



RUTGERS UNIVERSITY  
Professional Science  
Master's Program  
Master of Business and Science

# RUTGERS MBS ALUMNI CHARTER 2024



# From The Director

---



No matter how long ago you graduated or how distant you are from our campuses, my hope is for all of you to think of the MBS program as your second family and home away from home.

At Rutgers, we take pride in our community and the bond we share with our alumni. We understand that your time spent at our institution has helped shape who you are today, and we want you to know that you will always have a place here. Our university is constantly growing and evolving, but one thing that will never change is our commitment to supporting our Scarlet Knight family. Whether you're looking to network with fellow alumni, attend a campus event, or simply reminisce on your college days, we welcome you with open arms. Thank you for being a part of the Rutgers family.

Sincerely,

A stylized, handwritten signature in red ink, consisting of a large, flowing 'D' followed by a series of loops and a horizontal stroke.

**Dr. Deborah Silver**  
Executive Director  
Professional Science Master's Program  
Rutgers University

# Why Now?

## The Importance of Reinforcing the Alumni Network

Wondering why we're focusing on enhancing our alumni network at this particular moment? It's because our growth has been exponential since the pandemic, and we want to leverage this expansion to create an avenue for further development and value for our alumni.

## A Strategic Partnership

In addition, we have partnered with an alumni community platform, Graduway, which enables us to bridge gaps and encourage networking between alum old and new like never before. Alumni will receive a formal invitation when the platform is ready.



# VALUES

---

Inclusion & Diversity

Collaboration & Mutual Support

PSM/MBS Pride

Innovation

Professionalism & Reliability

# GOALS

---

## **INSTILL PRIDE**

Fostering Long-Term Pride in the MBS Degree/PSM Program

## **LIFELONG LEARNING**

Encouraging Lifelong Learning with PSM's Continuing Education programs.

## **CULTIVATE PARTNERSHIPS**

Strengthening the Influence of an MBS Degree by Establishing Partnerships with Alumni through:

- Mentorship
- Professional Networking
- Alumni Guest Speakers
- Externship/Internship Programs

# alumni committee

## What is the purpose of an alumni committee?

The alumni committee plays a vital role in supporting the mission and goals of the alumni group, enhancing alumni engagement, and strengthening connections among MBS graduates.

## How do I join the alumni committee?

Elections for office are held every year. Spots on the committee may open up sooner as officers choose to resign.

## MBS Program Liasons



**Abbe Rosenthal, MA, PCC, DYL Certified  
Coach & Facilitator**

Assistant Director, Executive Coach & Instructor  
abbe.rosenthal@rutgers.edu

**Caroline Thorpe, MBS**  
Senior Marketing Manager  
*MBS UXD, 2020*  
cmm627@docs.rutgers.edu



**Emma Leary**  
Program Coordinator  
ekl46@docs.rutgers.edu

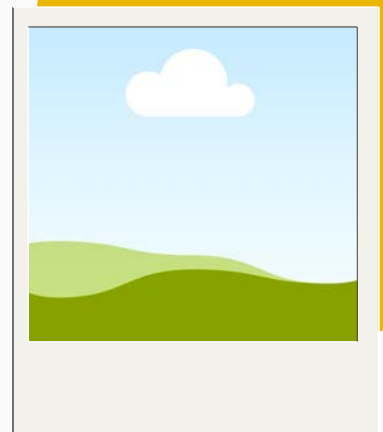
# alumni committee

## president

**First Name Last Name**

*MBS Concentration, MBS Grad Year*

EmailAddress@email.com

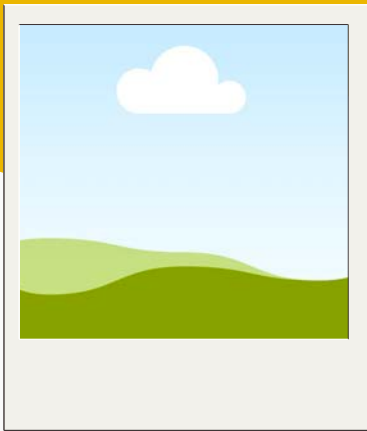


The president serves as the leader and spokesperson for the group. Responsibilities can vary, but generally include the following:

- **Leadership:** Provides overall leadership and direction to the alumni group, working with other members and MBS faculty/staff to achieve the group's goals and objectives.
- **Strategic Planning:** Develops strategic plans and initiatives to advance the mission and vision of the group, including alumni engagement, and programming.
- **Representation:** Serves as the primary spokesperson for the group, representing it at events, meetings, and other functions both within and outside the alumni community.
- **Networking:** Plays a key role in fostering relationships with alumni, faculty, staff, students, and other stakeholders to promote the group's interests and objectives.
- **Collaboration:** Collaborates with other alumni group officers, committee chairs, and volunteers to plan and execute events, programs, and initiatives that engage and benefit alumni.

# alumni committee

## vice president



**First Name Last Name**

*MBS Concentration, MBS Grad Year*

EmailAddress@email.com

The vice president serves as the second-in-command to the president and assists in various aspects of the group's operations. Specific duties can vary depending on the organization's structure and needs, but commonly include the following:

- **Supporting the President:** Works closely with the president to help execute the group's mission and goals. They may step in for the president when necessary and assist in decision-making processes.
- **Committee Leadership:** Oversees specific committees or working groups within the group, such as membership, events, fundraising, or communications. This involves coordinating activities, setting goals, and ensuring progress.
- **Networking:** Plays a key role in fostering relationships with alumni, faculty, staff, students, and other stakeholders to promote the group's interests and objectives.
- **Communication:** Helps oversee the group's communication efforts, including newsletters, social media, websites, and other channels. This may involve drafting content, coordinating with other team members, and ensuring consistent messaging.
- **Collaboration:** Collaborates with other officers, committee chairs, and volunteers to ensure alignment and coordination of efforts across different areas of the group's operations.

# alumni committee

## membership/recruitment director

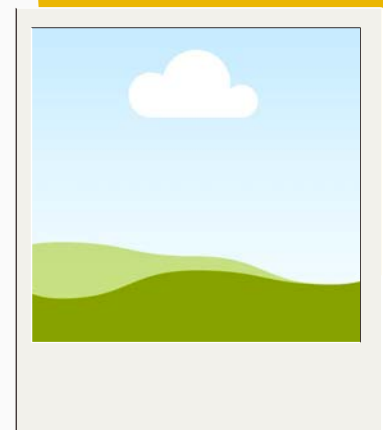
**First Name Last Name**

*MBS Concentration, MBS Grad Year*

EmailAddress@email.com

The membership recruitment director is responsible for attracting new members to the group and retaining existing ones. Their role involves various tasks aimed at increasing membership engagement and participation.

Here are some of the key responsibilities:

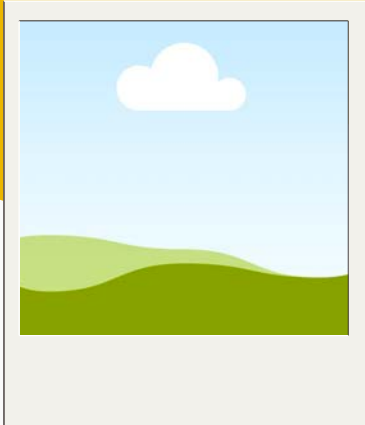


- **Developing Recruitment Strategies:** Creates and implements strategies to attract new members to the alumni group.
- **Outreach and Promotion:** Conducts outreach efforts to alumni through various channels. This includes creating promotional materials, designing campaigns, and leveraging alumni networks to spread awareness about the group and its benefits.
- **Data Analysis:** Collects and analyzes data related to membership trends, including demographics, retention rates, and reasons for joining or leaving the group. This information helps inform recruitment strategies and identify areas for improvement.
- **Collaboration with Other Departments:** Works closely with other departments within the alumni group, such as marketing, communications, and events, to ensure a cohesive approach to membership recruitment and retention.
- **Member Support and Engagement:** Provides support and assistance to current members, addressing inquiries, resolving issues, and ensuring a positive membership experience.



# alumni committee

## social media chairperson



**First Name Last Name**

*MBS Concentration, MBS Grad Year*

EmailAddress@email.com

The social media chair is responsible for managing the group's presence and engagement on various social media platforms. Their role involves creating and implementing strategies to effectively utilize social media for communication, outreach, and community-building among alumni. Here are some key responsibilities of the Social Media Chairperson:

- **Content Creation:** Creates engaging and relevant content for the group's social media platforms, including posts, images, videos, and stories. This content may include updates on alumni events, news from the alma mater, alumni spotlights, and other relevant information.
- **Posting and Scheduling:** Schedules and posts content regularly across different social media channels, ensuring a consistent and active presence.
- **Audience Engagement and Community Building:** Actively engages with the group's followers and community members on social media by responding to comments, messages, and mentions in a timely and professional manner.
- **Monitoring and Analytics:** Monitors the performance of the group's social media accounts using analytics tools, tracking metrics such as engagement, reach, impressions, and follower growth. Based on data analysis, they identify trends, insights, and areas for improvement in the group's social media strategy.
- **Collaboration with Other Departments:** Collaborates with other departments or committees within the alumni group, such as marketing, communications, and events, to align social media efforts with broader organizational goals and initiatives.
- **Brand Management:** Ensures that the group's social media presence reflects its brand identity, values, and messaging guidelines.

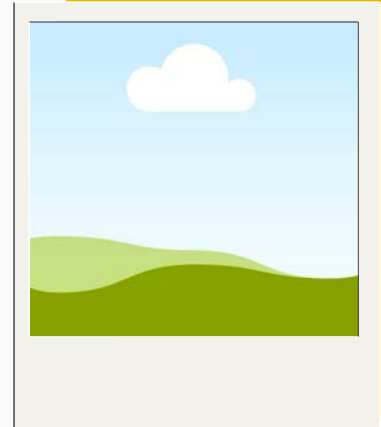
# alumni committee

## events chairperson

**First Name Last Name**

*MBS Concentration, MBS Grad Year*

EmailAddress@email.com



The events chair is responsible for planning, organizing, and executing events aimed at engaging alumni, fostering connections, and promoting the goals and mission of the group. Here are some key responsibilities of the events chairperson:

- **Event Planning:** Leads the planning process for alumni events, including brainstorming event ideas, setting objectives, and developing event concepts and themes.
- **Venue Selection and Logistics:** Selects suitable venues for events, negotiates contracts, and manages logistics such as event setup, equipment rental, catering, and transportation.
- **Budget Management:** Develops event budgets, monitors expenses, and ensures that events are executed within budgetary constraints.
- **Event Promotion:** Creates promotional materials and promotes events to alumni and others through various channels in collaboration with the social media chairperson.
- **Registration and RSVP Management:** Oversees event registration processes, manages RSVPs, and communicates event details to attendees.
- **Program Development:** Collaborates with other committee members or volunteers to develop event agendas, schedules, and programming.
- **On-Site Management:** Oversees all aspects of event execution on the day of the event, ensuring that everything runs smoothly and according to plan.
- **Post-Event Evaluation:** Evaluates success by collecting feedback from attendees, analyzing attendance and engagement metrics, and assessing the event's impact on the alumni community.
- **Collaboration with Other Departments:** Collaborates with other committees or departments within the alumni group to ensure alignment of event strategies with broader organizational goals and initiatives.
- **Community Building:** Fosters a sense of community among alumni through events. Creates opportunities for networking, socializing, and reconnecting with classmates and alma mater, strengthening ties within the alumni community.

# Why should I join the Rutgers MBS alumni community?

**Alumni communities offer numerous benefits and opportunities for graduates to stay connected with their alma mater and fellow alumni.**

- Networking Opportunities
- Staying Informed
- Access to Resources and Services
- Continued Learning and Education
- Social and Cultural Events
- Volunteer and Leadership Opportunities
- Alumni Recognition and Awards
- Support for Students and Recent Graduates
- Alumni Newsletters
- Sense of Connection, Belonging and Community

# Get Connected

Graduway - Alumni Only Platform  
**COMING SOON**



Rutgers MBS Alumni



Rutgers MBS Alumni  
Community



@RutgersMBSAlumni



@RutgersMBSAlum



[RutgersMBSAlumni@gmail.com](mailto:RutgersMBSAlumni@gmail.com)



**Professional Science Master's Program**  
SERC Building  
118 Frelinghuysen Rd., Rm. 221  
Piscataway, NJ 08854