

EXECUTIVE SUMMARY

Purpose: To further generate the alumni narrative via proactive outreach to procure alumni stories through live recorded interviews. Story themes will be defined by client and current clients are focused on outputting the following content:

- Why did you choose to attend "ABC" university?
- Lifelong Friendships/Love Stories
- Career Path, Employment, Use of Degree
- Impact of being a scholarship recipient
- Athletics (athlete stories, favorite game, etc)
- What does "ABC" University mean to you?
 - Transformation, Legacy, Pride, Loyalty, Tradition, Unity, Education
- Student Life/Engagement (i.e. what is it like to be a student at "ABC" University?)
- Impact of Favorite Class, Professor, or Student Group/Activity
- First Generations Graduate
- Legacy Families
- And many more.....

No-Cost to Client
Project Timeline: 12 months
Generate Massive Alumni Story Archive
Convert Non-Donors and Members
Oral History Publication of Alumni Stories

PCI not the big company

PCI's proposed Oral History Program will generate alumni interviews and stories for client, at scale, that can be leveraged for advancement activities and shared with other campus entities at the client's discretion (e.g. admissions, career services). In addition, this project is revenue positive due to the royalty and fundraising options provided by PCI. Client will receive an Online Story Management System (a.k.a. Online Story Vault) to access and manage the story content. Ultimately an Oral History Publication will be created and available for alumni reservation, documenting the "Oral History of your Alumni, in their own words."

Furthermore, PCI is laser focused on generating meaningful moments of engagement during the alumni interviews to elevate client's brand through a high quality interview experience.

Business Model (financials): PCI reaches out to all alumni to share their story. Alumni have the opportunity to reserve the Oral History Publication with their story and photo included. PCI keeps proceeds from publication orders. Client may choose for PCI to bundle an annual fund donation into the price of the publication for non-donors. Alumni may also purchase a digital version of the publication, or accompanying apparel set.

Method:

- You provide the profiles that enable us to connect with your alumni on their terms.
- Our engaging interviewers trained in the art of conversation collect your alumni stories.
- We transcribe, edit, keyword tag, and provide their stories to you via our Online Digital Vault.
- We provide these memories to your alumni, to keep and share, via a hardbound, keepsake publication and a school branded online story platform.

Deliverables:

- MP3 files of interviews, raw transcription, photos, and edited stories - all files loaded into the Online Digital Story Vault provided free under the scope of this project.
- Digital Story Vault - online story management system for client staff to access the stories and interviews (search, listen, download).
- Oral History Publication - 9x12 or 8.5x11, landscape, all color with alumni photos; PCI designer becomes an extension of client staff to develop layout, look & feel for the publication.

PURDUE ALUMNI Project Snapshot

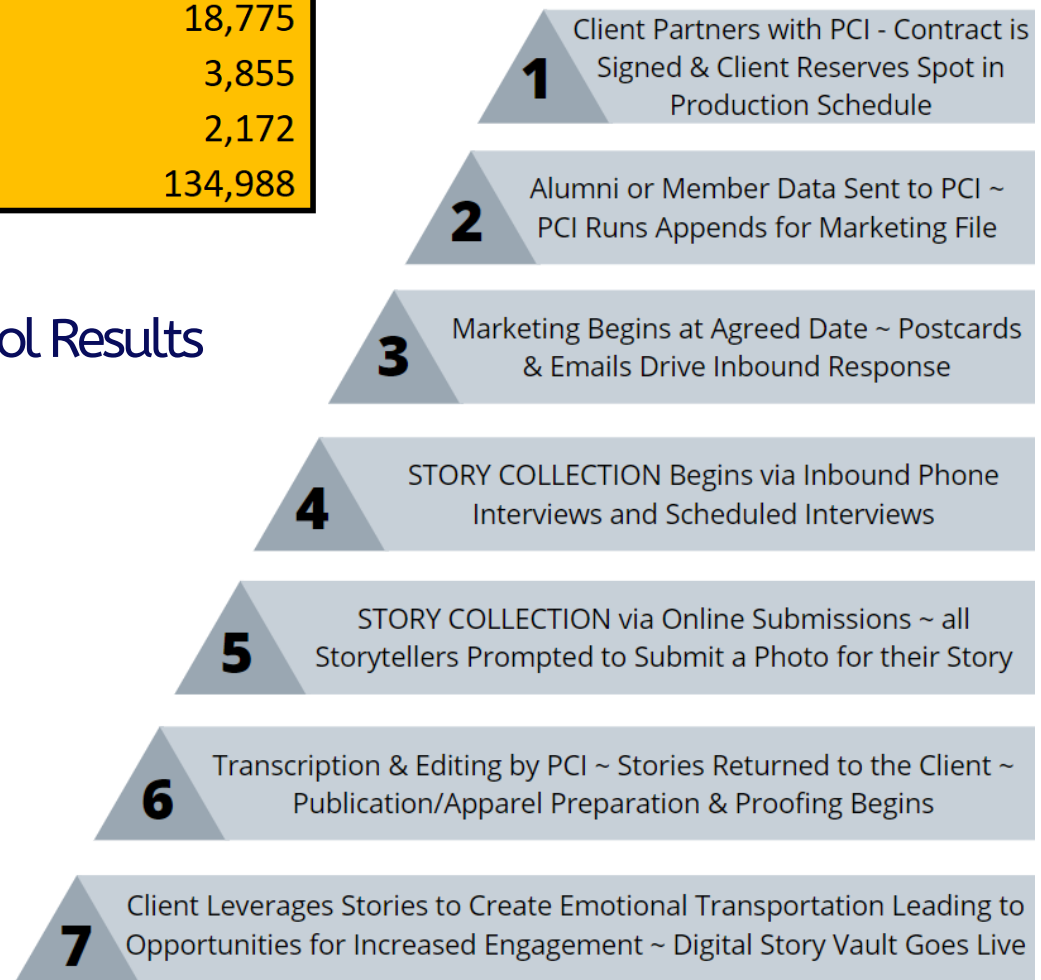
Completed Interviews	18,775
Publications Orders	3,855
Memberships Generated	2,172
Membership Revenue\$\$	134,988

Peer School Results

"To move somebody, you have to say to yourself: 'I'm in the emotional transportation business.' The portal into people's hearts is being interested in them."

-Peter Guber
Author of Tell to Win

Timeline



^^^12 Month Project^^^