Managing Technologies at the Alumni Association of the CCNY.

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Information Specialists
Abstract

This poster presentation is to show the management of technologies at the Alumni Association of City College of New York. Designed to provide a background of the AA organization, along with the technologies being used and some of the challenges that the computer services manager needs to resolved to improve the efficiency and effectiveness to outreach to all alums.
Background

The Alumni Association of The City College of New York was founded in 1853 by 15 men of a total graduating class of 16 men.

It’s the oldest continuous alumni association in the nation connected to a public college and has over 200,000 City College graduates.

On March 7, 1913 the Association was incorporated in the State of New York as the Associate Alumni of the College of the City of New York, Inc.

In the 1950s the Associate Alumni became the Alumni Association, and special interest groups were formed to better serve the particular concerns of our graduates.
Propose is

- to promote the general welfare of CCNY and its alumni.
- to establish beneficial relationships between CCNY and its alumni.
- to advance public higher education and the interests of students without regard to race, creed, color or national origin.
- to promote the ideals enunciated in The Ephebic Oath of The City College.
Special Interest groups:

Staff and Volunteer support

AA Board
Executive Vice President
Executive Assistant
Program Manager
Office Manager
Finance Manager
**Information Technology Manager**
Document Production and Distribution Manager
Part-time Office Assistants
Information Technology Manager

Maintain the organization’s hardware and software technologies.

Update and backup the in-house Database “RBASE”

Manage, update and design web pages and email marketing campaigns.
Maintain the organization’s hardware and software technologies

**Hardware:**

- Printers
- Computers
- Fax machine
- Windows server 2008
- Cisco Network Switch

* Industrial printer Cannon

**Software:**

- Too many to name!
- Office
- Adobe Suite
- etc.
Rbase

We have version 6.1
Manage in-house Database “RBASE” and the email marketing campaigns!

Generate membership reports

Generate mail and email lists
Design and Manage the Alumni Association Website

Web.com
Joomla 3.1
Microsoft SQL database stored on college server
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WELCOME FROM THE EXECUTIVE VICE PRESIDENT

Welcome to the website of the Alumni Association of The City College of New York. To Association members, please accept my appreciation for your support. To those of you who are not yet members, I invite you to join.

Looking at the seal of our College on the top of this page, you may note our school’s motto: “Resolute, Advise, Protect.” Those words not only apply to our college, but to our Alumni Association as well. Look back, look at, and look ahead. Yes, we at the Alumni Association can look back at our history, our founding as the oldest (1853) continuous alumni association in the nation connected to a public college.

We look at our present and note the thousands of graduates who are our current members — many of whom have risen to the top of their field, and then we can look ahead to the programs and services we provide to our members and students (our future).

Read more: Welcome from the Executive Vice President
Outreach:
Social Media Engagement and Mass Email Delivery

1. Post Events on our website
2. Send Mass Email Broadcast
3. **Share on:**
   a. Twitter
   b. LinkedIn
   c. Facebook
Alumni Association of City College of New York

https://www.ccnyalumni.org

Support team telephone number 844 338 5050 | Customer ID 1069101

## Email & SMS Campaigns

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44,504 contacts

## Transactional Emails

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<td>Bounces</td>
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0 emails requests today

## Transactional SMS

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0 SMS sent today
Concerns:

Finding the different components on the website and to backup the website.

To update the website so that different users could login and view specific articles according their membership level.

Not having a Communications and Technology committee that oversee the software applications and media content delivery.

Increase the number of technical staff: part-time or volunteer.

Overall, online technology budget should be increased.
The End of this Presentation

Any Questions?