

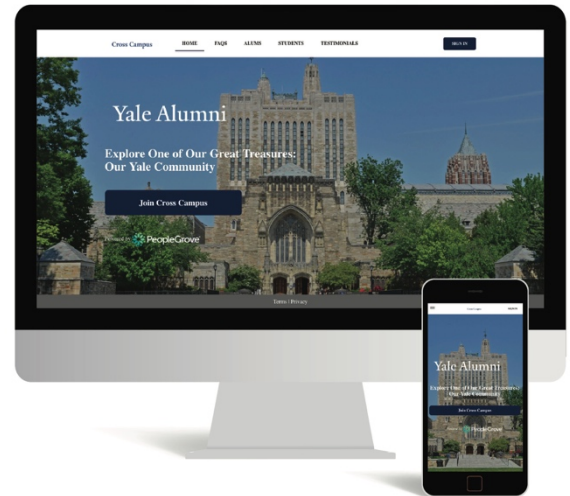
# Yale Alumni

## 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 a number of ways to engage: through gaining or giving advice; with one-time questions/answers; via online posts among fellow Cross Campus users; and by joining one of our more than 30 Cross Campus groups.



Cross Campus also features links to Yale affiliates and resources to help navigate our website, to make the most of being a Cross Campus member, and to be the best advisor (or advice-seeker) 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. Alumni can give back and share all that they have learned. Students and alumni seeking advice can network, get pointers from those who have been through the process, and find one-on-one coaching from Yalies who have “walked in their shoes.”

Best of all, connecting Yalies strengthens the bond to Yale and opens the eyes of both alumni and student to opportunity – both on campus and beyond.

### Who can 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 networking and 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.

## 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.

## How did our launch of Cross Campus go?

The early work on Cross Campus started in in late 2019 and continued into 2020. We configured, we beta-tested, and then we successfully soft-launched to more than 500 alumni and Yale College and graduate/professional school students. In April, we launched to more than 120,000 Yalies. In just days, we achieved our launch goal of engaging 5,000 members by mid-year. You can help us met our longer-term goal of more than 20,000.

## How do alumni and students get started?

- Go to [crosscampus.yale.edu](https://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 to alumni and students
- Click on “Find Other Yalies” – and connect with alumni!

## What are the goals for Cross Campus?

- To create connections 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 learn, in real time, what alumni and students seek in terms of advice on careers and life

- To collaborate – both among our alumni community and between Yale’s schools and departments

## How can I help?

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