Alumni Associations of the University of California
What is the Alumni Associations of the University of California (AAUC)?

All campus alumni associations —

9 soon to be 10 alumni associations representing 1.4 million living alumni of which 300,000 are members of the campus alumni associations.
Who is AAUC?

- **4 Officers**  2 Regents  2 Regents-designate (non-voting)
- **9 Presidents** of campus associations  (voting members)
- **1 President** of the San Joaquin Valley UC Network (non-voting)
- **9 Executive Directors** of campus associations (non-voting)
- **1 Staff Representative** from UC Merced (non-voting)
- **Executive Director** of AAUC from the UCOP Alumni Relations staff
The alumni of the University of California

California: 945,536
Other U.S. States: 380,770
Overseas: 22,304
How do UC Alumni Contribute?

Examples are in the report

- Research and intellectual innovation
- Economic development and sustainability
- Government and community service
- Education
- The arts
- Volunteerism and philanthropy
- Advocacy
AAUC Scope of Activities
2005-06

• **Student Relations** including associated student representatives in our meetings

• **Advocacy** Annual UC Day in Sacramento and online advocacy efforts

• **Alumni Relations** All UC alumni events throughout the state, national and abroad
Case Statement for Alumni Relations

will be given to the Regents with the report
Case for Increased Investment in Alumni Relations

• Grenzebach Glier Report Finding
• According to that study, the mean number of alumni relations staff on UC campuses is only 20.
• By contrast, at the nine benchmark institutions, the mean is 40 – twice the UC staffing level.
• UC was also low by comparison in all areas of investment in advancement.
Collective Effort
Case Statement presentation

- AAUC Officers
- Association Presidents and Executive Directors
- Office of the President Staff
Five Principal Findings

1. The University's efforts to cultivate alumni support starts too late

2. We do not have adequate "smart data" on which to base cultivation strategies

3. Alumni relations strategies and functions are not adequately coordinated or collaborative
4. Alumni decisions to make the University part of their entire lives is complex

For some, it is about "What's in it for me?"
For others, it is about "Payback" and "Doing the Right Thing"
Almost always, it is a combination of both.
5. Systems that support the solutions to the aforementioned findings are inadequate

*There are opportunities and challenges associated with:*

- Comprehensive and effective data gathering, management and utilization

*Effective communications both print and electronic*
5 Step Proposed Action Plan

1. Enhance the Student Experience - a more focused and multi-disciplinary strategic plan

2. Develop and implement more effective, coordinated and regular communications with alumni

3. Develop and implement a marketing plan that focuses on expectations and mutual benefits of lifetime support of the University
4. Enhance the visual identity of Associations on their campuses and explore opportunities for enhanced partnerships such as with visitor services

5. Identify opportunities and develop systems for common information requirements that can be resolved more effectively system-wide