Alumni Engagement

Julie Sina
Associate Vice Chancellor, Alumni Affairs

October 2015
Supporting Alumni
<table>
<thead>
<tr>
<th>Location</th>
<th>Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles County</td>
<td>179,691</td>
</tr>
<tr>
<td>Southern California (excluding L.A. County)</td>
<td>81,706</td>
</tr>
<tr>
<td>Bay Area</td>
<td>46,051</td>
</tr>
<tr>
<td>Northern California (excluding Bay Area)</td>
<td>17,386</td>
</tr>
<tr>
<td>Outside CA</td>
<td>86,113</td>
</tr>
<tr>
<td>International</td>
<td>9,219</td>
</tr>
<tr>
<td>Unknown</td>
<td>8,249</td>
</tr>
<tr>
<td><strong>Total Alumni</strong></td>
<td><strong>428,415</strong></td>
</tr>
</tbody>
</table>

*Source: UCLA self-reported FY15*
Regional and International Networks

• 10 full time employees providing oversight to 71 established and emerging alumni networks

• 700 events and activities

• Engaging over 19,000 alumni
Affinity Networks

- Affinity networks supported by a team of 3
- 13 established networks
- 15 emerging networks
- 253 alumni volunteers

67 events and activities, engaging 2,686 alumni
Diversity Networks

Honesty, Community, Education, Empowerment, Inclusive, Diversity

- Diversity Alumni groups are supported by a team of 3
- 7 established networks
- 6 emerging networks
- 110 alumni and student volunteers

95 events and activities, engaging 4980 alumni
New Alumni Networks

36 NEW ALUMNI NETWORKS

UCLA VetNet
Orientation Office of Residential Life
Retirees Association UCLA Armenian Alumni
UCLA Mixed Alumni Association
NSU/Japanese American Beijing Indonesia
Israel New Delhi Shanghai Taiwan Thailand
Vietnam Central Coast Channel Islands
Conejo Valley Los Angeles, Southeast
Monterey Baltimore Charleston
Charlotte Dallas Iowa Kansas City Las Vegas
Nashville New Orleans Philadelphia
Minneapolis /St. Paul
Raleigh-Durham Reno/Tahoe
Richmond South Florida
Spokane
New Affinity Networks

36 NEW ALUMNI NETWORKS

Affinity Networks

UCLA VetNet
Orientation
Office of Residential Life
Retirees Association
New Diversity Networks

36 NEW ALUMNI NETWORKS

Diversity Networks

UCLA Armenian Alumni
UCLA Mixed Alumni Association
NSU/Japanese American
New Regional Networks

California Networks
- Central Coast
- Channel Islands
- Conejo Valley
- Los Angeles, Southeast
- Monterey

Monterey Network

Channel Islands Network
New International Networks

International Networks

Beijing
Indonesia
Israel
New Delhi
Shanghai
Taiwan
Thailand
Vietnam

UCLA Alumni in London

Indonesia Network
Engaging Alumni
Student Engagement

- Alumni Scholars Club, Student Alumni Association & Spirit Squad
- Dinners for 12 Strangers, Spring Sing & Grad Central
- Beat ’SC Bonfire & Rally, Homecoming & I ♥ UCLA Week
- New Student Orientation
- Entertainment Networking Night*, Senior Networking Night & Interview With A Bruin*

* Events in partnership with Alumni Career Programs
Student Engagement

• Bruin Recruitment**
  – Bruin Bound Receptions
  – Bruin Day: Open House
  – Bruin Day: Multi-Generational Breakfast
  – Send-Offs
  – College Fairs
  – True Bruin Welcome: Back to School Snack

608 events and activities engaging 36,190 students, alumni, parents and families

** Events held in partnership with multiple Alumni Affairs programs and campus partners
Source: UCLA self-reported (June15)
44% of alumni population are Young Alumni

- Facebook page
- Bruin Foodies
- Regional Interview With a Bruin
- Welcome to the City
- Professional events
- Young Alumni Professionals

45 events and activities engaging 7,567 young alumni
Partnership UCLA & Alumni Career Programs

Alumni Career Programs

- Mentor Program
- UC Alumni in Entertainment
- Interview With a Bruin
- Entertainment Networking Night
- Career Center partnership events
- Bruin Professionals partnership events
- Young Alumni Professionals partnership events
- Professional Schools partnership events

Partnership UCLA

- Bruin Development Academy
- Bruin in Residence
- Collaborative Instruction
- College/Sharpe Fellows Program
- Life after the Degree
- Networking Nights
- New Leader Institute
- Social Enterprise Academy

More than 140 programs engaging 8,138 students, 52 faculty members and 5,518 alumni and community members
Engaging Alumni

Alumni Affairs 2014-2015 Engagement Snapshot:

115 established and emerging Alumni Networks/Groups
709 active alumni leaders
1,865 events and activities

Engaged:
50,760 alumni
42,274 students
13,550 parents/families
Broadening Our Reach
Within 24 months, the social media audience for these channels has increased by 198%!

<table>
<thead>
<tr>
<th>Platform</th>
<th>June 2013</th>
<th>June 2014</th>
<th>June 2015</th>
<th>2yr % Change</th>
<th>2yr # Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>9,691</td>
<td>21,830</td>
<td>33,959</td>
<td>250%</td>
<td>24,268</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,552</td>
<td>3,029</td>
<td>4,784</td>
<td>208%</td>
<td>3,232</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>13,417</td>
<td>17,069</td>
<td>34,631</td>
<td>158%</td>
<td>21,214</td>
</tr>
<tr>
<td>Total</td>
<td>24,660</td>
<td>41,928</td>
<td>73,374</td>
<td>198%</td>
<td>48,714</td>
</tr>
</tbody>
</table>

Source: UCLA self-reported (Jun15)
## College & Professional Schools

<table>
<thead>
<tr>
<th>School</th>
<th>Alumni Count</th>
<th>% of Total Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters &amp; Science</td>
<td>279,139</td>
<td>62.2%</td>
</tr>
<tr>
<td>Engineering</td>
<td>35,485</td>
<td>7.9%</td>
</tr>
<tr>
<td>Anderson</td>
<td>31,408</td>
<td>7.0%</td>
</tr>
<tr>
<td>Arts &amp; Architecture</td>
<td>18,767</td>
<td>4.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>364,799</strong></td>
<td><strong>81.3%</strong></td>
</tr>
</tbody>
</table>

- In collaboration with the professional schools and reporting to the Senior Director, Professional Schools and Affinity Programs, staff was hired to address this specific alumni base.

*Source: UCLA self-reported (Jun15)*
Athletics Partnership

• 12 Bruin Bash locations scheduled for the Fall 2015 UCLA Football season*

• 2 Bruin Bash/Pre-Game events scheduled for the Winter 2016 Basketball season*

• Engaged more than 2,575 alumni, family and friends so far this year

* The total number of events may rise depending on post-season results.
Orientation

- Hosted **11** first-year student orientations – engaging more than **5,000** new Bruins
- Participated in **11** Family Orientation Sessions, engaging approximately **10,000** new Bruin families
- Joined campus leadership in welcoming students at **11** new student welcome ceremonies
- Represented Alumni Affairs at **8** Transfer Student Orientation Fairs
162 Parent Council Members

Over 200 parent volunteers represent UCLA in 65 cities globally

Over 140 events and activities, engaging numerous parents and families throughout their students time at UCLA

Manages and supports family hotline
Business Development

- Total revenue for FY 2014-15 $1.14M
- Total projected revenue for FY 2015-16 $2M*

22 contracts and proposals, with an additional 38 forecasted prospects

* Includes multi-year contracts
### New and Existing Contracts by Fiscal Year

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>New (in Millions)</th>
<th>Existing (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 12/13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 13/14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 14/15</td>
<td>388,000.00</td>
<td>1,013,300.00</td>
</tr>
<tr>
<td>FY 15/16</td>
<td>1,310,000.00</td>
<td>1,057,900.00</td>
</tr>
</tbody>
</table>

**Total Contract Amounts:**
- FY 12/13: 1,184,935.00
- FY 13/14: 1,093,393.00
- FY 14/15: 1,013,300.00
- FY 15/16: 1,310,000.00
Next Steps

- Dashboard
- New Technology Tools
- Alumni Data in CRM
- Strategic Plan
PROJECT OBJECTIVES

- Create a dashboard to measure progress toward our Strategic Goals and Objectives:
  - Analyze data for FY14 and FY15.
  - Create metrics around Scholarships, Events, Volunteers, Marketing, Social Media, Membership, Alumni Travel, Parent & Family Programs, and Business Development.

- Set a baseline for measuring future progress.
Questions?