

## Calling all Del Mar College students, past and present

By Adriana Garza

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CORPUS CHRISTI — Del Mar College has a new way to reach the hundreds of thousands of former students who have attended the school since it opened.

Starting this fall, the new Office of Alumni Services will try to tap into its base of former students to get information to them and hopefully get back from them.

“The college is putting together a concerted effort to reach out to hundreds of thousands of alumni all around the world,” Del Mar College President Mark Escamilla said. “It is critical every college start communicating with their alumni as they move on.”

The office, which is part of the Office of Development, will allow any student who has ever taken a class at Del Mar College to catch up with the development of the college, reunite with old college classmates and find a way to serve the college, said Patricia Townsend, director of the Office of Development.

“It’s about fundraising and friendraising,” Townsend said.

Alumni Services plans to have a strong online presence and use several social networking outlets.

“We really want people to recall their experiences at Del Mar College and to have the opportunity to network and reconnect not only with the college, but with friends they had in college and may have lost contact with,” Townsend said.

About 500,000 to 600,000 students have attended the college in its 74 years, she said. More information about how students can access and participate with Alumni Services will be available after the new assistant director starts next week.

Previously the Former Student’s Association had served as an alumni organization operating within the Office of Development. That organization will continue, but under the new Alumni Services Office. Having a dedicated office for alumni services is expected to bring a more focused, organized approach to alumni outreach.

The Office of Alumni Services already is busy planning the college’s next big fundraiser — Come Home to Del Mar — a concert featuring swing band Big Bad Voodoo Daddy and the Corpus Christi Symphony Orchestra on Nov. 7 at Richardson Performance Hall.

Del Mar College, my alma mater, has given so much to so many, and now it's time for us to give back, whether it's financially, through mentoring or even just catching up with old friends and sharing stories.

Former staff reporter and Corpus Christi native Adriana Garza is pursuing a master's degree in political science at Texas A&M University-Kingsville. Contact her at [agarzact@gmail.com](mailto:agarzact@gmail.com)



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