

UAA ALUMNI RELATIONS

Administrative Review Questionnaire – Spring 2020

UAA Alumni Relations functions as a key portal for all alumni engagement at our university—whether on campus, in communities, online or globally. Alumni interact with UAA through various ways - networking, feedback, advocacy, volunteerism—and are facilitated through Alumni Relations, which also serves as the voice of its graduates. Alumni Relations helps to advance our university by providing a strong alumni gateway. Engagement opportunities provided through Alumni Relations are specifically intended to drive pipeline and revenue.

Alumni are an important population essential to UAA's ability to achieve mission. When engaged, UAA graduates can provide multi-faceted support to enhance and sustain the University's success by aiding it in the political arena, assisting in acquiring the best and brightest students, assuring ongoing visibility, developing career paths for graduates, and supporting the University's priorities philanthropically. As the products of UAA's instructional program, applying what they have learned to real world situations, alumni provide valuable feedback regarding the strength of the instructional program, what works and opportunities for improvement. Many alumni serve on college and departmental advisory boards to help shape programs. Alumni also provide important support for students. Alumni on campus sharing their achievement show students that college success is possible. Alumni who have become involved in serving as mentors have a direct role in increasing student success. Anecdotal positive feedback from students indicates alumni interaction enhances their collegiate experience. Alumni can also provide a vital link between UAA and the community. Some ways include promotion of alumni hire in their workplaces, partnerships with school districts and philanthropy. There are more than 57,000 UAA alumni across the globe with a concentration of nearly 36,000 alumni in Alaska. Alumni are represented in every significant industry in Alaska and Outside. Actively leveraging this influential and homegrown network with a natural affinity for their alma mater will expand our reach in industries and communities.

1) What are the core functions of your unit that are funded in Fund 1 (i.e. Fund 104110)? (Bullet point list is preferred. No more than one-page, please.)

Alumni Relations Org. 16085

- Administration and Operation of Alumni Center

- Alumni Spirit Magazine – Digital, Print, Mailing
- Annual Engagement & Fundraising Events
- Alumni Association Board Support
- Alumni Association Networking and Chapter Gatherings
- Campus Collaborations and Networking Events
- Marketing, Advertising, Branding
- Professional Development
- Travel

2) If one or more of these functions was reduced or discontinued, what would be the impact on: (Not all elements may be relevant for your unit. Only address relevant items.)

- a. More students persisting and completing educational goals?

Alumni Relations is committed to continuous improvement of educational processes through its support of UAA's priorities. We refer to alumni as an internal audience because status as an alumnus/a is the final and "forever" stage in the student life cycle. Alumni provide tremendous resources that support students persisting and completing educational goals. Alumni play an active role in voluntary programs to provide support for student success in their respective industries, sharing best practices and expertise, through classroom participation, volunteering on campus and providing mentorship opportunities. Alumni also give to needs-based and merit-scholarships that support current students. These resources are garnered thanks to the engagement activities led by the Alumni Relations and engagement team.

- b. Supporting overall student, faculty and staff success in meeting UAA's mission?

Alumni Relations enhance and enrich the experiences of students through interaction with alumni, providing an environment that cultivates the relationship of the student through transition to alumni.

Alumni engagement in the life of the University is mutually beneficial. It provides enrichment for alumni themselves and such engagement benefits the University's faculty and staff. Engaging alumni to give of time and treasure, through mentorships/internships, guest lectures, volunteer opportunities helps deepen the relationship that alumni have with their alma mater.

Philanthropic gifts made by Alumni provide resources to students, faculty and staff that support success in meeting UAA's mission, providing funding to support scholarships, programs, and various needs across the university.

Alumni enrich the classroom experience for students and faculty by offering practical guidance, shared expertise, real-world experience – all extolled as crucial complements to classroom learning.

c. Impacts to UAA's reputation, and ability to attract and retain students and/or external support?

Alumni Relations connects Alumni and community to the university, elevating UAA's reputation and raising our national and local visibility.

Alumni Relations works to help elevate the university's reputation, locally and globally, and are positioned to help attract and retain students to UAA. Alumni are a powerful resource for attracting prospective students, and demonstrate the value of a UAA degree. Alumni offer real, tangible testimonials that impact a student's decision to inquiry, apply, and eventual enroll.

Alumni are powerful brand ambassadors for UAA and contribute to our university's reputation. Success after graduation demonstrates a return on investment that lends to support of retention and recruitment efforts.

3) Identify measures and targets used to monitor the impact of functions on each of the above (not all elements may be relevant for your unit, only address relevant items).

- **Member Acquisition / Retention / Engagement**
- **Media Engagement and Reach**
- **Attendance and Registration Growth**
- **Email and Social Media Analytics**
- **Post Event/Engagement Surveys and Follow Up**
- **Institutional Giving**

4) What improvements have been achieved over the last five years?

Alumni Relations has realized significant change and maturation over the last five years.

The Alumni Center opened its doors fully staffed, providing a dedicated space for Alumni Relations to help connect alumni with the vibrant student community.

UAA Alumni Association was restructured from a paid membership to open access membership. All alumni receive free membership and access to expanding resources and networking opportunities to connect with their alma mater. Expanded benefits include library benefits, lifetime accessibility to their alaska.edu email address, and discounts with select UAAAA business partners.

UAA Alumni Association updated governing docs, to include bylaws, board of directors job description, and board affirmation of service.

Continuous evolution and evaluation of Chapters for Colleges, Units and Cities. Chapter growth allows for social outlets for alumni, supporting fundraising efforts for scholarships, creating pride and awareness in communities, and providing networking and professional development opportunities for alumni and current students.

Restructuring of Green and Gold Gala to a more cost-efficient Homecoming Breakfast. As the signature event of the year, the Homecoming Breakfast provides an opportunity to honor Alumni of Distinction while supporting pipeline development and frontline fundraising. Homecoming Breakfast format evolved into the inclusion of a Keynote Speaker and a paid versus complimentary admission in 2019.

Nine in the Spine has grown from 15 to 36 teams, increasing revenue generation and engagement.

Alumni Spirit Publication - Reduction in print distribution to digital publication has reduced print and mailing expenses, and provides opportunity for increased digital engagement with alumni.

Currently in the implementation phase for VolunteerHub, this software platform will centralize alumni volunteer opportunities across campus, allowing UAA to capture accurate data and analytics.

We Hire UAA Grads Campaign - This campaign allowed Alumni Relations to partner with business partners across Alaska with high concentration of alumni employees, strengthening our brand and furthering our reach.

5) What efforts have your unit made to improve efficiencies and reduce costs? What was the result?

Alumni Spirit Publication - Reduction of print distribution to digital publication has reduced print and mailing expenses, while providing UAA with an opportunity to increase digital engagement with alumni, locally and globally. This will result in a significant decrease in expenses associated with this major communication piece.

Restructuring of Green and Gold Gala to a more cost-efficient Homecoming Breakfast. As the signature event of the year, the Homecoming Breakfast provides an opportunity to honor Alumni of Distinction while supporting pipeline development and frontline fundraising. Homecoming Breakfast format evolved into the inclusion of a Keynote Speaker and a paid versus complimentary admission in 2019. In addition to the paid ticket format, ticket sponsor packages were made available, generating additional revenue.

Alumni Relations is purposefully small, and has reduced in size from four full-time staff with a part-time administrative assistant to three full-time staff. Alumni Relations is able to reduce costs by leaving an administrative assistant position vacant. By prioritizing tasks, clearly communicating roles and responsibilities, setting team goals and empowering staff, Alumni Relations has been able to be efficient and responsive despite the unfilled position.

6) List and briefly describe any current or proposed Board of Regents Policy, State or Federal mandates, or laws that require the continuation of your core function(s).

While this is not a Board of Regents Policy, Federal mandate, or a law, it is worth mentioning that in a memo dated February 11, 2020, from President Johnson to all of the UA Chancellors, the President states, "At no time in our history has it been more important to continue our investment in fundraising efforts, so please do not cut any development staff positions

for the rest of FY20 and FY21. Any positions that become vacant should be filled expeditiously.”

Alumni Relations’ engagement function is an essential component to major gift work. Our pipeline development and frontline fundraising are the first, and integral, steps on the Donor Commitment Continuum.

Alumni relations is the main agent for building broad-based participation with the institution’s central constituency of graduates in order to engage them in UAA. No other university entity has this emphasis. Engaging alumni in the University does require an inter-related set of ongoing activities, communications and programs, but a singular focus. Just as each other in the UAA community—students, faculty and staff have focused leadership and attention, so must alumni relations. It requires the same rigorous professional management that characterizes senior leadership of other areas of the university. Alumni relations staff are necessary to direct alumni relations for the institution and serve as the managing partner in the relationship of alumni to the institution. Best practices in Alumni Relations rely on UAA recognizing its obligations to alumni as graduates, its “ownership” of the life-long connection, as well as an understanding that alumni are an internal audience. Allowing external entities to manage UAA’s alumni relations would not only be incongruent with the vision and mission of alumni relations, but would deny the university and alumni the very connections they seek.

7) Potential cuts: Please describe any function reductions or eliminations that are feasible without significantly affecting UAA’s mission fulfillment or its compliance mandates? Are any functions within your unit are duplicated elsewhere at UAA? Is there an opportunity for efficiency to be created by partnering or combining functions? Please describe the opportunities you identify within your unit and include the approximate dollar values and savings that would result.

Alumni Spirit Publication - Elimination of print distribution. A complete move to a digital publication will result in a significant decrease in expenses associated with this major communication piece.

\$47,000

Elimination of Alumni Relations administrative assistant position.

\$50,000