Cross Campus

Frequently Asked Questions

What is Cross Campus?

Cross Campus is Yale’s new, online networking, community-building, and mentoring program. Cross Campus facilitates relationships between Yalies — whether that’s alumni to student or alumni to young alumni.

It’s powered by PeopleGrove, an expert in the field, and features ways to engage with Yale: through mentorship, either as a mentor or a mentee; with one-time advice; via an online discussion board to ask questions of fellow Cross Campus users; and by joining groups of interest.

Cross Campus also features links to Yale affiliates and resources to help navigate the website, to make the most of being a Cross Campus member, and to be the best mentor or mentee you can be.

Why should alumni and students sign up for Cross Campus?

In these hard times, Cross Campus draws our campus community closer and bolsters the alumni experience through exchanges of advice, wisdom, and ideas. Mentors can give back and share all that they have learned. Mentees can network, get advice from those who have been through the process, and get one-on-one coaching from Yalies who have “been in their shoes.”

Best of all, connecting mentors and mentees strengthens the bond of both to Yale and opens their eyes to opportunity — both on campus and beyond.

What does Cross Campus offer that platforms like LinkedIn do not?

LinkedIn can project personal branding to a broad universe. But when it comes to creating Yale connections and soliciting advice and mentoring from those who have been in your shoes, LinkedIn can’t match Cross Campus. Cross Campus members are joining a pre-vetted community of caring Yalies. Better yet, Cross Campus profiles — and the filters for finding other Yalies — are customized for our Yale
community. At Cross Campus, members get content — groups, guides, articles, ideas, and discussions — unique to Yale.

In short, LinkedIn is transactional. Cross Campus is relational.

What is the timeline for the rollout of Cross Campus?

The early work on Cross Campus is already done. The internal kickoff took place in 2019. The beta version of the website was configured and a few dozen test-drivers were recruited to help screen the site for what works and what doesn’t. Early in 2020, we soft-launched Cross Campus to approximately 550 alumni and students of Yale College and the Graduate and professional schools. Our goal is to generate more than 5,000 users by shortly after we launch, with a longer-term goal of more than 20,000 Yalies on the platform.

Our soft launch is now done, too. During soft-launch we honed our marketing plan and made adjustments and edits to the site per feedback received — a process that took us into early spring. Full launch is scheduled for this Spring, though that could change due to current circumstances.

Who is invited to join Cross Campus?

Cross Campus is open to all alumni and students of Yale College, the Graduate School of Arts and Sciences, and our professional schools, and eventually other members of the Yale community.

Some Yale schools and organizations already offer mentoring programs. We are all working in concert to provide the best possible experience for Yale alumni and students (either by linking to their platforms or building them as groups or hubs within Cross Campus; we are in discussion and currently working out the best possible way to execute this synergy).

How do alumni and students get started?

- Go to crosscampus.yale.edu and click “Join”
- Create your profile (e.g., photo, headline, location, LinkedIn, resume, education, etc.)
  - Include industries, topics, employers, and location
  - Other pertinent topics for the profile include: “How can I help?” and “What else would you like Yalies to know about you?”
- Set your preferences (privacy/visibility, availability, notifications)
  - This will also feature a matching quiz (e.g., cities, industries, topics)
- Make yourself visible
- Click on “Find Other Yalies” — and connect with alumni!
What are the goals for Cross Campus?

- To create a sense of connection and engagement among Yale alumni and students
- To engage diverse cohorts of Yale alumni and students
- To provide students and recent alumni with career and life skills as well as leadership insights
- To provide older and more experienced alumni with insights on career and life transitions
- To engage remote and/or less-engaged alums by providing a platform that is web-based, and establish relationships that can be nurtured via Skype or phone
- To get a real-time sense of what alumni and students are seeking in terms of mentoring and career aspirations
- Collaboration: Among the alumni community and between Yale’s schools and departments
- To build energy ahead of Yale’s coming campaign

By what metrics will Cross Campus be measured?

- Percentage of Yalies who create profiles
- Percent of who visit regularly
- Year-to-year growth (both registrants and connections)
- Connections initiated, as a percentage of Yalies with profiles
- Speed of response (connection requests)
- Satisfaction
- Balanced community — Yale College and G&P
- Balanced percentage of alumni-to-alumni and alumni-to-student connections initiated
- Number of alumni from under-represented communities represented

Who staffs our Cross Campus team?

- Steve Blum, Kate Gustavson, Chelsea Gladue, Jeannie Daniel, Maria Canales — YAA
- Ron Colonna — Advancement Systems
- Victor Padilla-Taylor — Tsai CITY
- Active input/guidance — Weili Cheng (Executive Director, YAA), YAA/Development staff, YLS, OCS, FES, Athletics, Dwight Hall, and many other Yale schools/departments

How can I help?

First and foremost, spread the word. This is a powerful way for Yalies to stay connected to Yale. And if you’re an alum, please join the Cross Campus community and invite others to do so as well!