Duke alumni have enormous potential to make a difference in the world. Many embody a special kind of spirit in their professional and personal lives in that they endeavor to contribute to the lives of others while also consistently seeking meaningful ways to be challenged and to grow. Regardless of their profession, age, or connection to Duke (they may be alumni spouses, parents, students or donors), they strive to both do better and be better in their families, in their careers, in their communities, and in their lives.

Four years at Duke are transformative for many alumni. As the University’s mission is to “engage their minds, elevate their spirits, and develop as adults committed to high ethical standards and full participation as leaders in their communities,” Duke’s job isn’t done when students graduate at age 22; its impact on alumni personal development should be extended.

Is there a way to build effective leadership development programs for these alumni who act with a sense of purpose – programs that are aligned with Duke University’s mission and will leverage its resources?

**Purpose**
A leadership development initiative, the Duke Leadership Accelerator is a catalyst, connector, supporter, and guide for groups of Duke alumni and others committed to becoming principled leaders and motivated to take the time to act on their do better – be better values.

The Duke Leadership Accelerator will provide continued leadership engagement opportunities for alumni that build on their college experiences - their important mentorship relationships; their desire to be connected to students, faculty, and other alumni; and their love for the University. The central idea is to move from engaging alumni in Duke to engaging Duke in the leadership development of alumni.

**Operative Principles**
The Duke Leadership Accelerator is based on several operative principles:
- The combination of Duke engagement, program structure and a supportive community are important to making the time to act on personal leadership development.
- Alumni are keenly motivated to be with and learn from students, and vice versa.
- With talented, interesting people (“the right people on the bus”), simple connections create sparks that often develop into relationships.
- Programs need to be short and effective because time is precious and it’s difficult for alumni (and students) to make time commitments that are extended or unproductive.
- All student-alumni agenda have to be framed in a manner that everyone is a peer.
- Program agenda need to be tight and loose - the combination of a task with a real result and room to get to know each other.
- As discretionary time is a major challenge for alumni and students (even for programs that provide important value), offering a variety of models of different durations and commitments is important.
- Short-term experiences can be meaningful and create ripples.
Objectives and Outcomes
Alumni: Action and dialogue in ways that recharge batteries, enhance agency, create impact, generate personal growth, improve judgment, and are personally satisfying. More specifically...
- Deeper and more diverse relationships within the alumni, student, and local communities.
- Enhanced benefits created by giving back and paying it forward in ways that benefit others (alumni, students, local communities, and Duke University).
- Personal leadership development, especially in values clarity, compassion, courage, and enterprising leadership qualities.

Students: New, meaningful relationships with alumni resulting in...
- Clarified and expanded personal perspectives about important life issues and maintaining core values in the real world.
- Encouragement to take risks in navigating transitions and charting an uncommon path.
- Internship and job opportunities.
- A stronger network of relationships.

Communities
Benefits for family, friends, organizations, and local communities resulting from enterprising leadership, acts of goodness, and Duke’s resources.

Duke University
- University contributions to the leadership development of its alumni.
- Knowledge about alumni leadership programs and alumni-student collaboration.
- A positive effect on alumni support (financial and other).

Programs and Activities
RIPPLE: An innovative leadership program that focuses on building small city-based cohorts of alumni who embody the enterprising spirit. Cohorts of Duke alumni, spouses, and others with a strong connection to Duke meet regularly to develop meaningful relationships, discuss important topics, and act in ways which contribute to their local communities. Formative cohort member engagement with Duke alumni, students, and faculty is an important component of the program model.

36 Hours at Duke: A weekend at Duke where 20 alumni and 20 students come together to connect, participate in group workshops, learn from each other, experience Duke and Durham - and have fun.

25 Hours at Duke (new): Alumni come to Duke on a weekday from noon to 1:00pm the next day to reengage with the University and Durham in ways that are formative and refreshing. Activities may include participating in a class, meeting with students, faculty, and community members, attending an event, and walking around the campus and downtown Durham.

City-Based Alumni Meetings: Alumni meetings in major cities including alumni gatherings that focus on relevant issues and personal coaching sessions.

Catalytic Coaching Conversations: Individual alumni in-person or phone 30-minute coaching conversations with Tony and professional experts (planned) about values-based decisions and specific professional challenges.
The Durham Action Tank: An initiative consisting of small programs and activities that engage local Duke students, alumni, faculty, and administrators with local community leaders in acting on specific ideas that focus on under-utilized Durham assets and tap into the groups’ expertise. Intended results include new relationships and formative experiences for the participants and benefits to the community.

Examples include:
- Durham-Duke Gatherings: Town–gown gatherings of 50 community members, students and faculty members to build relationships, and also address a specific issue by generating ideas and developing action commitments. NCCU has partnered in the past two gatherings.
- Giving Circle Dinners: Small dinners of students and a like number of faculty/community members in private homes to propose, discuss, vote and distribute a pool of money funded by the dinner participants to local nonprofit organizations.

Course-Based Student-Alumni Engagement: Student and alumni engagement as part of a student course experience and including subsequent course-related activities. Examples include: collaborative alumni-student team projects, alumni coaching for student projects, alumni class speakers, and summer internships.

Examples include:
- Alumni engagement in class as guest speakers and project advising.
- Collaborative alumni-student project teams.
- Student engagement in city-based RIPPLE meetings and ELI alumni meetings.
- Class participation in 36 Hours at Duke programs and Durham-Duke gatherings.
- Student-Alumni Research Conversations: Student phone and Skype conversations with alumni for the dual purposes of collecting research data about alumni-University engagement and creating a platform for a more personal interaction.

Duke Sponsored Events: Duke Leadership Accelerator programs and events that are linked to University events that bring people back together to where it all began. These include, but are not limited to, Tony’s participation in Reunion Weekend, Homecoming Weekend, and Career Center activities.

December 2016
# Appendix: Enterprising Leadership Initiative:
## Programs, Events, & Activities

<table>
<thead>
<tr>
<th>Programs, Events &amp; Activities</th>
<th>Location</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni Duke Leadership Accelerator</strong></td>
<td></td>
<td></td>
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<tr>
<td>RIPPLE</td>
<td>Six Cities: Boston, DC, Los Angeles, NYC, San Francisco, Triangle</td>
<td>Alumni - with some student engagement: ▪ Joint gatherings ▪ Internships</td>
</tr>
<tr>
<td>City alumni gatherings</td>
<td>Nine cities</td>
<td>Alumni</td>
</tr>
<tr>
<td>36 Hours at Duke</td>
<td>Duke</td>
<td>Alumni and students</td>
</tr>
<tr>
<td>25 Hours at Duke</td>
<td>Duke</td>
<td>Alumni and Duke/Durham community members (including students, faculty, and Durham leaders)</td>
</tr>
<tr>
<td><strong>Durham Action Tank</strong></td>
<td>Durham</td>
<td>Durham community members (including alumni, faculty, and students)</td>
</tr>
<tr>
<td>▪ New ideas</td>
<td></td>
<td></td>
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<tr>
<td>▪ Giving Circle Dinners</td>
<td></td>
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<tr>
<td>▪ Durham-Duke Dinners</td>
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<tr>
<td><strong>Catalyst Coaching</strong></td>
<td>Duke, cities, and remote</td>
<td>Alumni</td>
</tr>
<tr>
<td><strong>Duke sponsored events (reunions, etc.)</strong></td>
<td>Duke</td>
<td>Alumni</td>
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<tr>
<td><strong>Student Leadership Accelerator</strong></td>
<td></td>
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<tr>
<td>Leadership academic courses</td>
<td>Duke</td>
<td>Students - with some alumni engagement: ▪ Research conversations ▪ Guest class leaders ▪ Student project support</td>
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<tr>
<td>▪ Enterprising Leadership (PPS265) and Social Entrepreneurship (PPS271s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer internships</td>
<td>Various cities</td>
<td>Students and alumni</td>
</tr>
<tr>
<td>Project incubator (with I&amp;E)</td>
<td>Duke</td>
<td>Students</td>
</tr>
<tr>
<td>Student advising/ coaching</td>
<td>Duke</td>
<td>Students</td>
</tr>
</tbody>
</table>

## Summary: Alumni – Student Engagement
- Research conversations (telephone/Skype)
- Summer internships
- City-based meetings with summer interns, etc.
- 36 Hours at Duke
- 25 Hours at Duke
- Durham-Duke dinners
- Guest class leaders
- Student project support