To enrich the lives of alumni and involve them in UCLA’s future.
UCLA Alumni Affairs connects more than 500,000 alumni to UCLA for networking, giving back, engaging and pushing each other forward. With opportunity waiting around every corner, we can turn our potential into exponential growth together.

Being a Bruin is forever, with infinite opportunities to build new relationships and learn from our incredible UCLA community.

As Bruins, we’re uniquely positioned to shake up the world every time we shake hands. And together, we’ll continue pushing one another, the university and students forward by remaining at each other’s side.
Career Programming

When a degree is conferred, the need for job-related resources accelerates, and Alumni Affairs is committed to keeping pace serving:

- Bruins making a career pivot
- C-level executives
- Mid-career professionals
- The 40+ audience
- Young alumni

Online resources ensure that for alumni around the globe career programming is only a keystroke away.

In FY17, Bruin Connections focused on making changes to elevate their support of the needs of alumni. Understanding that each stage in the career journey has unique demands, the program concentrated on providing resources for young alumni, mid-career professionals, the 40+ audience, those looking to make a career pivot and C-level executives. Another priority was to make sure that proximity to campus was not a barrier to access. Events were created specifically for an online audience, and programming that took place in and around campus was filmed so that Bruins around the globe could benefit from the content.

Bruin Career Insights

Monthly YouTube Live events explore professional development topics and industry-specific trends. Topics:

- Breaking into Entertainment
- Navigating Nonprofits
- Starting Out in Startups
- The Introverted Entrepreneur
- Top Tips for Job Seekers
- Your Best Interview

Next Steps

- Develop a strategic plan that allows for broader, campus-wide engagement.
- Solidify the Partnership UCLA / Alumni Career Programs brand and use it to educate campus about available benefits and services.

In-Person Career Events

Bruins support one another in an encouraging community that enlightens and uplifts to help all alumni reach their full potential. Topics:

- Diversity and Innovation
- Managing Millennials
- Sustainability
Dinners for 12 Strangers

Two dinners in 1968 pioneered a UCLA tradition that has become a global phenomenon of food, conversation and fun. Dinners for 12 Strangers is one of the most popular Bruin Traditions for students, faculty and alumni, and the program is so successful it has been copied by colleges and universities across the nation. Bruins arrive as strangers and depart as friends, the possibilities that arise from those connections are limitless.

It’s important to give back and stay engaged in this incredible university that gave and continues to give me so much. Try it once and you will be committed for life. It is easy, fun, and rewarding beyond words.

Missy ’82, M.P.H. ’87 and Bill Calvert M.B.A. ’81

I hosted a Dinner for 12 Strangers earlier this year. After thinking that I wouldn’t be able to take advantage of my alumni status, I’m now looking for ways to get involved and give back.

Marianne Roos ’76

It was a great night with an incredible group of students and professors. Thank you for giving us this opportunity to stay in touch with our UCLA community.

Ron ’87 and Pamela ’86 Mass

Entertainment Networking Night (ENN)

ENN is the Alumni Association’s most popular event. Well-connected Bruin entertainment professionals gladly share their expertise with students who are eager for the unique opportunity to learn directly from industry insiders. The diversity of jobs represented within the field and UCLA’s proximity to some of the most influential companies in the business is highly prized.

It was a great night with an incredible group of students and professors. Thank you for giving us this opportunity to stay in touch with our UCLA community.

Ron ’87 and Pamela ’86 Mass

A partial list of participant job titles in 2017

- Activation Manager
- Actor/Actress
- Comedy Development Manager
- Executive Assistant
- Executive Producer
- Financial Analyst
- Founder
- IT Analyst & Project Manager
- Legal Counsel, Strategic Partnerships
- Licensing
- Marketing Director
- Marketing Manager
- Non-Scripted Television Coordinator
- Portfolio Creative Executive
- President/CEO
- Producer
- Production Attorney
- Production Manager
- Production Supervisor
- Publicist
- Recruitment Coordinator
- Screenwriter
- Staff Writer
- Script Coordinator
- Vice President, Brand Marketing & Promotions
- Vice President – Legal Affairs
- Vice President Talent Acquisition
- Writer/Director
- Writer/Producer

A partial list of companies that participated in 2017

- ABC Television Group
- BuzzFeed Motion Pictures
- CBS Television Network
- Creative Artists Agency
- Discovery Communications
- DreamWorks Animation
- FOX Sports
- HBO
- ICM Partners
- Lionsgate Entertainment
- NBCUniversal
- Paramount Pictures
- Sony Pictures Entertainment
- TBS Network
- Twenty-First Century Fox
- Universal Pictures
- Univision
- USA Networks
- Walt Disney Parks & Resorts
- Walt Disney Studios
- Warner Bros.
- Entertainment
- Warner Bros. Records
- WME
- WME/IMG
The Alumni Mentor Program

In the spirit of Bruins helping Bruins, the UCLA Alumni Mentor Program enables alumni to share their professional and personal experience and expertise with current UCLA students. The program continues to grow each year with:

- 1,414 Students
- 1,059 Alumni
- 2,500 Total participants at events on campus and throughout the Los Angeles community

Events such as:
- A men’s basketball game
- “One Bus, One Cause” volunteer experience
- Professional development workshops
- UCLA gymnastics meets

The UCLA ONE Platform

Publicly launched in October 2016, UCLA’s proprietary career networking platform already has:

- 22,000+ Registered Users

The addition of new group functionality allows professional schools to build their brand within the platform and industry-based networking can flourish.

Next Steps

- Utilize UCLA ONE to drive industry-based networking and develop original content for the platform.

The Spirit Squad

Capturing the Bruin spirit through cheer, dance and pep, as well as community service, the Spirit Squad made appearances at a record-breaking number of events and raised an unprecedented:

- $50,000+

Collaborative Instruction

Believing that our alumni are our greatest resource, UCLA graduates were invited into the classroom for guest lectures to share their wisdom and insight with the next generation. This year saw guest lectures in:

- 10 Classes in Fall 2016
- 9 Classes in Winter 2017
- 14 Classes in Spring 2017

Speakers:
- Cleveland Brown – CEO & Founder, Payscout
- Barry Eggers ’85 – Founder & Partner, Lightspeed Venture Partners
- Brian Lee ’93, J.D. ’96 – Co-Founder & CEO, The Honest Company

A select group of economics courses culminated in Economics in Action, a conference in which students presented on real-world topics and their intersection with economic theory while receiving feedback from alumni judges.

Sharpe Fellows Program

An intensive professional development training program, the Sharpe Fellows Program places juniors in internships at prestigious companies.

- 300+ Applications received
- 40 Alumni interviewers
- 3 days of interviews to select the best and brightest juniors
- 40+ Students received placements in fields including: Investment Banking, Finance, Technology
Connecting Students

Five dynamic new events were created to prepare the next generation of Bruins for the professional world.

**Brand with a Bruin**  
Students learned the importance of online branding and how to effectively use platforms like LinkedIn and UCLA ONE. Then, each student received a complimentary professional headshot.

**Bruin Development Academies**  
Focused on a variety of industries and skill sets, alumni helped prepare students for the real world.

**Social Justice at Work**  
Bruins with backgrounds in various fields taught students how they incorporate social justice into the work they do and the organizations with which they volunteer.

**Interview with a Bruin: Pre-Med Edition**  
The blueprint for the successful Interview With a Bruin program was modified in response to a demand for more science-oriented alumni interviewers. Twenty alumni in the medical field conducted medical school multiple mini interview (MMI) style interviews with current students.

**STEM Networking Night & Entrepreneurship Networking Night**  
These new events brought in alumni to network with current students and share their career path.  
List of industries:  
- Biopharma  
- Biotech  
- Consulting  
- Entertainment  
- Public Health  
- Pharmaceutical Sales  
- Technology

**Job Ready Bucket List**  
This pilot program prepares students to launch a career immediately upon commencement. Students networked with an accomplished pool of alumni and friends who shared experiences and professional advice.  
Program participants graduated with:  
- A vetted resume  
- Networking assistance  
- Tailored support for using an anthropology or sociology degree

**Grad Central**  
2,300 graduating seniors and their families celebrated at the James West Alumni Center.

**True Bruin Traditions Keeper**  
Alumni Affairs and New Student and Transition Programs partnered to host a reception and medal ceremony to celebrate the 80+ Students who completed 75 or 40 for transfer students.

**Life After Degree Panels**  
To illustrate the wealth of opportunities awaiting students after graduation, a variety of academic departments presented panels of alumni who had pursued a diverse range of career paths.

**Survey of Graduating Seniors**  
Graduating seniors were surveyed to gain insight on the industries of interest for new grads and their next chapters.

**Next Steps For All Signature Programs**  
Work with the Business Development team to create sponsorship opportunities for signature programs such as Dinners for 12 Strangers and new programs like Bruin Career Insights.
**Affinity Programs**

**Affinity Networks**

UCLA Affinity Programs recognizes the rich and robust diversity in alumni passions. Affinity networks give like-minded Bruins a place to celebrate and grow their interests for the benefit of the community.

*Partial list of networks*

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**The 2nd Act**

45% of UCLA’s alumni population is 45 years of age or older. This program was created to meet the specific needs of Bruins entering mid-career and mid-life. The inaugural program featured Dr. Gary Small, Director of UCLA Longevity Center and best-selling author of four books on aspects of successful aging.

**Disrupt Aging**

U.S. life expectancies having hit all-time highs in the past decade. Affinity Programs collaborated with the Luskin School of Public Affairs to market a Disrupt Aging event that featured AARP CEO Jo Ann Jenkins.

**Prytanean Alumnae Association**

Comprised of UCLA alumnae who have given service to the university and the community, Prytanean raised a record amount at their annual benefit devoted to student scholarships.

**True Bruin Distinguished Senior Award**

The UCLA Alumni Band funded a True Bruin Distinguished Senior Award for UCLA Marching Band member Andrew Sprenkel ’17.

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Attracting alumni from all majors, Bruin Entertainment Network hosted a screening event of “Aliens” featuring Ricco Rossi for attendees from a diverse range of careers.

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UCLA Faculty Staff Alumni Network

To develop relationships with younger alumni staff, the Faculty Staff Alumni Network hosted a Taco Tuesday networking mixer and an H&R Block-sponsored Learn at Lunch event during tax season.

UCLA First Gen Alumni Network

In March, UCLA Alumni Association board member John Arboleda met an intimate group of students to share his personal odyssey as a first generation UCLA student who landed in Germany and Spain and ultimately developed a career spanning the globe.

Volunteer of the Year Award

At the UCLA Awards, the Anderson School was represented by Volunteer of the Year Award recipient Steve Yu ’95, M.B.A. ’03.

Women Veterans Mental Health

Mental health challenges affect both veterans and women in the military. Affinity Programs collaborated with the Luskin School to market a Women Veterans Mental Health event that featured speaker Kitty Dukakis.

Next Steps

Affinity Networks

Capture relevant data to make statistical-based decisions. Create a core volunteer alumni leadership team for the First Gen Alumni Network and Bruin Entertainment.

Continue the momentum of Affinity Networks and programs such as The 2nd Act for alumni ages 50 and over, relevant programming for our Veterans Network and the student-to-alumni pipeline among veterans.

Professional Schools

Continue serving professional school colleagues by bringing relevant presentations to their quarterly forum hosted by Alumni Affairs.

Increase the activity of professional schools on the UCLA ONE platform. Foster their participation in Virtual Alumni Day and broaden their participation in Alumni Affairs signature programs as well as seek ongoing partnership opportunities within their programs respectively.
Parent and Family Programs

Transitioning from high school to college is a significant step toward adulthood and a milestone of separation and adjustment for parents, the college-bound student and the entire family. Parent and Family Programs recognizes that, while change is inevitable, it cannot happen overnight and provides the information, resources, support and programming needed to help parents and students thrive.

*Partial list of Coffee Social locations

The Office of Parent & Family Programs is committed to helping families participate in their student’s experience at UCLA. To enhance effectiveness, new staff members joined the team this year and efforts were refocused on:

- Expanding digital content via webinars and social media channels
- Services and programming available to UCLA families

The UCLA Parents’ Council received the UCLA Awards 2017 Network of the Year, recognizing the organization’s commitment and service to the UCLA students and community.

Next Steps

- Increase accessibility for Spanish-speaking families via a dual translated publication on the college experience.
- Refine the branding of Parent & Family Programs.
- Improve navigational layout of the Parent & Family Programs website to enhance the user experience.
- Produce monthly webinars highlighting various campus departments and administrators.
- Reengage former Parents’ Council volunteers with the launch of the new Emeriti group.
- Identify populations of parents/families, determining what their unique needs are, and whether or not our current resources meet those needs.
- Work with campus partners to better tailor content and services to the sub-populations of the community.

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New Bruin Send-offs

Newly-admitted freshmen and transfer students can begin building their UCLA networks before their first official day of instruction by meeting alumni, fellow students and parents in their home towns.

**Bruin Recruiters**

To bring UCLA physically to otherwise under-served communities, alumni volunteers were trained in collaboration with UCLA Admission to represent UCLA at high school college fairs.

**New Bruin Send-offs**

- **38** Domestic send-offs
- **14** International send-offs
- **3,200+** Total Bruins attending
- **7** Diversity based send-offs

**Total Bruins attending**

**90+** Bruins volunteer at **100** college fairs throughout California

*Partial list New Bruin Send-off locations*
Multi-generational Bruin Breakfast

During spring’s university yield season, Bruin Recruitment, working in collaboration with university partners, hosted a Multi-generational Bruin Breakfast and welcomed:

200+ Admitted students and their alumni family members

Bruin Day for Transfers

To welcome and support all Bruins, Alumni Affairs hosted an exclusive event for students transitioning from another school.

Nearly 100 new transfers and their family members were in attendance.

I cannot thank you enough for the Bruin Send-off on Saturday. It really meant a lot to meet other students and parents who were from the Chicago area. Further, all the alumni were so enthusiastic and helpful that it really put things into perspective! Our son made the best decision by selecting UCLA!

Melinda Wilson
Proud parent of incoming 2016 freshmen

Next Steps

Provide an avenue for alumni to give back to their alma mater while also promoting a college-going culture and demonstrating UCLA’s commitment to service.

100+ Alumni and parent volunteers and featuring...

18 Alumni panelists

Bruin Bound

Admitted freshmen were welcomed across the country by Bruins staffed with:
Alumni Travel

A student’s journey at UCLA is to explore, learn and understand. UCLA Alumni Travel sparks a similar intellectual curiosity in Bruin adventurers. United by degree or affiliation, our travelers share unforgettable moments with family, friends and fellow alumni. With every detail planned, our globetrotters are free to explore with open hearts and minds the beauty and history of the world.

What sets UCLA Alumni Travel apart from other travel groups is the depth of the experience because of the quality of local guides and the UCLA professors. UCLA Alumni Travel has great integrity and stands by travelers for a great travel experience. We look forward to further travels with UCLA.

Bud ’57, J.D. ’63 and Barbara ’71 Katzman
Regional Networks

After graduation, many Bruins settle in neighborhoods and cities across southern California, while others establish residence in areas across the country and around the world. Regional networks allow alumni to create communities of support where they live. Geographical-based groups engage in professional networking, sporting and other social activities, community service, new student recruitment, and scholarship-fundraising while reestablishing old friendships and making new ones.

Leadership Conference

Because our regional networks depend on their leaders, we held our Leadership Conference this December for established leaders to provide information and insight to new leaders. This year we had:

- **4 Panel discussions led by volunteers**
- **100+ in attendance**

Asia Leaders Conference

As our network of alumni located in Asia continues to grow, we continue to meet their needs and held our first ever Asia Leaders Conference this year. Those who attended were excited to meet each other and connect with UCLA across geographic boundaries. The conference had:

- **30 People in attendance, covering 11 Different networks**

Listening Tour

Furthering our international engagement, we toured Europe this summer, listening to Bruins in London, Paris, Geneva, Zurich, Barcelona and Madrid to find out how we can help them connect to UCLA.

Local

While expanding internationally, we maintained our local focus this year. In addition to special events such as a Galaxy soccer event and a We Run the City competition against USC alumni, the regional team hosted:

- **4 Nachos and Networking with...**
- **250 people and...**
- **357 football and basketball game watch parties around the world**

Next Steps

Continue increasing engagement internationally, work with our networks to increase their scholarship funds and increase career programs, lectures and faculty talks.
Diversity Programs

Diversity Programs is a robust, nationally-recognized service that serves all members of the UCLA community.

In 2017 the program raised its profile as an authority on events and issues, presenting at the National Conference on Race and Ethnicity in American Higher Education on practices connecting diverse students to diverse alumni. The program was also featured at the Council for Advancement and Support of Education VII Connect West Conference on their practices working with LGBTQ alumni.

*Partial list of networks

Professional Conference

In February, UCLA Pacific Islander Alumni Association hosted their first professional conference of its kind in California, hosting students and alumni from 5 Different Campuses.

Book Signing

In May, UCLA Black Alumni Association hosted a book signing of “Coach Wooden and Me” and discussion with Kareem Abdul Jabar.

25th Anniversary Benefit

In October, UCLA Pilipino Alumni Association celebrated their 25th Anniversary Benefit honoring:

- Distinguished Alumni of the Year, Van Gerard Dichoso ’91
- Royal Morales Community Achievement Award recipients, Joselyn Geaga-Rosenthal ’68 and Don T. Nakanishi, Ph.D. (posthumous)

Networks

Two networks joined the alumni family:

- UCLA Black Alumni Association - Bay Area
- UCLA Undocumented Alumni Association

Annual Gala

In May, Asian Pacific Alumni of UCLA honored comedian, actress and writer Ali Wong for pushing boundaries and exemplifying what it means to be a Bruin at their 3rd Annual Gala celebrating their 30th anniversary.
Programs Highlights

EmPower Hour
The February panel, “Supporting Undocumented Bruins,” yielded the highest participation for a webinar and served as a catalyst for new network, UCLA Undocumented Alumni Association.

Professors in the Pub
“Professors in the Pub,” a new addition to Diversity Programs slate of events connects alumni with UCLA faculty by exploring their unique and different research expertise and other areas of interests outside of an academic setting. Topics have included:
• UCLA history
• Queer Latinx poetics
• The impact of highway expansion marginalized communities in Los Angeles

Visual Journey
In December, Diversity Programs hosted a visual journey with Pamela J. Peters ’11, an indigenous multimedia documentarian from the Navajo Reservation, exploring the lives and diversities of American Indians on film and in photographs. This photo-related event showcased Pamela’s exhibit, “Real NDNZ re-take Hollywood”, which recreates iconic portraits of film stars with contemporary Native American actors and “Legacy of Exiled NDNZ”, a film chronicling the lives of seven native adults in Los Angeles.

Culture Night Receptions
Diversity Programs helped host culture night receptions for alumni with the Asian Pacific Alumni of UCLA and with the UCLA Pilipino Alumni Association.

Student-Initiated Yield Weekends
In collaboration with alumni, Diversity Programs participated in engagement opportunities on and off-campus to speak with high school seniors newly admitted to UCLA. Alumni input proved integral in helping the admitted students decide if UCLA was the university they wished to attend by speaking as panelists, keynote speakers, dinner hosts and even submitting letters of encouragement from afar. Overall, we had:

Next Steps
• Expand the reach of signature programs to go beyond Los Angeles.
• Formalize relationships to develop collaborative alumnae programming.
• Develop resources, guides, templates and tool kits to increase capacity for volunteer leaders to be innovative and creative in promoting diversity, equity and inclusion for their networks.

Let There Be Pride 2017
HerStory: She’s in the C-Suite Photo Booth
UBAA Kareem Abdul Jabar
HerStory: She’s in the C-Suite Panel
UCLA Alumni Events

Dedicated to the ultimate experience for alumni, UCLA Alumni Events specializes in creating signature celebrations on behalf of the university. In FY17, alumni gathered for the Bruin Bash at the Rose Bowl and in cities hosting UCLA Football to show their team spirit and enjoyed pregame parties before select UCLA Basketball games. Alumni Events staged the Association’s annual awards ceremony recognizing the Edward A. Dickson Alumnus of the Year and seven additional distinguished alumni and two networks.

*Partial list Bruin Bash locations

Bruin Bash Football

During the 2016 football season, we held official pregame parties for UCLA Alumni across the country with:

2,300+

Alumni, family and friends attending overall

400+

Attendees in College Station, TX alone for our game against the Texas A&M Aggies

7 days

The span of time in which we traveled

FROM

Tempe, AZ

where we were joined by

150

guests and the UCLA

Bruin Marching Band and

UCLA Spirit Squad for a

game versus Arizona State

University

TO

Pullman, WA

where

100+

Bruin faithful joined us for a game versus Washington State University

Basketball Pre-Game Parties

We celebrated with Bruin spirit before Men’s Basketball games with:

400+

Alumni, family and friends for games versus: Michigan, Arizona, USC and Washington State

Bruin Bash Basketball

For the NCAA Men’s Basketball Tournament, we continued our pregame tradition with:

19

Bruin faithful in Sacramento, CA for games versus Kent State and the University of Cincinnati and in Memphis, TN to take on The University of Kentucky
Alumni Awards

We recognized alumni who have led with their true Bruin spirit to make an impact on our community and the world. The awards ceremony at the Centennial Ballroom at the Luskin Conference Center was attended by:

300+
Alumni, family and friends gathered to celebrate
Marketing

On behalf of all units within Alumni Affairs, the marketing department helps to shape communications to alumni and others in a way that teaches, inspires, and motivates action and involvement. This includes maintaining the website, creating a marketing plan and communications strategy, creating print and digital marketing materials, identifying the audience, and promoting our messages through every available channel.

*Partial list of Business Development partners

**Filmed at UCLA**

The marketing team created and produced “Filmed at UCLA,” a video compilation of movies and television shows filmed on campus. The video was featured in the April edition of the Alumni Newsletter Connect and became the #1 post of all time on the UCLA Facebook page with 283K views. UCLA Athletics department requested to share the video with the LA 2024 Olympics Bid Committee.

**Top Connect Posts**

#1: Filmed at UCLA
#2: Bruin Olympians
#3: The First Generation Experience

**Website Traffic**

318,000+

- 65% new visitors
- 35% returning visitors

**Designed for Email**

**Where they came from**

- 51.5% Organic Search
- 37.2% Direct Link
- 5.8% Social
- 5.1% Referral
- 4% Other
Marketing

Social Media

The Alumni Association has grown an active social media community of:

123,600+ Members

This highly engaged community generates an average of:

1,100,000+ Monthly impressions...

37,700+ Daily impressions...

and hundreds of daily interactions.

Social Media Growth

Overall +17%

- YouTube +58%
- Instagram +35%
- Twitter +19%
- Facebook +14%
- LinkedIn +14%

User-generated Content

New and Refreshed Logos

#FutureBruin(s)
7,300+ posts to date

#UCBruinsEverywhere
1,200+ posts to date

#BruinPets
600+ posts to date

Next Steps

- Promote membership by rethinking how it is represented on the alumni website. Reduce the number of clicks needed to purchase a membership. Clarify the list of benefits by grouping our advantages in sections and improving the overall display. Conceptualize and reorganize the presentation of membership tiers and other components of the page to make it easier to understand.

- Completely redesign the alumni.ucla.edu homepage by the end of the fiscal year in response to strategic planning suggestions from the Anderson Report.

- Bring life to the first Virtual Alumni Day, put on by any university, an online celebration of UCLA that features compelling, original and diverse materials to a worldwide alumni audience.