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BACKGROUND

• In March, the UCLA Alumni Association (AA) invited the UCLA Anderson School of Management to do a review of our work during the past few years.
• In April, the Anderson Strategy Group (ASG) commenced the review with surveys, interviews and benchmarking studies that lasted through May.
• In June, ASG provided their final report and our new strategic plan.

KEY FINDING:

“UCLA AA has engaged key portions of the alumni base through its marketing and events; this engagement is increasing each year.”
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SURVEY COMMENTS

“I find the alumni association Gold membership one of the most enriching and beneficial donations I have ever made . . .”
-Female, Age 51-60, Los Angeles

“...I looked into UCLA Alumni Travel and was awed by a terrific tour of Cuba with UCLA faculty. Now I want to be more involved in UCLA Alumni networks and 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.”
-Female, Age 61-70, Kansas City

“I love UCLA and I am always looking for UCLA-related things to do. When I was traveling in Paris last summer I got a chance to be a part of a Summer Send Off. It's being involved on a regular basis or in any country that makes it feel like a real UCLA community.”
-Age 23-30, Berkeley

“Very pleased with staff I have met at various events. They represent the best of UCLA and are excellent representatives for the university”
-Male, Age 71-80, Los Angeles
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ENGAGEMENT INCREASES

Social Media Followers

- Facebook: 314% increase from FY13 to FY16

Linkedin: 220% increase from FY13 to FY17

Programming

- Events: 255% increase from FY14 to FY16

- Attendees: 103% increase from FY14 to FY16

OPPORTUNITY:
The Alumni Association has key alumni engaged and now has the opportunity to expand awareness, customize engagement and drive revenue.
ASG RECOMMENDATION

➢ Establish more emotional and meaningful Membership branding.

ALUMNI ACTION

✓ AA is currently working with the following messages:
  • One Enduring Bond
  • You Will Always Be UCLA
  • Powered By Membership
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ASG RECOMMENDATION
- Make the following website enhancements:
  - Add a prominently featured Give button
  - Streamline the process of upgrading Membership
  - Redesign the Membership pages

ALUMNI ACTION
- This work is currently in progress and will be completed by Dec. 31, 2017.
ASG RECOMMENDATION

- Increase Membership awareness via social media campaigns.

ALUMNI ACTION

- Adding Membership information to social posts
- Doing more Membership-specific posts
- Adding Membership upgrade giveaways
ASG RECOMMENDATION

- Increase segmentation of outgoing Membership communications to account for:
  - Life stage
  - Location
  - Interests

ALUMNI ACTION

- The Fall 2017 campaign launched in November included 13 distinct segments:
  - 39-42 year olds
  - Retirees
  - Young Alumni
  - New advanced degree holders (Winter 2016 & Spring 2017)
  - New undergrads (Winter 2016 & Spring 2017)
  - International Alumni
  - Out of State Alumni
  - Extension Certificate Holders
  - Recent Event Participants
  - Staff & Faculty Alumni

Initial results will be evaluated later this month.
MEMBERSHIP IS A PHILANTHROPIC GATEWAY

THE MISSION
• To enrich the lives of alumni and involve them in UCLA’s future.

THE WORK
• The UCLA Alumni Association supports more than 500,000 Bruins worldwide through engaging events, volunteer opportunities, career support & more.
• The Association’s all-inclusive model means no dues, just benefits.
• Upgraded Gold, Life and Blue Members have access to additional perks, courtesies and benefits.

THE RESULTS
• Gold, Life and Blue Members are extremely generous and regularly give back to UCLA.

Life Members have given $1.7B to UCLA.

Note: Category amounts reflected in millions.
MEMBERSHIP IS A PHILANTHROPIC GATEWAY

OUR LEGACY

• No higher education institution has achieved, innovated or impacted the world more in its first 100 years.

THE FUTURE

➢ ASG recommendations:
  • Membership branding
  • Website enhancements
  • Increase Membership awareness
  • Increase segmentation of communications

OPPORTUNITY:
You can help increase Membership awareness.
We can make it easy.
MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS
- Know the Membership basics

RESOURCES
- Brochures
- Benefits list
- Membership page on the website (alumni.ucla.edu/membership)
- Benefits page on the website (alumni.ucla.edu/benefits)

GOLD
$1,000

Upgraded Memberships are treated as a gift and are tax-deductible.

BLUE
$100 / yr

There are ~80 Membership eligible funds including: the Alumni Support Fund, the General Scholarship Fund as well as your network scholarship funds.

LIFE
n/a

Life Members can become Gold Members at a discounted rate ($600).

Installment plans are available for Gold Membership.
MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS

• Integrate Membership into your events

RECOMMENDATIONS

• Membership level indicated on nametag
• Gold, Life and Blue Members acknowledged at check-in
• Brochures & Benefits available
• Opening talking points
• Closing talking points
• Discounted/free pricing for Gold Members
• Separate/express check-in line for Gold, Life and Blue Members
• Best available seating reserved for Gold, Life and Blue Members

YOUR ALUMNI NETWORK LIAISON CAN HELP.
MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS

- Like, comment or share Alumni social posts about Membership.
- Volunteer to help with Alumni events and help keep traditions going.
- Speak up – Tell us what you think about Alumni Membership.
- Establish a Membership Liaison for your network.
- Think creatively.
THANK YOU!

QUESTIONS
THANK YOU!