



# WHAT COULD YOU DO IF YOU KNEW YOUR ALUMNI BETTER?

Have you ever had a conversation with an alumnus/alumna and wish you had it recorded? Do you need to increase alumni engagement? Do you need more funding? Do you need more staff to gather alumni stories for communications and marketing?

If yes is the answer to any of the above questions, then The Oral History Project (OHP) is for you! This revolutionary alumni engagement program was created to give organizations an effective and meaningful way to connect with their alumni. Each project collects and archives thousands of alumni stories while creating printed and digital storybooks.

## WHAT IS THE VALUE TO YOUR ORGANIZATION?

### ALUMNI ENGAGEMENT

Your alumni stories are incredibly important. You will have an opportunity to engage a significant portion of your alumni within six months of beginning an Oral History Project.

### REVENUE

Bundle a donation or membership into the project and raise funds and further connections with your alumni. 100% of all donations and memberships are provided back to the client at their preferred frequency.

### EMOTIONAL ENGAGEMENT

The emotional transportation of sharing stories rekindles engagement and creates a mindset of gratitude for the value of their giving and connection with others from their college or university.

### MARKETING CONTENT

From social media to website, magazines and newsletters, these stories will connect alumni to one another and generate more emotional connections.

### DIGITAL VAULT

Every day, thousands of untold stories from your alumni are being lost forever. The digital vault will allow for staff access to audio recordings, transcriptions and photos to leverage for years to come.

### ALUMNI PROFILE

Expand your intel on what your alumni love, how their experiences have shaped their passions and how to improve personalized relationships.

**KNOW YOUR ALUMNI BETTER WITH THE ORAL HISTORY PROJECT.  
CAPTURE STORIES AT SCALE AND NO COST!**



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# TIMELINE AND PROJECT PROCESS

## PROJECT PREPARATION



### Step One

Sign contact and reserve production launch time



### Step Two

Project Kickoff Call with PCI Project Manager



### Step Three

Submit your alumni data file to PCI



### Step Four

Finalize marketing materials and start date



### Step Five

Create awareness and promote project with alumni

## PROJECT LAUNCH



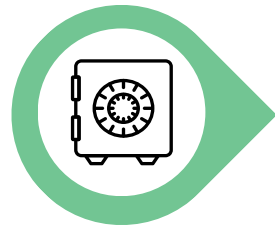
### Step One

Alumni call PCI to share their story



### Step Two

Stories are recorded, transcribed and edited



### Step Three

Stories are categorized and uploaded to your digital vault



### Step Four

Stories are available for you to use in marketing and more



### Step Five

Stories are placed into printed and digital publications

STORY COLLECTION PHASE - 6 MONTHS

PRODUCTION PHASE - 6 MONTHS



# SAMPLE INTERVIEW QUESTIONS AND THEME OPTIONS

1

I know you chose **<School>** above all other options. What was it about **<School>** that made you want to go there?

- Who or what inspired you to attend?
- What was the energy like when you first walked onto campus as a student? What was YOUR energy like? How were YOU feeling that day?

2

What are some other things that made your time at **<School>** so memorable?

- Were you active in any clubs, Greek life or other organizations?
- If YES: How did your involvement/participation ADD to your college experience?

3

Looking back at your time at **<School>**, how do you think you grew or changed as a person while you were there?

- How did that growth/change help you with life AFTER graduation? (Ex: career, relationships...)

4

When you sit back and think about your time at **<School>**, what makes you smile?

- What are you most grateful for?
- What would you say is your greatest take-away from your time at **<School>**?

## SUGGESTED STORY THEMES

- |                                     |                        |                     |
|-------------------------------------|------------------------|---------------------|
| • Campus Life                       | • Love Stories         | • Career Success    |
| • Faculty & Staff                   | • Legacy & Generations | • Athletics         |
| • Lifelong Friends                  | • Class Reunions       | • Study Aboard      |
| • Diverse and Inclusive Environment | • Athletics            | • Greek Life        |
|                                     | • Scholar Support      | • Memorable Moments |



# ABOUT PCI

We love the work we do and we love the people we work with.

## OUR PURPOSE: INSPIRE DREAMS AND TRANSFORM LIVES

We live by our values and we hold ourselves accountable.  
Our five core values that serve as our foundation for both work and life:



Pursue excellence  
purposefully



Unlock human  
potential



Act with  
integrity



Innovate a culture of  
relationships and fun



Lead with a  
servant's heart

## OUR BUSINESS STRATEGY: BE A GREAT PLACE TO WORK

PCI has been named to numerous "Best place to Work" lists across the country and we've topped the list in Arkansas, Virginia, and in Texas, twice.

## SCAN OR CLICK TO LEARN MORE



A message  
from PCI CEO,  
Drew Clancy



RISE WITH  
DREW

Read or  
subscribe to PCI  
CEO's daily blog



An Oral History  
Project  
Overview



The PCI  
company culture



## WE LOOK FORWARD TO OUR PARTNERSHIP!



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