



## Coca-Cola Scholars and Alumni

### 2016 Engagement Stats

In an effort to offer a diverse portfolio of engagement opportunities for our 5,700 Coca-Cola Scholars and alumni around the world, we offered the following ways for them to give their time, talent, and treasure in 2016, connecting with more than 2,000 Scholars and alumni.

#### Undergraduate Students

A coaching opportunity in partnership with the Center for Creative Leadership:

- trained **9 alumni** and 7 staff to serve as coaches for **34** first-year Scholars through the academic year.
- focused on goal setting, campus and community engagement, and college transition.

A partnership with Gifted Hire:

- offered an online career development and job/internship portal dedicated to high-ability, high-achieving college students and young alumni.
- provided learning modules on job search and presentation skills; exclusive job/internship postings targeting top-tier candidates.
- offered free membership, waiving the usual \$78 annual fee by GH to the Foundation.
- served **23%** of Scholars and young alumni who created a profile within the system; and another **14% who used some features** without a full profile.
- may be offered to non-selected Semifinalists in the future.

An EQI/Emotional Intelligence Inventory:

- was completed by **143** of 150 2016 Scholars, who also completed an online training webinar.

Slices for Scholars provided:

- pizza socials hosted by Scholars on campuses with a large number of Scholars.
- the opportunity for 206 Scholars to connect at 12 events on their campuses.

#### Alumni

CCSF hosted receptions:

- to bring Coca-Cola Scholars together to network with other alumni in their city, visit with CCSF staff and hear the latest CCSF news.
- in 4 of our top 20 markets (Nashville; New York City; Washington, DC; and Boston) and 4 smaller markets (Minneapolis, New Haven, Omaha, and Des Moines) for a total of **300+ alumni touch points**.

CCSF hosted fundraising dinners:

- to meet with a small group of influential Scholars to discuss ways to give back to the Coca-Cola Scholars Foundation and alumni community.
- in 6 cities for a total of **86 alumni touch points**.

#### The Alumni Advisory Board hosted:

- 2 events for Coke Scholars including:
  - a Family Day in Atlanta which connected **19 alumni** and their families (for a total of 65 people) at a Piedmont Park.
  - a professional development event at Twitter in NYC which brought together over **25 alumni** who learned how to “Tweet Like an Executive” from Nola Weinstein (2004 Scholar and head of Executive Engagement for Twitter).
- the second Coca-Cola Scholars Service Summit in Austin, TX, a 3 day event that:
  - brought together **76 alumni and Scholars** from around the country providing opportunities to connect, hear from influential leaders in the public, private and nonprofit sectors and serve at a local elementary school that one of our 1991 Scholars attended.
  - local Coca-Cola PAC and Bottler representatives attended.

#### Through service on committees:

- we involved **85 alumni** on our Program Review Committee, Regional Interview Committee, Leadership Development Committee, and Alumni Advisory Board, and as coaches.

#### Other events and opportunities included:

- our annual Scholars Banquet that **35 local alumni** attended.
- free tickets, donated by the NYC Coca-Cola Company office, for Coke Scholars to attend a Mets Game in September that connected **50 alumni** and guests and 2 Coca-Cola PAC executives.
- 8 special opportunities around the country for Scholars to attend events sponsored by The Coca-Cola Company that connected **30 alumni** with each other and Company employees.
- visits to The Coca-Cola Company Headquarters. **35 alumni** visited the CCSF staff over the course of 2016.

#### 2016 Alumni Newsletter mentions included:

- more than **75 alumni** and Scholars for accolades or honors that they received this year.
- more than **165 Scholars** for connecting in their cities or other parts of the world.

#### 2016 giving brought in:

- more than **\$40,000** donated from alumni for programming opportunities.