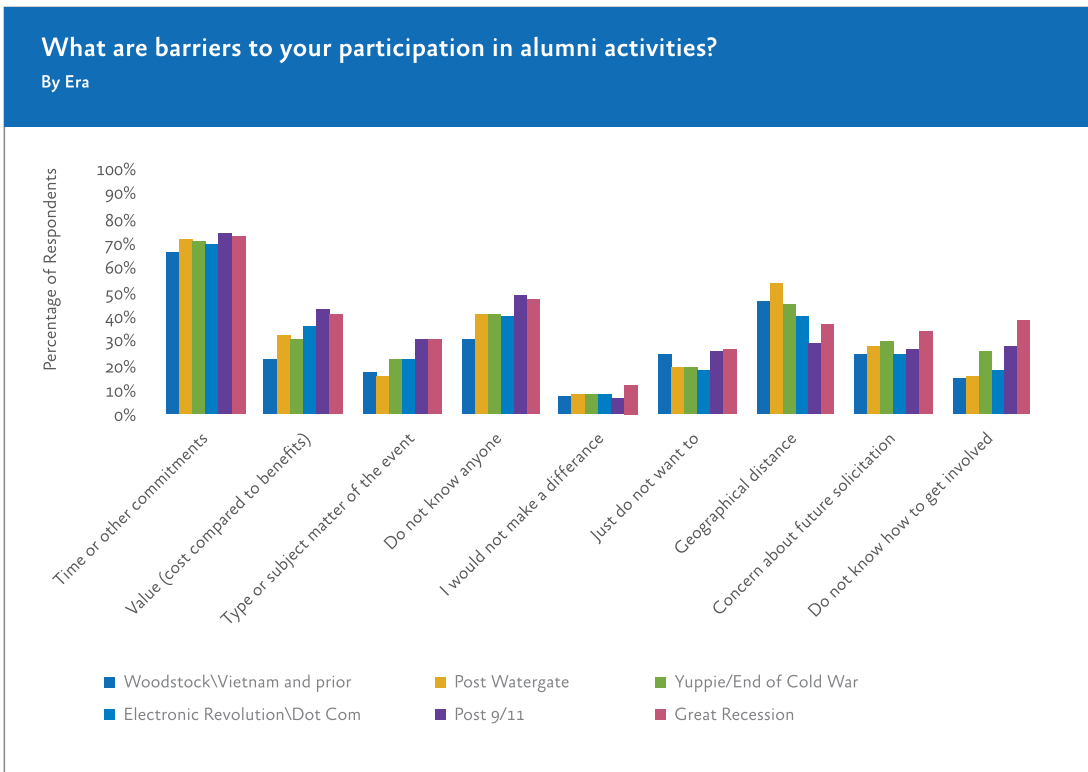
How do you keep up with SJSU?



“I’m not aware of any benefits there are in being an alumnus.”

-Giang Lam, BS Aerospace Engineering '89 / MS '93

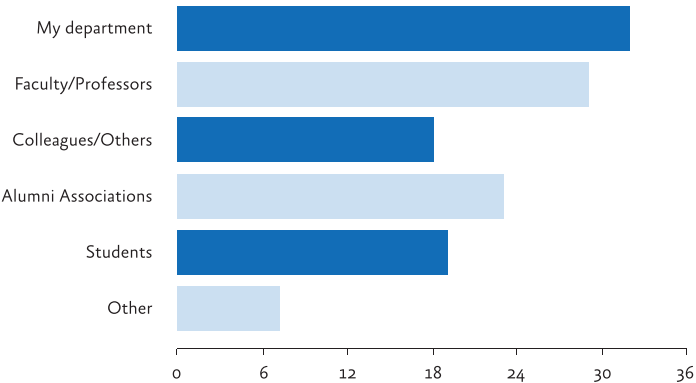
SJSU Alumni Attitude Study



Alumni prefer personal contact

Most alumni try to keep in touch with faculty in their respective departments. They reported a higher likelihood of responding when contacted personally by faculty. Alumni are not likely to respond to mass e-mails, but instead prefer personalized e-mails.

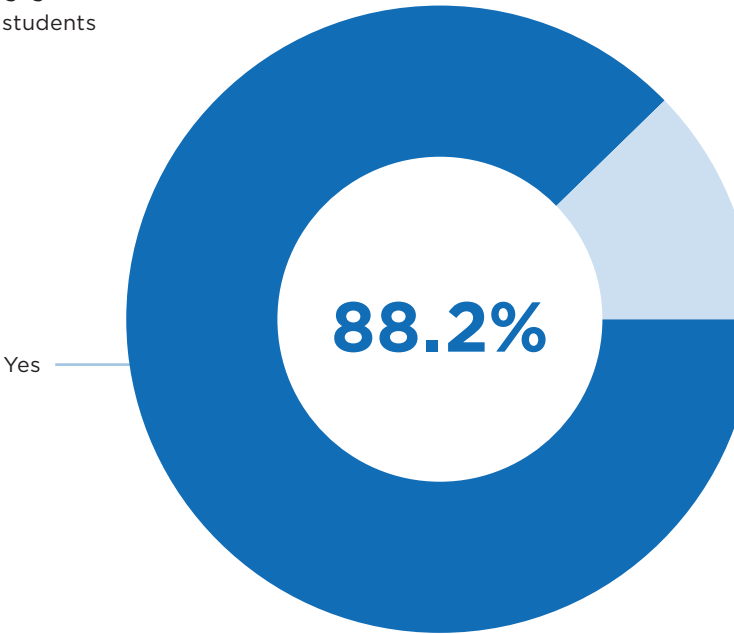
Who do you prefer to be contacted by?



Alumni are interested in engaging

Alumni who have engaged with SJSU before generally had a good experience and are willing to re-engage. The top ways that alumni would like to engage and give back are through mentoring current students and attending alumni events.

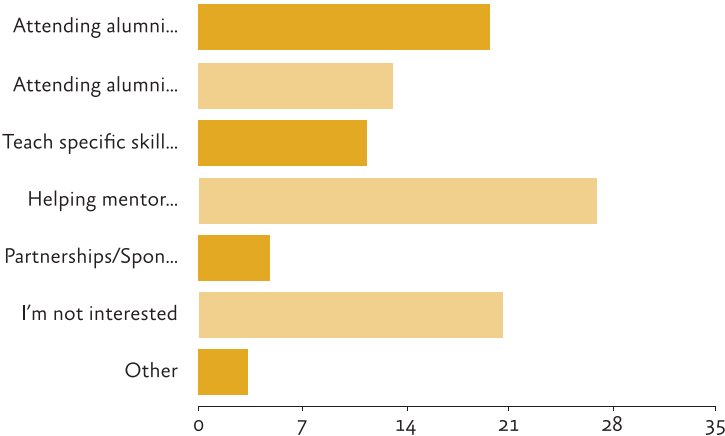
Would you engage with SJSU again?



“I would like to be contacted by my professors or current students.”

-Gilberto Hernandez, BS Aerospace Engineering '11

Outside of donations, would you be willing to give back to SJSU? In what ways?

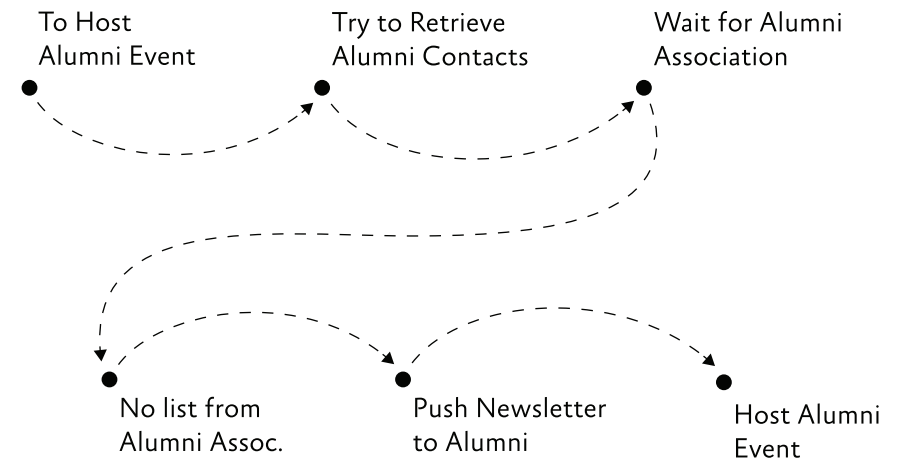


Faculty need updated information about alumni

Alumni Association and faculty consider getting updated information about alumni the most difficult task for them.

“The hardest part about networking with alumni is getting the correct information from them. We want to know where they are currently working, how they are using their degree, and things that have been most helpful for them.”

–Lynne Trulio, Social Sciences



Outcome: Only 25 out of 1000 alumni attend

This scenario above shows the difficulty faculty have in retrieving alumni contact information from the Alumni Association. The Alumni Association also has many rules and regulations to follow when giving out information, therefore prolonging the process. In addition, when newsletters go out, the response rates tend to be low. This can be due to many reasons, such as outdated alumni contact information or disinterest in the e-mails that are received.

Successful universities have good networking opportunities and offer different kinds of engaging events

“I wish SJSU had more networking opportunities that I could gain more connections to help find more opportunities.”

–Leila Hakim, BFA Graphic Design '04

People attend Stanford University for networking connections

Examples of Stanford Alumni Events:

Young Alumni Trapped in a Room with a Zombie
(Team Building/Mental Challenge Activity)

Price: \$28

11 attendees (sold out event)

EVENT FULL: Startup Challenges—
Alumni Presentations & Brainstorming

Price: free

113 attendees

Cirque du Soleil's Kurios—Cabinet of Curiosities

Price: \$85 for young alumni ('04-'14) and students,
\$95 for guests

24 attendees

West Coast Young Alumni Beach Mixer

Price: free

26 attendees

SJSU needs donations

The Alumni Association and departments are always in need of donations. Most alumni try to keep in touch with faculty in their respective departments. They reported a higher likelihood of responding when contacted personally by faculty. Alumni are not likely to respond to mass e-mails, but instead prefer personalized e-mails.

Alumni are more likely to donate if they know where the money is going

“I don't mind donating, but I would like to know specifically where my funds are going.”

–Gilberto Hernandez, BS Aerospace Engineering '11

Alumni are more likely to donate if they had a good experience

“I donated \$50 to the fountain in front of Tower Hall because I felt proud of SJSU.”

–Giang Lam, BS Aerospace Engineering '89 / MS '93

Areas of focus

We need to

- make the point of contact to alumni personal
- maintain detailed alumni information
- market alumni opportunities
- provide alumni with relevant information they want to know about SJSU
- make communication faster and easier



Introducing SpartaCon!
The first ever San José State University
convention for alumni to reconnect with
their friends and the university.

Our goal is to change **alumni perspective** of SJSU
in order to **encourage involvement** and foster more
meaningful connections with alumni.

What is SpartaCon?

SpartaCon is a full-day event at San José State University that gives alumni and faculty the opportunity to come together in one place for an unforgettable experience! Come to SpartaCon to take part in the numerous activities taking place, ranging from performances to insightful talks. Don't miss this opportunity to spend quality time and network with fellow alumni as well as faculty.

Branding



Logo

SpartaCon's logo features our primary color, blue, and a symbol of a flag. The flag represents both our pride for our school, as well as the fun festival feel of our convention.



Typeface

Gotham is used as the primary typeface of SpartaCon's logo and promotional materials. This brings a new modern and fun feel to distinguish our event from the serious and academic feel of the university's typeface, SJSU Spartan.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Colors and elements

We show our Spartan pride by representing our school colors. Triangles are dynamic shapes that are used as secondary elements to create excitement and motion. They can be used at different opacities and overlap to represent coming together and diversity.



Process Color

C 100%
M 70%
Y 0%
K 5%

Web Color

0055A2

RGB Color

R 0
G 85
B 162



Process Color

C 10%
M 35%
Y 100%
K 0%

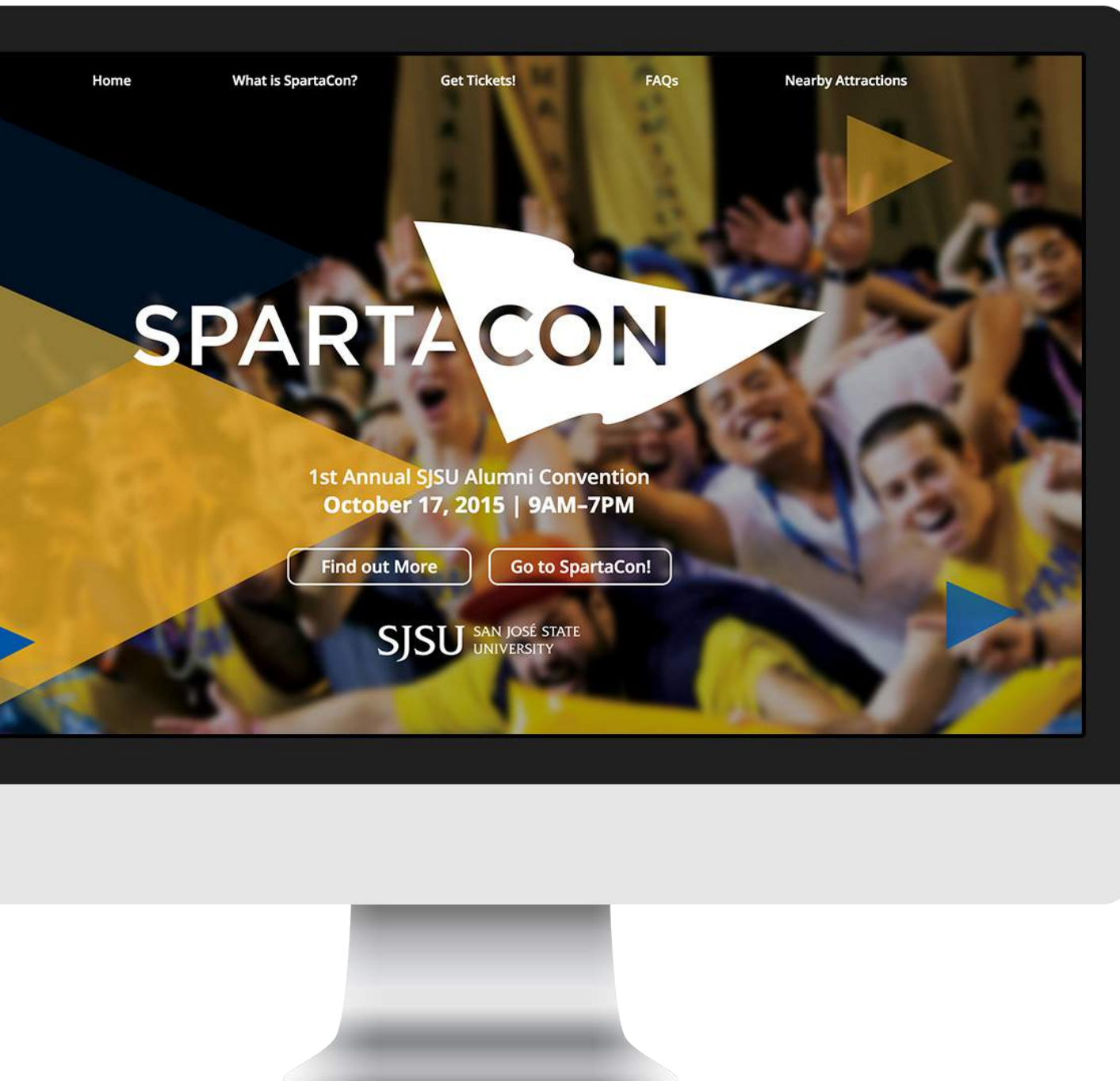
Web Color

E5A823

RGB Color

R 229
G 168
B 35

Experience



Learn more on our website

Curious about SpartaCon? Go to our website, spartacon.tk, to find out more about the event and see what fun activities we have in store for the day! Share it with all of your friends and get excited about our first ever alumni convention!

You're invited!

Ready to get your tickets for SpartaCon?
Go to our EventBrite page to ensure quick
and safe registration.

► User Needs

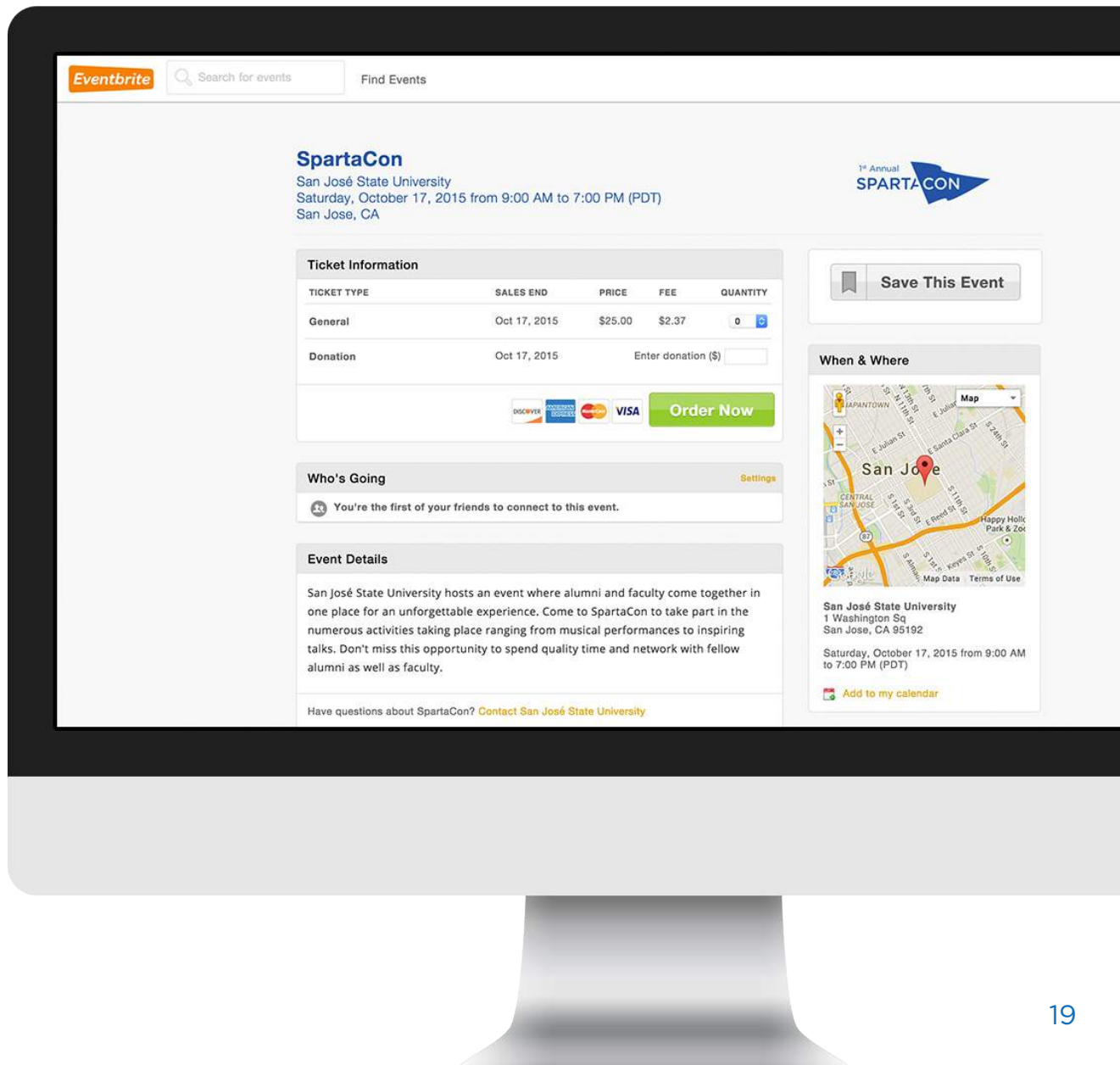
Alumni often change their contact information
and faculty have difficulty staying up to date

Objective

Get updated contact information

Value

Updated contact information allows us to keep
up with alumni who are most interested in
engaging with SJSU



1st Annual

SPARTA CON

SATURDAY
OCT 17, 2015
9AM-7PM



Welcome back!

Look for our bright gold and blue signs when you arrive! Get excited as they lead you to the Student Union for the main event!

► User Needs

Alumni Association can't control the experience alumni had as students and many students no longer have a close connection to SJSU

Objective

Change alumni perspective of SJSU

Value

Alumni with a positive perspective of SJSU are more likely to engage and give back to the university in the future





Grab your badge

Let everyone know who you are by wearing your badge with pride. Get to know what your peers have been up to since graduation by reading their titles on their badges.

► User Needs

In comparison to other universities SJSU alumni have difficulty finding networking opportunities they desire

Objective

Promote networking

Value

Many alumni can benefit from networking with other alumni and with the university for job opportunities or recruitment



Get your SJSU swag

Collect your welcome goodie bag with all the things you'll need for the day. Carry your belongings in a SpartaCon tote bag, fill up your water bottle, and take notes throughout the day with your pen and notebook.

MAP

Open House begins at 2:00PM. Head over to your department's assigned building to relive your days at San José State University. Visit your department's classroom and mingle with your fellow classmates and former professors. You also have the opportunity to visit other departments and network with other alumni.

ART Art Building
Animation/Illustration
Art
Art Education
Art History and Visual Culture
Digital Media Art
Pictorial Art
Spatial Art
Design Studies
Industrial Design

BBC Boccardo Business Complex
Accountancy
Business Administration
Taxation
Transportation Management

CCB Central Classroom Building
Nutritional Science
Occupational Therapy

CL Clark Hall
Anthropology
Behavioral Sciences
Creative Arts
English and Comparative Literature
Humanities
Liberal Studies
Linguistics and Language Development
Philosophy
Political Science
World Languages and Literatures

DMH Dudley Moorhead Hall
Software Engineering
Economics
History
Psychology
Sociology

DH Duncan Hall
Biological Science
Earth Science
Life Science
Chemistry
Geology
Meteorology
Nuclear Science
Photography

DBH Dwight Bentel Hall
Advertising
Journalism & Mass Communication
Public Relations

ENG Engineering Building
Aerospace Engineering
Biomedical, Chemical, and Materials Engineering
Civil and Environmental Engineering
Computer Engineering
Electrical Engineering
General Engineering
Industrial and Systems Engineering
Mechanical Engineering
Software Engineering

HB Health Building
Nursing

HGH Hugh Gillis Hall
Communication Studies
Radio-Television-Film
Theatre Arts

IS Industrial Studies
Aviation
Graphic Design
Industrial Technology
Interior Design

KEY

- ★ SpartaCon HQ
- Tower Lawn
- P Parking Structures
- ▨ Under Construction

Find your way

While you are out and about, check your brochure for a map if you ever get lost or the agenda if you forget what's coming up next on the schedule.



Choose events you want to attend

Pick and choose the things you're most interested in attending from the large variety of events going on throughout the day!

► User Needs

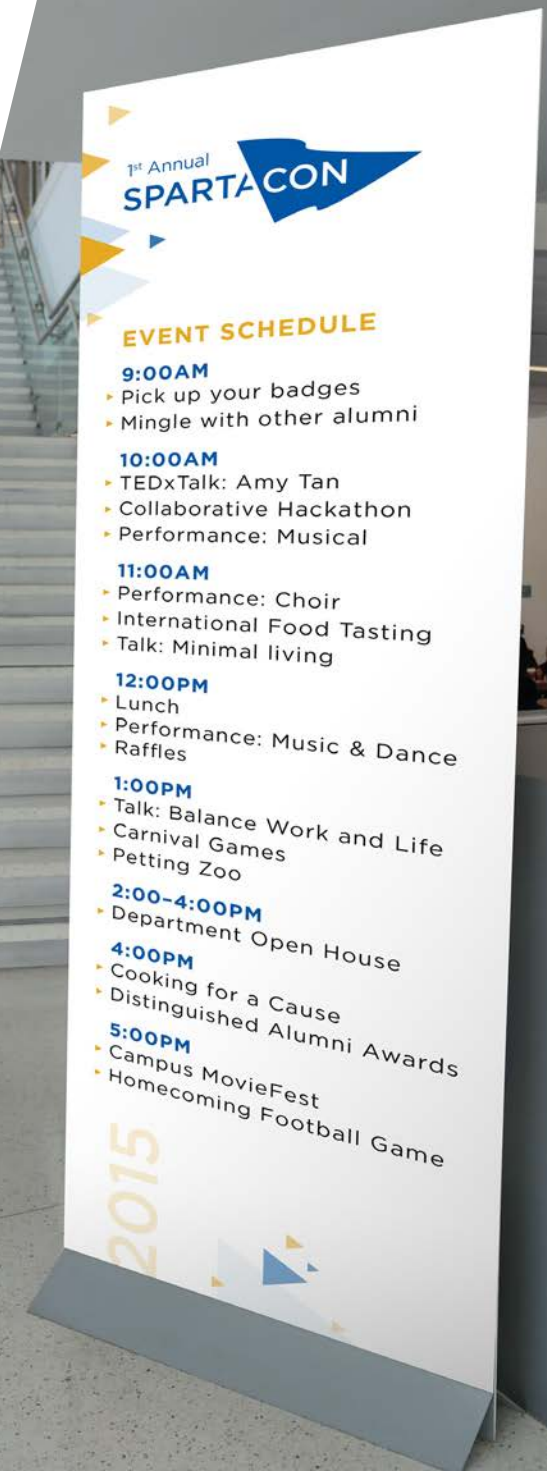
Alumni prefer to be contacted by a person they know or on a more personal basis, versus mass e-mails that don't get good response

Objective

Deliver personal contact

Value

Faculty and alumni can connect in person, which eases communication and encourages positive response in future engagement



EVENT SCHEDULE

9:00AM

- Pick up your badges
- Mingle with other alumni

10:00AM

- TEDxTalk: Amy Tan
- Collaborative Hackathon
- Performance: Musical

11:00AM

- Performance: Choir
- International Food Tasting
- Talk: Minimal living

12:00PM

- Lunch
- Performance: Music & Dance
- Raffles

1:00PM

- Talk: Balance Work and Life
- Carnival Games
- Petting Zoo

2:00-4:00PM

- Department Open House

4:00PM

- Cooking for a Cause
- Distinguished Alumni Awards

5:00PM

- Campus MovieFest
- Homecoming Football Game

What do alumni want to do?

Our schedule was created based on an alumni survey that generated 46 responses. We asked alumni what they would most like to come back for and what type of events they're interested in. We found that alumni are most excited about reconnecting with their department, entertainment, eating, and networking.

“Contest of some sort, maybe some raffles”

–Survey Participant

“A musical festival would be really awesome”

–Sanglee Nguyen

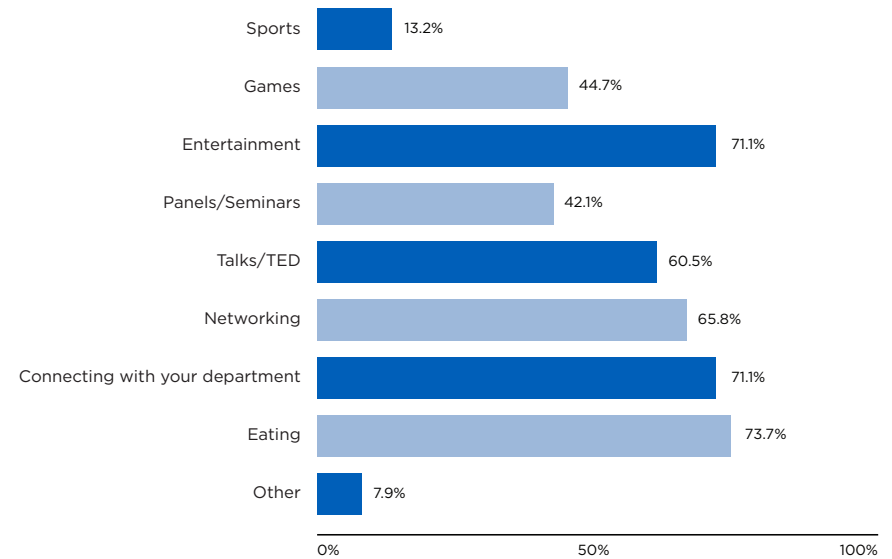
“Anything that shows off the students’ works”

–Survey Participant

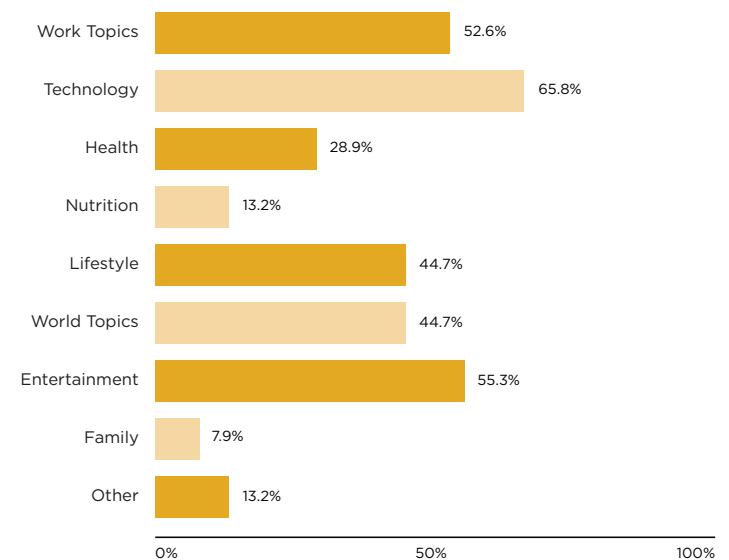
“It’d be interesting for people of different majors to get together and talk. Maybe a hack-a-thon type of event”

–Survey Participant

What kind of events are you most interested in?



What type of talks or seminars are you most interested in?



Thanks for coming!

As you are catching up with your department during open house, we would like to thank you for coming by giving you a special treat. Have some chocolate as a token of our appreciation and check the back to see what other exciting things SJSU has to offer. Come back soon!

► User Needs

Alumni don't know what benefits SJSU has to offer and don't know what they can offer SJSU

Objective

Advertise alumni opportunities

Value

This event will allow us to advertise opportunities that alumni aren't aware of and encourage more engagement in the future



Make it happen!

Let's make SpartaCon a reality and bring SJSU pride and excitement back to alumni! Possibilities for future engagement opportunities with alumni are endless. SpartaCon ensures that we reach out to the alumni who are most willing to engage and create strong personal connections by ensuring them a great experience.

See you at SpartaCon!



Department of Design

Consultant Nelson Wei Tan
Coach Neena Burman
Spring 2015

Team Sunny Side Up

Catherine Escoto
Marisa Hsu
Preston McPeak
Jessica Weiller