UPDATE ON IMPLEMENTATION OF THE
UC Alumni Relations Strategic Plan

May 2008

Our mission *(why we exist)*
To enrich the lives of alumni and engage them as volunteers, advocates, and contributors who strengthen the University of California.

Our vision *(what we are striving for in the next 5 years)*
To be valued strategic partners in the success of the University of California.

Strategic Goals *(what we need to do to achieve our vision)*
- Maximize alumni engagement
- Increase alumni philanthropic support
- Increase alumni involvement as UC advocates
- Invest strategically in UC Alumni Relations
- Increase the collective understanding of alumni contributions

GOAL: Maximize Alumni Engagement

Objective: Align campus and alumni relations priorities
Action – Completed

Objective: Campuses and UCOP collaborate on alumni engagement
Action – Alumni events shared or coordinated
Action – UC Santa Barbara new all campus reunion
Action – UC Davis / UCOP Bay Area programs
Action – UC San Diego launches comprehensive campus-wide alumni engagement program

Objective: Pool efforts to reach alumni
**GOAL: Increase Philanthropic Support**

**Objective:** Develop and Integrate coordinated strategic plans
- Action – UC Irvine alumni relations oversees annual giving
- Action – UCLA strategically partners with annual fund’s senior class
- Action – UC Riverside uses annual event to increase level of senior gifts

**Objective:** Engage alumni in development efforts
- Action – AAUC looks at best practices nationwide
- Action – UC Santa Cruz class agents solicit alumni
- Action – UC Irvine former association presidents challenge graduating seniors to give
- Action – Alumnus Regent Blum matches senior gifts at Cal
- Action – UC San Diego collaborates with development to create new giving opportunities

**GOAL: Increase alumni involvement as UC advocates**

**Objective:** Develop and implement strategic plans with government relations
- Action – All are collaborating with government relations to increase advocates

**Objective:** Increase the number and impact of alumni advocates for UC
- Action – UCOP alumni relations and advocacy using data mining to increase advocates to 75,000

**Objective:** Capitalize on communications and events to further the advocacy strategy
- Action – AAUC and campus events encourage alumni becoming advocates
- Action – All campus alumni publications encourage alumni to become advocates

**GOAL: Invest strategically in UC Alumni Relations**

**Objective:** Conduct and disseminate research
- Action – AAUC meetings discuss best practices
- Action – Research being conducted at UCOP on young alumni giving and engagement
- Action – Proposal for additional resources for alumni relations outreach at UCOP

**Objective:** Disseminate effective strategies
- Action – Best Practice tour on student engagement completed

**Objective:** Manage electronic information and shared technological infrastructure
- Action – UCOP provide funding for online communities. UC Davis has launched Facebook and iTunes sites to engage current students and young alumni.

**GOAL: Increase the collective understanding of alumni contributions**

**Objective:** Collect and analyze qualitative measures of vital strategic partnerships with alumni and alumni relations
- Action – the Cal alumni association proposes systemwide programs “100 Brilliant Ideas”
AAU institutions with an alumni giving rate greater than 20 percent had a ratio of one staff member for every 5,431 Alumni.*

Some examples of ratios of alumni staff per alumni

<table>
<thead>
<tr>
<th>AAU Institutions</th>
<th>Ratio of staff to alumni</th>
<th>Alumni philanthropy participation rate**</th>
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<tbody>
<tr>
<td>University of Virginia</td>
<td>1 to 3,050</td>
<td>21.8% alumni participation</td>
</tr>
<tr>
<td>California Institute of Technology</td>
<td>1 to 2,635</td>
<td>22.7% alumni participation</td>
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<tr>
<td>MIT</td>
<td>1 to 1,190</td>
<td>26.7% alumni participation</td>
</tr>
<tr>
<td>Stanford University</td>
<td>1 to 1,310</td>
<td>30.6% alumni participation</td>
</tr>
<tr>
<td>University of California</td>
<td>1 to 8,251</td>
<td>8.4% alumni participation</td>
</tr>
</tbody>
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* 2006 study on AAU Institution done by Bill Dethlefs, University of Texas, El Paso
**Participation rate taken from the 2006 Report on Voluntary Support of Education produced by the Council for Aid to Education

“Fundraising is very much about relationships and relationship building. More staff on the front lines means touching more lives and reaching out to more alumni.”

Bill Dethlefs, University of Texas, El Paso

Addressable Alumni and Lost UC Alumni

In the next 20 years, based upon expected student enrollments the alumni population will increase to over 3 million living alumni.
The AAUC recommends the creation of a systemwide strategic committee to look at funding models for alumni associations. This high level committee should include:

- A UC Chancellor
- Two UC Advancement Vice Chancellors
- Two UC Assistant Vice Chancellors for Alumni Affairs
- Two AAUC Officers
- A Vice Chancellor for Budget
- The Assistant Vice President for Alumni Relations
- The Assistant Vice President of Institutional Advancement
- A UC alumnus who specializes in analyzing financial models

Resolution to Support Efforts for UC Alumni Engagement

WHEREAS, the worldwide UC alumni population of 1.5 million is the largest of any public research university system and will double to 3 million in 20 years, and

WHEREAS, the continued erosion in state funding for the University of California has intensified the need for greater philanthropy for the University of California including alumni giving, and

WHEREAS, UC students (our future alumni) would benefit from greater financial support from alumni to help defray the costs of a UC education, and

WHEREAS, the potential for expanded alumni support as advocates for the University of California is enormous and underutilized, and

WHEREAS, alumni support is widely considered to be a benchmark of a university’s stature and UC’s alumni support should match the world class status of the University of California, and

WHEREAS, the Alumni Associations of the University of California (AAUC) have just begun implementation of a first-ever five-year strategic plan for strengthening alumni engagement to build alumni philanthropy and advocacy; be it therefore

RESOLVED, that the UC Board of Regents recognizes a pressing need for greater university support for the campus alumni relations programs, and recommends more energetic efforts to find the means to secure this support and encourages the president of the University of California to maintain alumni relations, systemwide, as a priority.