

Data and the Alumni Directory, @cal

One of the best ways to strengthen our alumni network is to strengthen the data in our alumni directory. Networks are about communications. And effective communications require accurate contact data. Whether the messages are from the Haas School to alumni -- from B-HAN Chapters to alumni -- or from individual alumni to other alumni, we all benefit from better data about our alumni.

Individual's Role:

The [@cal directory](#) is the main public-facing database where alumni can update their data profiles. Therefore,

- a) The single most important step an alumnus/a can take to strengthen the Berkeley-Haas Alumni Network is to update his/her @cal profile.
- b) The next important step is to encourage other alumni to update their @cal profiles.

Chapter Leader's Role:

Chapter leaders can impact the success of the alumni directory by encouraging everyone to update their @cal profiles. Here's a simple pitch to deliver at every event, every board meeting, and every interaction with Haas alumni:

"We all benefit from a stronger alumni network if we update our profile in the alumni directory, @cal. Getting to the directory is easy. Just google 'haas alumni directory' and you're in."

@cal Benefits

Of course, [@cal](#) offers several key benefits to the individual alumnus or alumna:

- a) Get email addresses which are not visible on LinkedIn or other digital platforms.
- b) Send an email directly to another alumnus/a -- free -- and without an introduction. (More than 23,000 Haas alumni can be emailed through @cal.)
- c) Search for alumni who may not be a member of LinkedIn or may not belong to Haas LinkedIn group. Find alumni info that LinkedIn may not have.
- d) Public Profile -- Create a custom Cal public profile page with verified academic info that anyone can see without logging in. It's like a virtual business card that is officially sanctioned by UC Berkeley. Add your social media links and allow anyone to privately contact you without ever seeing your email address. Search engines will find it, and so will potential networking contacts. View some [samples](#).

Where to find @cal:

- cal.berkeley.edu
- Or from the [B-HAN website](#).
- Or simply google "Berkeley-Haas Alumni Directory"

@cal Help:

[Learn how to access @cal, update your profile, and find other alumni.](#)

For questions or help with @cal, contact alumnihelp@haas.berkeley.edu.

More about Alumni Data

Your Alumni Relations office gets data updates from the United States post office, from Haas' career services offices and LinkedIn. We also get data updates from great chapters. Here's how:

- a) Collect business cards at the registration table. Conduct a raffle at the conclusion of the event, drawing one of the collected business card and awarding a raffle prize. After the event, scan and email those business cards to alumni@haas.berkeley.edu. This will assure that any new information you have collected is updated in the @cal alumni directory.
- b) Collect information about alumni from your event registrations, emails, or through word of mouth. Don't forget to share that information with alumni@haas.berkeley.edu.
- c) There is no easy or automatic way to import or export information from LinkedIn to the database. However, it is possible to manually cut and paste important information, such as employment information, from LinkedIn to the alumni directory, @cal.