



JC Perteet Engagment Specialist

Hi, my name is JC Perteet, and I have been added to the Alumni Relations team as the engagement specialist to help with our efforts in connecting and reconnecting with you, our Fort Lewis College alums.

I love working at Fort Lewis College. I love marketing and social media. When Alumni Relations called a few months ago needing someone to start engaging alumni particularly through social media, I was honored to get the job!

As an employee working here at Fort Lewis College for 5 years, I have had the privilege of working in Student Affairs, Academic Affairs, and now with Alumni Relations. My most recent position was working as Administrative Assistant for the program of Adventure Education. After reading a book called "Crush It!" by Gary Vaynerchuk I became motivated to learn everything I could about social media marketing. At my position in Adventure Education, I was able to utilize my overall career experience with marketing, advertising and business development and also apply what I was learning about social media. That knowledge, coupled with my prior marketing experience, helped successfully grow the Adventure Education program into one of the fastest growing majors on campus.

Currently on our social media outlets, we have a growing collection of alumni on Facebook- there are over 700 fans! Already there is quite a bit of activity among each of you- sharing photos from campus, Durango, and the nostalgic moments from your past as a college student here at Fort Lewis College. We want all 28,000+ of our alumni there if at all possible.

On Linked In, we continue to help you build a professional alumni network on the Fort Lewis College Alumni group. That membership is growing, as well-with 1509 members currently in that group. We love your comments, your sharing, and all the feedback you provide us for improving our relationship with you. For the 75% of our alumni who are 45 and under, that preferred medium is through social networks. I am here to help make sure you know everything you need to know about Fort Lewis College, in the way you want to hear it.

In case you haven't already done so, be sure to join our social media outlets:



If you have any questions, or need any type of help, information or have suggestions to continue to improve our communication and service to you please call me at 970-247-6111 or email me Perteet_j@fortlewis.edu

Thanks for letting me serve you!

JC Perteet



Engagement Specialist,
Alumni Relations