MAXIMIZING ENGAGEMENT
Opportunities for Business Development with UCLA Alumni Association

November 5th, 2016
**Mission**
To enrich the lives of alumni and involve them in UCLA’s future.

**Vision**
To be a vital partner in the success of UCLA through the significant engagement of alumni.
CORE VALUES OF UCLAL ALUMNI ASSOCIATION

**ADVOCACY:** We are leaders in advancing the quality and stature of UCLA. We encourage volunteer and philanthropic support of UCLA.

**EDUCATION:** We value students and are dedicated to their support and development. We believe in lifelong learning.

**DIVERSITY:** We value and engage diverse UCLA constituents.

**COMMUNITY:** We create and foster relationships among and between alumni, students and UCLA.

**INTERDEPENDENCE:** Led by self-governed volunteers, we are the voice of UCLA alumni.

**INNOVATION:** We are entrepreneurial; we actively identify and create new opportunities.

**EXCELLENCE:** We commit to the highest quality in all our endeavors.
UCLA Alumni Association will evaluate business partnership opportunities with a value congruency perspective.
CALIBRATING OUR MORAL COMPASS

We aim to benefit the individual alumnus, UCLA Alumni Association, UCLA and community—via business development partnerships.

We recognize the direct link between our core values and increased financial value.

In considering our core values and potential partnerships we will:

Ensure the partnership supports the overall vision, mission and image of the UCLA Alumni Association.

Ensure the partnership is directly related to the association’s core values, strategic goals, and demonstrates access and benefits to the overall UCLA community.
CALIBRATING OUR MORAL COMPASS

UCLA Alumni Association welcomes funding from alumni and friends of the University, corporations and major trusts and foundations. Such support is a vital addition to funding received from the University.

The Association acknowledges that to be mutually beneficial, sponsorships may entail the generation of valuable consideration to the sponsor from association with the Association and its activities in the area being sponsored.

The Association values and will protect its integrity. It does not accept sponsorship when a condition of such acceptance would compromise these core values.
SIZE, SHAPE AND CHARACTER:
Membership Demographics
MEMBERSHIP

2,143 | Blue
1,279 | Gold
79,333 | Life
454,092 | Member

536,847

MEMBERS

444,092 | Degree Holders

82% of our members are contactable via e-mail

UCLA
50% of our alumni are under the age of 40.

Popular programs include Living Globally, Bruin Foodies, and life-stage specific programming (Bruin Weddings).
MEMBERSHIP DEMOGRAPHICS: GENDER

49.7% Alumnae  
50.3% Alumni

Gender-based engagement is a growing area of programming that has garnered great interest—particularly from alumnae.

TEDxUCLAWomen in 2015 earned a 365-DAY NPSR score of 87.
Alumni of color make up roughly 25% of the total alumni population.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American / Black</td>
<td>10,453</td>
<td>2.4%</td>
</tr>
<tr>
<td>American Indian / Alaska Native</td>
<td>1,626</td>
<td>0.5%</td>
</tr>
<tr>
<td>Asian</td>
<td>66,060</td>
<td>15.0%</td>
</tr>
<tr>
<td>Pilipino</td>
<td>4,713</td>
<td>1.0%</td>
</tr>
<tr>
<td>Latino</td>
<td>27,520</td>
<td>6.3%</td>
</tr>
<tr>
<td>Other</td>
<td>5,217</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

*% of entire alumni population

Nearly 30 years ago, UCLA was the first university to have founded an LGBTQ alumni association.

~3,300 alumni self-identify as LGBTQ and are interested in LGBTQ engagement.
BRUIN CONNECTIONS:
Regional, Affinity and Diversity Alumni Networks
BRUINS WORLDWIDE:
Regional Alumni Networks

“UCLA reaches all across the globe. Connect with Bruins near you!”
259,519 ALUMNI RESIDE IN CALIFORNIA

TOP 5 COUNTIES

# 1 | Los Angeles County 183,638
# 2 | Orange County 35,971
# 3 | San Diego County 16,766
# 4 | Santa Clara County 12,465
# 5 | Ventura County 10,779

46,104 alumni reside in Northern California.
REGIONAL NETWORKS: CALIFORNIA

28
Regional Networks in California

Bakersfield
Channel Islands
Conejo Valley
Desert/Palm Springs
Fresno
Inland Empire
Lake Arrowhead
Long Beach Area
Los Angeles Downtown
Los Angeles Southeast
Los Angeles Westside
Monterey Area
Orange County
Pasadena
Reno/Lake Tahoe
Rose Bowl Bruins
Sacramento County
Salt Lake City
San Diego
San Fernando Valley
San Francisco Bay Area
San Gabriel Valley
San Luis Obispo County
Santa Barbara
Santa Clarita Valley
South Bay
Ventura County
Whittier Area
REGIONAL NETWORKS: OUTSIDE OF CALIFORNIA

26 Regional Networks Outside of California

Albuquerque  Las Vegas
Arizona       Louisville
Atlanta       Miami
Austin        Michigan
Baltimore      Minneapolis
Boston        Nashville
Charlotte      New Orleans
Chicago        New York Tri-State
Dallas         Oregon
Denver         Philadelphia
Hawaii         Raleigh-Durham
Houston        Seattle
Iowa           Washington D.C.
## International Regional Networks

<table>
<thead>
<tr>
<th>Amsterdam</th>
<th>Mexico</th>
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</thead>
<tbody>
<tr>
<td>Barcelona</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Beijing</td>
<td>Philippines</td>
</tr>
<tr>
<td>France</td>
<td>Shanghai</td>
</tr>
<tr>
<td>Germany</td>
<td>Singapore</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>Taiwan</td>
</tr>
<tr>
<td>India (New Delhi and Mumbai)</td>
<td>Thailand</td>
</tr>
<tr>
<td>Indonesia</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Israel</td>
<td>Vietnam</td>
</tr>
<tr>
<td>Japan</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td></td>
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<tr>
<td>Madrid</td>
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</tbody>
</table>

### 20 Networks Around the Globe
BRUINS WITH SHARED PASSIONS:
Affinity Alumni Networks

“As part of our membership you have unique access to our renowned network. Wherever you are in life, or the world, Bruins have your back.”
29 ways our alumni connect through passion.

**AFFINITY NETWORKS**

**LEADERS**
- Campus Tour
- Orientation
- Daily Bruin
- ResLife
- Student Body Presidents
- Regent Scholars
- Internship Alumni
- Alumni Scholars Club*
- Student Alumni Association*

**BRIDGES**
- Parents
- Affiliates

**LEGACY**
- Order of the Golden Bruin

**SERVICE**
- Dance Marathon
- Unicamp
- Bruin Woods
- Community Service Commission

**MEN**
- Blue Shield

**CAMPUS**
- Emeriti
- Retirees Association
- Faculty Staff Alumni
- Student Affairs Masters

-- UCLA --
"The UCLA landscape is as diverse as the world itself. Explore, connect and contribute to alumni groups made up of Bruins with wide-ranging experiences."
DIVERSITY NETWORKS

American Indian Alumni of UCLA
UCLA Armenian Alumni Association
Asian Pacific Alumni of UCLA
UCLA Black Alumni Association
UCLA Lambda (LGBTQ) Alumni Association
UCLA Latino Alumni Association
UCLA Mixed Alumni Association
UCLA Muslim Alumni Association
UCLA Pacific Islander Alumni Association
UCLA Pilipino Alumni Association

Diversity Programs fosters meaningful connections among Bruins of diverse experiences across generations to support a strong and inclusive UCLA community.

10 UP AND COMING COMMUNITIES FOR OUTREACH
UNDERSTANDING REACH:
Marketing Assets
DIGITAL MARKETING

Connect E-Newsletter (Monthly):
268,000+ Recipients / 42,500+ Opened / 16% Open Rate / 11% Click to Open Rate

Content Segmented by Region
• Los Angeles
• Orange County
• Bay Area
• San Diego
• National
• International
• Young Alumni

Social Media:
• An Active community of more than 104,000 Bruins
• Nationally recognized for social media and engagement
• Active on Facebook, LinkedIn, Instagram, Twitter, YouTube & Google+

Sponsor Page:
1,100+ Pageviews / 950+ Unique
• Hosted in the alumni.ucla.edu Frame
• Promote your Affinity to the UCLA Brand (www.alumni.ucla.edu\YourCompanyName)
• UCLA Alumni Program Description (Exclusive Benefit Afforded to UCLA Alumni & Friends)
• Call to Action (Contact Information)

Dedicated HTML Email: Micro-Targeted Email Blasts to 535,000+ UCLA Alumni

Alumni Feature on Homepage:
1,267,000+ Pageviews
957,000+ Unique for a Year

Membership Benefits Webpage Feature
• Members & Alumni Often Visit this Page to Take Advantage of the Exclusive “Member Only” Benefits and Services.
Overall all social media channels have mild to moderate increases. Instagram has seen the most substantial increase of 92% in FY17 Q1 compared to FY16 Q1.

**Facebook Audience**
- 2015 Q1: 35,758
- 2016 Q1: 43,429
- Total audience increase over 1 year period: 7,671
- Increase: 21%

**LinkedIn Audience**
- 2015 Q1: 35,596
- 2016 Q1: 40,662
- Total audience increase over 1 year period: 5,066
- Increase: 14%

Total increase amounts measured over 1 year period.
DIGITAL MARKETING: SOCIAL MEDIA – ENGAGEMENT RATES

Twitter Audience

<table>
<thead>
<tr>
<th>Year Q1</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5,172</td>
</tr>
<tr>
<td>2016</td>
<td>6,924</td>
</tr>
</tbody>
</table>

Total audience increase over 1 year period: 1,736 (34%)

Instagram Audience

<table>
<thead>
<tr>
<th>Year Q1</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5,802</td>
</tr>
<tr>
<td>2016</td>
<td>11,130</td>
</tr>
</tbody>
</table>

Total audience increase over 1 year period: 4,652 (92%)

Total increase amounts measured over 1 year period.

UCLA
DIGITAL MARKETING-SOCIAL MEDIA: AUDIENCE

- **Facebook**: 43,953 likes
- **LinkedIn**: 41,330 members
- **Instagram**: 11,565 followers
- **Twitter**: 7,070 followers
- **YouTube**: 612 subscribers

Total audience: 104,530
DIGITAL MARKETING-SOCIAL MEDIA: OPPORTUNITIES

- Social Contests
- Alumni Center Media Wall
- Video Production
- Live Tweeting
- Social Media Display at Events
- Live Streaming Events
- Google Hangout Series
PRINT MARKETING

**Event Signage:** (Your Company) logo strategically placed on signs at various UCLA events throughout the year

**Event Invitations:** Personalized event invitations sent out to alumni featuring (Your Company) logo

**Event Collateral:** Opportunities for (Your Company) logo to be placed on various forms of collateral distributed at any of the UCLA Alumni Association events

**Event Promo Cards:** Promotional cards that are distributed prior to and at specific events featuring (Your Company) logo

**Event Program:** (Your Company) logo will appear at the top of the sponsors section of event programs indicating your premium sponsorship

**Membership Fulfillment Kit:** Promotional materials explaining member benefits

**Direct Marketing:** Mailings sent out to specific groups or all UCLA alumni which will be used to adversity (Your Company) sponsored events
BRINGING ENGAGEMENT TO LIFE:
Programmatic Assets
## PROGRAMATIC ASSETS: SIGNATURE EVENTS

### Fall (September – November)
- Back to School Snack
- Bruin Professionals Game Watching Party at the Rose Bowl
- Alumni Mentor Program: Student Orientation and Select a Mentor Workshop
- College/Sharpe Fellows Internship Program Interview Days
- Alumni Mentor Program: Mentor Program “Meet and Greet”
- Beat ‘SC Bonfire and Rally
- Bruin Bash
- Common Book Diversity Welcome Week Events
- Homecoming
- Interview With a Bruin
- Leader’s Conference
- Parents’ Weekend
- Volunteer Day
- Welcome to the City

### Winter (December – February)
- Alumni Mentor Program: Day of Service
- Bruin Professionals Holiday Party
- Coffee Socials
- Young Alumni Professionals Holiday Party
- Dinner for 12 Strangers (D12)
- Entertainment Networking Night
- Non Profit Networking Night
- Locks of Love, February
- Spirit Squad All-Access Reception

### Spring (March – May)
1. UCLA Alumni Awards
2. Bruin Day
3. Career Prep Externship Program
4. Interview With a Bruin
5. Student – Initiated Yield Admit Weekends
6. Young Alumni Career Forum
7. Culture Shows
8. I ♥ UCLA Week
9. Identity-Based Graduations
10. My Last Lecture
11. Spring Sing
12. UCLA Awards
13. Women’s Herstory Month

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**50+ SEASONAL SIGNATURE EVENTS**
PROGRAMATIC ASSETS: SIGNATURE EVENTS

**Summer (June – August)**
- All Diversity Alumni Leaders’ Retreat
- British 10K
- Grad Central
- Nachos & Networking
- Send-Offs
- True Bruin Traditions Keeper Reception

**Year-round**
- Bruin in Residence Program
- EmPower Hour, occurs 4-5 times a year
- Mixin’ It Up, occurs 2-3 times a year
- Scholarship Reading Sessions
- TEDXUCLAWomen
- UCLA Alumni Travel
- UCLA ONE
- Bruin Development Academy, Fall, Winter & Spring
- Life after the Degree Series, Fall, Winter & Spring

**1000+ EVENTS 2015-2016**
Alumni Career Programs and Partnership UCLA launched the new UCLA ONE platform, (Opportunity, Network and Experience), designed to help Bruins do exactly what they are known for – helping other Bruins. The portal connects UCLA alumni volunteers with students as part of the UCLA Alumni Mentor Program. Over time UCLA ONE will become UCLA’s exclusive portal for mentorship, professional networking, peer driven career advice and job leads.

Total # of individuals registered on UCLA ONE: 10,186
(as of October 28, 2016)

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Alumni</td>
<td>5,901</td>
</tr>
<tr>
<td>Students</td>
<td>4,122</td>
</tr>
<tr>
<td>Staff/Faculty</td>
<td>137</td>
</tr>
<tr>
<td>Parents</td>
<td>26</td>
</tr>
</tbody>
</table>
Since 1968, Alumni Affairs has brought together alumni, students, faculty, and staff through the award-winning Dinners for 12 (D12) Strangers program. Alumni across the world open their homes to host Bruins they have never met before, creating intimate dialogues and expanding the UCLA community.

In 2010, the program expanded globally to cities including Hong Kong, London, and Mumbai. In 2016, alumni hosted 352 dinners, involving more than 3,700 Bruins worldwide.

2016
352 Dinners
Dinner Hosts in
31 States & 21 Countries
3,700 Participants
SPACE IN JAMES WEST ALUMNI CENTER

Designed to provide alumni, donors and friends of the University a place to enhance intellectual, cultural and social functions, over 600 events were held this year. Two-thirds of those events were for Alumni Affairs and one-third for External Affairs and other University departments.

Event Categories
Trainings/Seminars/Workshops
Information Meetings/Orientations
Planning Meetings
Fundraisers/Receptions/Mixers/Banquets
Staff Meetings
Conferences/Lecturers
Interviews/Auditions
Retreats
Board Meetings
Filming
Fairs
How can we connect our current and prospective partners with you?
CURRENT EXAMPLES OF EVENT PARTNERSHIPS

DELTA SPONSORED GAME WATCH PARTY WITH WESTSIDE BRUINS

UCLA at Colorado Game Watch

Join LA Westside Bruins this Thursday as UCLA takes on the Colorado Buffaloes! All alumni, parents, families and fans are welcome at this event co-hosted by Delta Airline.

EVEN DETAILS
Thursday, Nov. 3 at 6 p.m. PDT
GTE Bill Hart Club
11835 Wilshire Blvd.
Los Angeles, Calif.

Delta Airlines is a Proud Supporter of the UCLA Alumni Association and will be providing:
- A $500 Delta gift card opportunity drawing
- Call phone chargers for those who open an account/register
- Hosted appetizers while supplies last

If you have questions about this event, please email Jennifer McKner (jmckner@alumni.ucla.edu) or Artoni Smed (artonismed@alumni.ucla.edu).

GTE SPONSORED GAME WATCH PARTY WITH WESTSIDE BRUINS

UCLA vs. Cal

NOV. 26, 2016

BUY TICKETS NOW @ GTEPresents.com

Looking for the ultimate way to watch the UCLA Bruins dominate the California Golden Bears for the fourth year in a row? Join UCLA Alumni Los Angeles Westside Network and GameDay Tailgate Experience on Saturday, Nov. 26 at GTE to enjoy live games with UCLA fans and our special guests! The event will take place at Busby’s East in Hollywood and features a range of menu options and live music. The game day party features a full bar which includes a buffet, slow cooker, chips and salsa, 2-1/2 pound pork roast, a full 22” performance, high-definition projection screens and more than 20 flat screen HD TVs. It’s the perfect way to watch the game!

Questions about the tailgate? Contact

gatesales@ugamefaves.com

LET THERE BE... The CENTENNIAL Campaign for UCLA

Learn More

UCLA Alumni

Let there be... The CENTENNIAL Campaign for UCLA

Learn More

UCLA Alumni

Let there be... The CENTENNIAL Campaign for UCLA

Learn More

UCLA Alumni
CURRENT EXAMPLES OF EVENT PARTNERSHIPS

WESTSIDE EVENT
FOR DELTA
WATCH PARTY
LIST OF CURRENT & PROSPECTIVE PARTNERS

**BANKING/FINANCIAL SERVICES**
- BANK OF AMERICA
- SOFI
- UNIVERSITY CREDIT UNION
- WESCOM

**MERCHANDISE/RETAIL**
- ASUCLA BEARWEAR
- GORILLA MARKETING
- COFFEE BEAN

**TRAVEL**
- DELTA AIRLINES
- USI AFFINITY TRAVEL INSURANCE SERVICES

**SOLAR/SUSTAINABLE ENERGY**
- SUNPOWER
- CENTER FOR SUSTAINABLE ENERGY

**INSURANCE**
- MERCER CONSUMER/LIBERTY MUTUAL

**HOTEL/LODGING**
- LUSKIN CONFERENCE CENTER

**TICKETING**
- VIVID SEATS

**OTHER**
- FUNCTIONAL 45 TRAINING
- ON Q COMMUNICATIONS
- GAMEDAY TAILGATE EXPERIENCE
Questions?