UAA Virtual Tour: https://www.uaa.alaska.edu/admissions/virtual-tour

Campus Free Speech Event “What freedom? What Speech?”
Oct 12, 2018 at 11:00 am
www.alaska.edu/freespeech for a recording of the presentation

USUAA Gubernatorial Debate “What role should the Permanent Fund Dividend play in addressing Alaska’s fiscal crisis?”
October 15th, 5:30 pm to 7:00 pm
Wendy Williamson Auditorium

Academic Preview Day was Fri. Oct. 5 and had over 1000 attendees. The largest turn out ever!
Homecoming Breakfast was Friday, Oct. 12 and raised over $25,000 for student scholarships and programs before 9:00 am! 230 alumni attended this annual event.

Alumni of Distinction from left to right: Josie Wilson-Alumni Humanitarian Award, Jason Hart-Alumni Emerging Leader Award, and Jennifer Thompson-Alumni of Achievement Award. For more information of each of these Alumni of Distinction go to: https://www.uaa.alaska.edu/about/university-advancement/alumni-relations/help/alumni-of-distinction-awards/index.cshtml

Halloween Family Fun in Los Altos Hills | Sat. Oct. 27 | 3-6 p.m.
UAA alumnus Ragu Bhargava, B.B.A. ’89, and his wife Gita are hosting a kid-friendly Halloween gathering at their lovely home in Los Altos Hills. Also in attendance will be Dr. Karen Markel, Dean of UAA’s College of Business and Public Policy, Senior Development Officer for the College of Business and Public Policy and Tina Teaford, Director of Alumni Engagement. Ragu and Gita are excited to share their stories and connect with other alumni in the Bay Area! Costumes for kids are welcome! RSVP for the address by emailing seawolf.forever@alaska.edu or calling 907-786-1941.

JCPenney Suit-Up Event | Sunday, Nov. 4 | 6-9 p.m.
The downtown Anchorage JCPenney Store will be open after normal business hours for students and recent alumni to get everything they need to look sharp for that next interview. Knowledgeable volunteers will be on-hand to offer wardrobe advice, Sephora will be providing free mini makeovers and samples, and the Portrait Studio will be available to provide professional headshots starting at $29.99. If you’re an expert at dressing for success, volunteer at the event and share your insight. Register for the event at uaa.joinhandshake.com by Sat., Nov. 3. UAA ID number needed to enter the store.
MAJOR INDIVIDUAL & CORPORATE GIFTS

Rasmuson Foundation donated $80,000.00 to the Alaska Library Catalog fund at the UAA/APU Consortium Library

Anonymous donation of $50,000.00 to the RRANN Program Scholarship

NEW FUNDS

UAA Jazz Program Support
To provide support for the Jazz Program at the University of Alaska Anchorage.

Guitar Ensemble General Support
Purpose: To provide support for the Guitar Ensemble at the University of Alaska Anchorage. Expenditures from this fund may include, but are not limited to: representational and non-representational expenses, equipment, salaries, travel, contracts, commodities, student travel, lodging, and per diem.

UAA Nursing Scholarship
To provide financial assistance for tuition and other related educational expenses to nursing students enrolled in a nursing program administered by the University of Alaska Anchorage offered at any community across the State.

PHONATHON and ANNUAL GIVING

Ruffalo Noel Levitz (RNL) began working with UA in FY18 to implement a system-wide Phonathon program, housed at UAA’s calling center, and that program continues now in FY18. Since beginning FY19 calling on 8/27/18, the program has raised $26,120 in pledges and cash gifts from 285 donors for UAA.
Celebrity Chef Invitational

*261 people attended and more than $43,000 was pledged at the Celebrity Chef Invitational event on September 19th, 2018.
GIFT OF ART
Special thanks to Ann and Al Parrish, longtime UAA friends and champions, for their recent donation of C. Alan Johnson figurines for display on campus in the Lyla Richards Conference Room inside the Student Union. Proceeds from the sale of additional pieces from their collection will be used to start a gallery support fund for the Department of Art.

RECOGNITION RECEPTION
University leadership, faculty, staff and students welcomed the Atwood Foundation to the Chancellor’s residence to thank them for their significant support of UAA. The evening’s program focused on reporting the successes from two areas: Journalism & Communication and the Robert B. Atwood Chair of Journalism endowed professorship, and the Seawolf Debate Program. Professors Elizabeth Arnold (J&C) and Steve Johnson (SDP) shared how Atwood investments have driven excellence for students, faculty and the community.
SEPTEMBER SOCIAL MEDIA

MEDIA

UAA appeared in more than 300 news articles in September. Coverage highlights include:

- KTVA live shot of inaugural celebration of UAA’s new chapter of the National Academy of Inventors; interviewed alum Alexandra West for 5 p.m. and Tim Menard for 6 p.m.; both secured patents while UAA students (9/28)
- KTUU live shot with introduction to new Chancellor Cathy Sandeen (9/25)
- KTUU coverage of new UAA SAFE app focused on campus safety (9/20)
- Alaska Public Media’s "Addressing Alaskans" aired recording of Black Student Union’s 55th anniversary of the March on Washington: I Have a Dream (9/07)
- National Geographic coverage of UAA Biological Sciences Professor Doug Causey and UAA/UAF graduate student Veronica Padula’s research on factors leading to mass bird die-offs in the Alaska Maritime National Wildlife Refuge (9/07)

Summary
Social media impressions and engagements increased this month. Our community grew by 0.8 percent, impressions increased by 3.9 percent and engagements increased by 22.3 percent.

Community
Twitter: 6,570 (+0.8%)
Facebook: 18,872 (+0.7%)
Instagram: 3,816 (+2.0%)
LinkedIn: 41,680 (+4.7%)
Community Total: 70,938 (+0.8%)
Analytics
Twitter: 87.3k impressions (+12.4%), 2,111 engagements (+2.6%)
Facebook: 160.8k impressions (-18.5%), 559 engagements (-23.7%)
Instagram: 68.3k impressions (+23.7%), 1,961 engagements (+20.6%)
LinkedIn: 61.5k impressions (+82.2%), 1,525 engagements (146.8%)
Community Total: 378k impressions (+3.9%), 6,156 engagements (+22.3%)

University Relations is collaborating with Student Affairs to develop an aggressive marketing campaign to achieve three major goals:

1. Increase awareness, interest and conversion (enrollment) of prospective UAA students throughout Alaska and the lower 48, with an emphasis on Anchorage/Mat-su cohorts;
2. Achieve high level of awareness of and support for UAA among influencers of prospective students and donors
3. Foster and maintain a college-going culture in Alaska with an emphasis on the value of an education from UAA