In the past, many colleges and universities have waited to cultivate relationships with their young alumni, assuming that these individuals did not have the time, resources, or inclination to be involved until at least ten years after graduation. However, as of late, institutions of higher education have found that young alumni are energetic and enthusiastic about being involved with their alma maters. The question remains, how do we bring these young alumni into the Prairie View family in meaningful ways? More importantly, how do we attract them and provide a comfortable environment in which they can thrive on the institution’s behalf?

First, older alumni need to listen to the ideas of these young people. Young alumni may embrace technology more fully or want to participate in alumni events that are different from those traditionally offered. In order to attract these young alumni, we need to be willing to broaden our events, our technologies, and our methods of engagement.

Although it is essential that older alumni share their admiration for PVAMU with young alumni – thus instilling a sense of belonging and an obligation to support the institution both monetarily and through service – it is also crucial that older alumni be open to new ways of admiring and supporting one’s alma mater.

In addition to being tech-savvy, these young alumni want to be highly involved when they give. They want to see direct results from their giving and as such, it is essential to not only create cause-related giving opportunities, but to provide regular feedback on their gifts to the institution. Our alumni chapters at Prairie View can assist the university by helping to cultivate a culture of giving among young alumni and a culture of follow through within their own chapters. Prairie View legacy families as well, can instill in their young family members a sense of pride and obligation to offer support.

Bringing these young alumni into the Prairie View family is essential to the institution’s success as we must continue to support our academic programs and facilities, attract and recruit the best faculty, and maintain and grow our institution’s endowment.
PVAMU is a university of giving and teaching, in that order. It gives heritage, history, headaches, heartaches, self awareness, peace of mind and pride in self. Then it teaches you to take all that it has given and apply it to become a productive citizen. In all that PV has given me, it is now my turn to give back.

Jay is a 1996 graduate from Prairie View A&M University with a bachelor's degree in Computer Engineering Technology. He was led to PVAMU by a friend who challenged him to apply to Historically Black Colleges.

After graduation, he worked in the engineering field until 2002, when Jay started “The Mathis Agency, LLC”, an insurance and investment agency.

Jay believes educating people to properly insure their assets and investing in their future will change not only their lives but the lives of generations to come. He believes so firmly in the concept of giving that he has named Prairie View A&M University a minority beneficiary in his life insurance. This is one example of the great opportunities PV Alumni face when Extending the View.