



# LDP Alumni Engagement Strategy

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Senior Manager, Finance Talent Development





# Dani Noyes



## Sr Manager, Finance Talent Development

- 11-year career at CVS Health
- 7-years leading Finance Internship and Leadership Development Program
- 6-year LDP Connect Member
- Prior experience in talent acquisition



## Personal

- From Arizona, recently moved to Colorado with husband, 1.5 year old son, and 9 year old Basenji Chihuahua
- Avid traveler and loves the outdoors
- Foodie

# Agenda

**Why is Alumni Engagement Critical?**

**Small Group Discussion**

**Building the Strategy**

**CVS Health FLDP Alumni Engagement Strategy**



## Poll

Do you think alumni engagement should be part of your program?

- Yes, it is a part of my program now
- Yes, I would like it to be
- No, I focus on the active members; the broader business is responsible for our alumni





## Poll

How many years do you expect to retain early career talent?

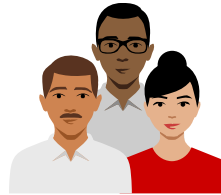
- 3 years
- 5 years
- 7 years
- 10 years
- More than 10 years

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# **Why is Alumni Engagement Critical?**

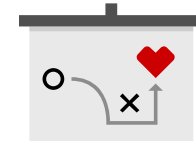
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## The Issues:



### Improve Alumni Engagement and Retention

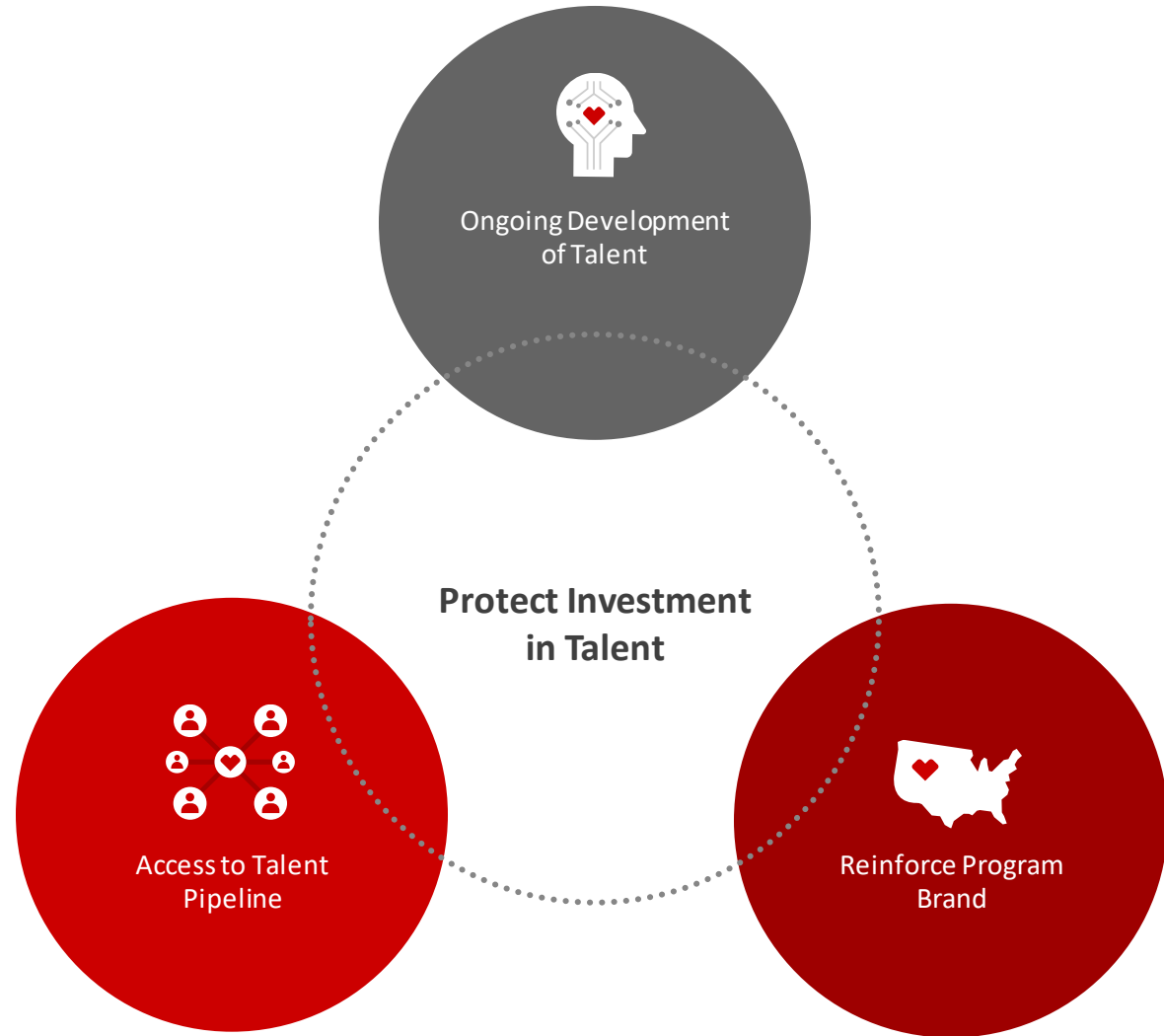
- Alumni had limited involvement in program
- Benefits of graduating program not clearly defined
- Post-program turnover



### Create Sustainable Plan and Identify Support to Execute

- Ideas not implemented consistently
- Limited bandwidth of program management team

# Why build an alumni engagement program?





# Access to Talent Pipeline



Utilize uniquely trained talent for key roles



Retain the talent that your company invested in



Leverage for succession planning across career bands

# Ongoing Development of Talent



Develop effective leaders at every level in career



Prepare alumni for progressive responsibility



Improve business results with talent that has views across silos

# Reinforce Program Brand



Serve as internal ambassadors and as a source for rotation opportunities



Inspire current program members by modeling long-term career paths



Recruit talent by helping students envision their future

# Poll

How would you like to further engage your program alumni?

- Development
- Team Building
- Career Pathing
- Engagement with Leaders



# Poll

What do you think is the most important measure program success in terms of alumni?

- Length of time at company
- Internal Mobility
- Satisfaction
- Performance
- Involvement with program



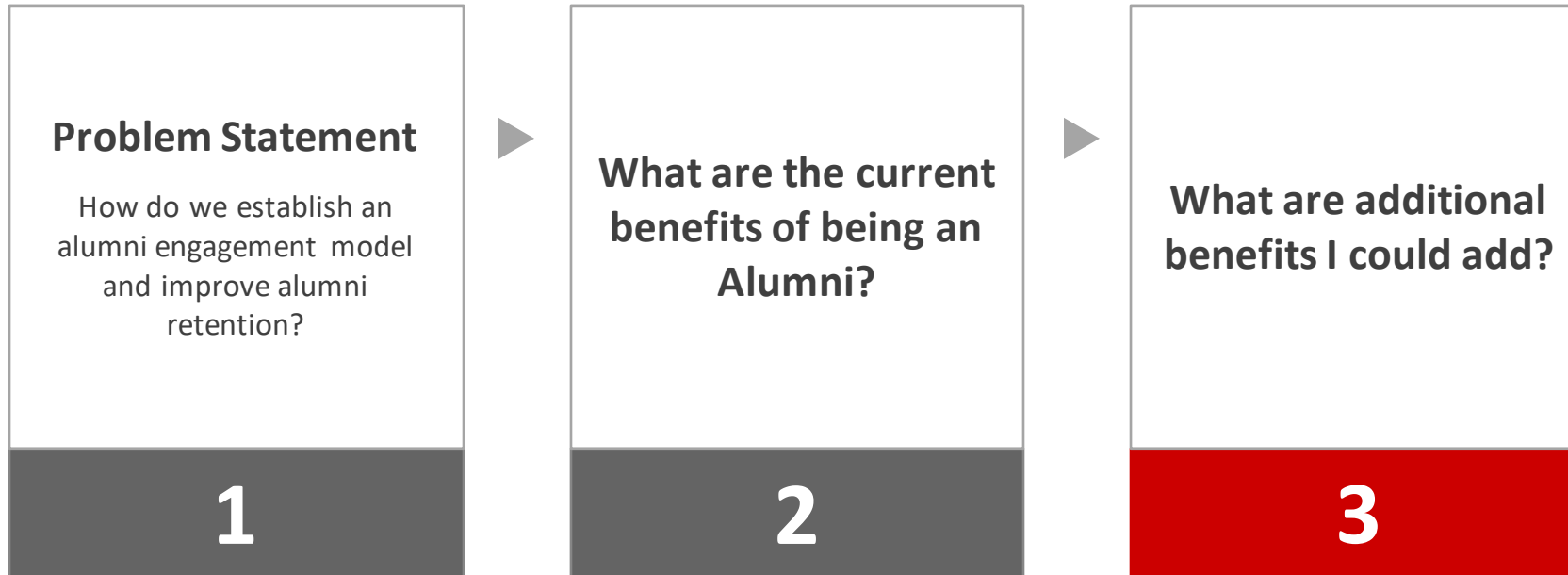
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# Building a Plan

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# Group Discussion



# Two Tiers of Alumni Engagement



## Expectations

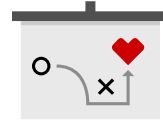
Ongoing engagement with and support of the program



## Benefits

Incentives to complete program and continue building long-term career at company

# Goal: Build a Defined Alumni Engagement Strategy



## Assess Current State

What are you doing now? What are you solving for? What are things you would like to do?



## Gather Information

Survey alumni and hold focus groups to understand what they would want and value most



## Outline Strategy

Distill data, build plan, determine priorities, and set timelines for implementation



## Implement

Mobilize Graduation & Alumni committee to execute. Create awareness of strategy



## Sustain

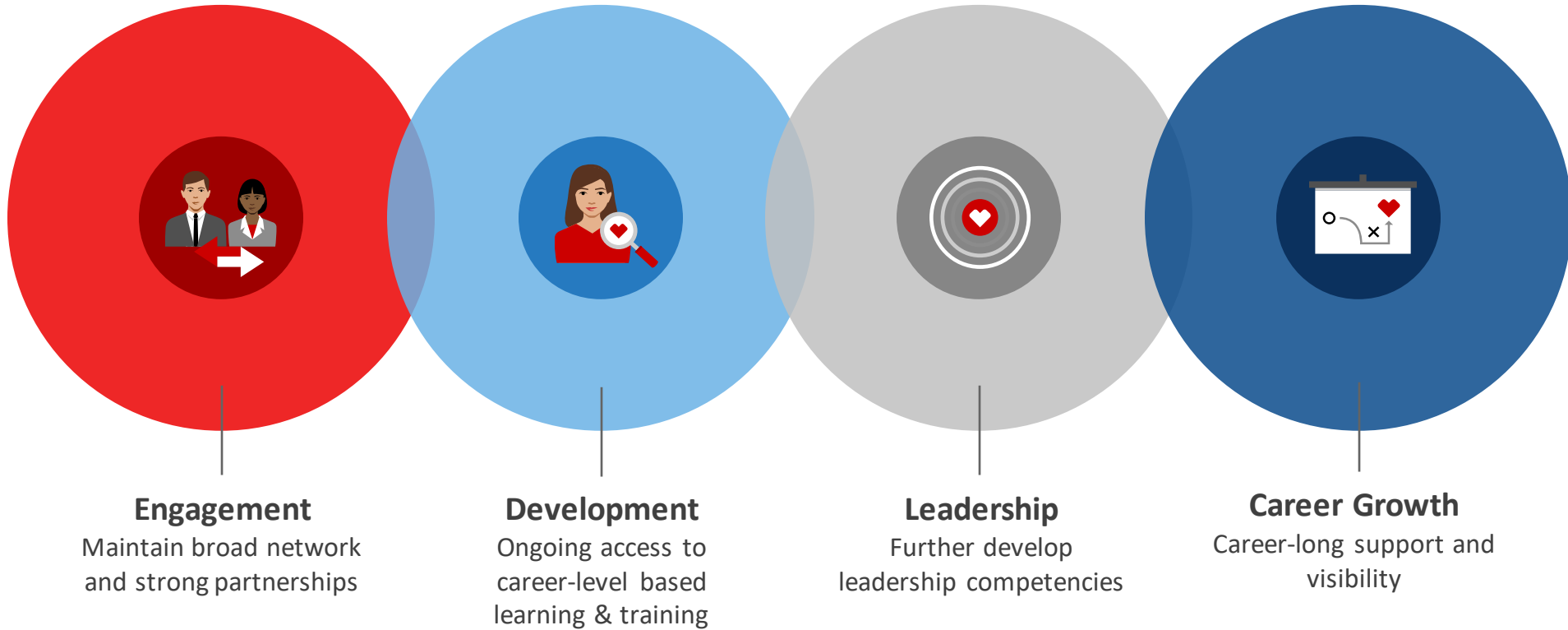
Long-term communication campaign and measures of success

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# **Alumni Engagement Strategy**

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# FLP Alumni Strategy: 4 Targets



# Engagement

Maintain deep support network and connections developed in the program

## Engage with current FLDP

- Alumni Panels
- Networking Events
- Mentorship of new FLDPs & Interns
- Participate in FLDP Convention

## Enhance connection among Alumni

- Semi-annual alumni meetings
- Alumni newsletter
- Alumni networking events

## Recognize Anniversaries

- Send recognition on key anniversaries

## Maintain External Alumni Relations

- Alumni newsletter
- Program leadership outreach



# Development



## Continuing Education

### Mini MBA Scholarship

Annual scholarship awarded to 1-2 alumni who apply for accelerated part-time MBA program

### Education Assistance

Program budgeted to match company's education reimbursement program for certifications, higher education, or other approved programs



## Access to Projects and Training

### Inclusion in FLP Trainings

Invite alumni to FLP curriculum trainings as appropriate

### Invited to Company Innovation Series

Opportunity to collaborate with other leaders on innovation workshops

### Access to Enterprise Development Programs and Courses

- Nominations to Enterprise Leadership and Targeted Development Programs
- Career Level-Based Curriculum on FLP Alumni Site

# Leadership



## Mentorship

Build talent development competency through mentorship of interns and active program members

## Recruiting

Develop decision-making and talent selection acumen

## Access to Senior Leaders

Engage with leaders to further business acumen and learn leadership perspectives and styles

## Board Membership

For more tenured alumni, develop people & program leadership and strategic thinking

# Career Growth

## Check-Ins

3-month post graduation check in with class coaches

## ▶ Job Visibility

Finance Talent Strategy provide coaching and access to key roles

## ▶ Mentorship

Align alumni with mentors that can support ongoing career goals

## ▶ Succession

Partner with Finance HR on succession planning

## ▶ Compensation

Salary reviews and potential for equity (level appropriate)

# Measurements of Success



## Retention

How long are alumni staying at the company post-program? What are reasons for leaving?



## Engagement

What are alumni results of employee survey, net promoter score, or other measurement of satisfaction?



## Performance

Are alumni continuing to meet or exceed expectations?



## Mobility

What is the rate of lateral and promotional movement among alumni?

**What is one thing that you learned today that you will implement with your alumni?**

