

Connecting in Space with Time

Bauer College Alumni Update

An interview with [Giovanni Rosselli](#), Director of Bauer Alumni Relations, provides insight into cultivating the future of potential relationships. “The number of alumni from UH is over 300,000. It’s always been widely known that the Bauer piece of that pie is significant,” Giovanni said. He estimates that of the 300,000, “around 60,000+ got a degree from Bauer college.”

“In my view there’s a lot of opportunity for engaging those folks,” he explained. “How do we best do that? How do we engage the alumni in ways that they want to be engaged? Are they all reachable? Do we have all their emails? *Do they want us to email them?* Do we have their updated mailing list and if not, how do we get it? All those questions come into play.”

Post-pandemic, many things must be reconsidered. “There was a freeze on alumni engagement for a couple of years,” Giovanni said. “Now it’s a question of what traditions are we keeping and then, how are we pivoting based on the pandemic experience?” [Connectivity](#) is the motivation of Giovanni’s work at Bauer.

“Every fall when it’s football season, our [Bauer College Alumni Association \(BCAA\)](#), that’s a group of alumni volunteers — they do tailgating for the football games. It’s a very fun, no-frills way of engaging alumni.” He smiles, “What I love about that is that they do it and I get to show up. It’s a nice feeling.” BCAA will be doing tailgates for most of the home games this season. [Bauer merchandise](#) is available for purchase online.

The group also organizes “Power Hour”. All UH alumni are welcome. They pick a local bar and it is cross promoted across several platforms. “For the most part, every college on campus has its own alumni association. It’s kind of like an affinity group,” he said. “Each association (and student group) has a board of elected members, so a lot of times, these groups will partner together. It doesn’t matter where you went for college — Coogs just want to be with Coogs.”

The Bauer College Alumni Association hosts a variety of [events](#) throughout the year. “When you create these opportunities for collision with alumni, networking happens and sometimes there’s some fruit that comes about from that networking. It made me realize, wow — all we need to do is just provide these opportunities for collision and who knows what could happen.” said Giovanni.

He suggests mentorship through the alumni association as another terrific way to connect. He points out that, “Mentorship is part of the fabric of Bauer.” While there are specialty programs within Bauer that offer robust mentorship programs, “there are so many students that need mentorship that aren’t in those programs. So, the dean issued a challenge to us: how do we scale up mentorship so that everybody can opt in if they want to?”

[The Bauer Undergraduate Mentorship Program](#) is an intricate collaboration with Mentor Collective.

Within the program there are two tiers. One wherein Bauer alumni serves as mentor to an upper-class Bauer student and it is focused on the initial job hunt after graduation, and the other, student-to-student mentorship wherein students more than halfway through their programs mentor new students.

Mentorship recruiting starts in August on a virtual platform.

“Again, the whole point is that it’s allowing us to scale up the culture of mentorship.” says Giovanni.

Around September 11, B.C.A.A. usually hosts a U.S. Day of Service. So far, they have been partnering with the Houston Food Bank to help with food distribution. These kinds of traditions back up the concept that

the “Bauer Experience” should last a lifetime. It opens the door for networking and gathering for the sake of staying connected on the grounds of sharing similar values of a different vein.

Giovanni lets us know that gifting is another way to become engaged. He says, “When you make a gift, it can be five dollars to the university, that actually helps us boost our rankings. Organizations like the U.S. World Report look at the Alumni participation rate and the higher that percentage is, the higher our rankings are as a group.”

“Earlier this month we launched an annual giving campaign. For a gift of 10\$, you can get a Bauer window decal. All proceeds go towards Bauer Scholarships” says Giovanni. With the upcoming Bauer Gala in mind, he reminds us again, “there’s this ultimate opportunity for collision. You’ve got some very influential business folks and leaders convening in one space to celebrate Bauer’s impact.”

Giovanni said, “We spend so much time trying to create the perfect experience but sometimes, all you need to do is create that opportunity and then just get out of the way and let the alumni net work. “

By Jessica Lynn Almanza