

University of Illinois Board of Trustees

July 23, 2015

University of Illinois Alumni Association Report

Presented by Loren R. Taylor
President and CEO





Agenda

- **Board Leadership**
- **Illinois Connection**
- **New Web Presence**
- **Trustee Recommendation Role**
- **UI Welcome Center**



Board Leadership

CHAIRMAN



William Stratton

'85 LAS

Partner - White, Roberts & Stratton,
Inc. executive search consultants

VICE CHAIRMAN



Steve Van Arsdell

'72 BUS, MAS '73 BUS

Retired Chairman and CEO -
Deloitte & Touche, LLP



Illinois Connection Advocacy Network

■ U of I Day at the Capitol – Student Edition

□ April 15 – 200 participants

■ U of I Day at the Capitol – Alumni/BOT Edition

□ May 7 – 140 participants





Illinois Connection Advocacy Network

■ Alumni in Government Reception

□ May 6 – 150 participants

■ Illinois Connection Annual Meeting

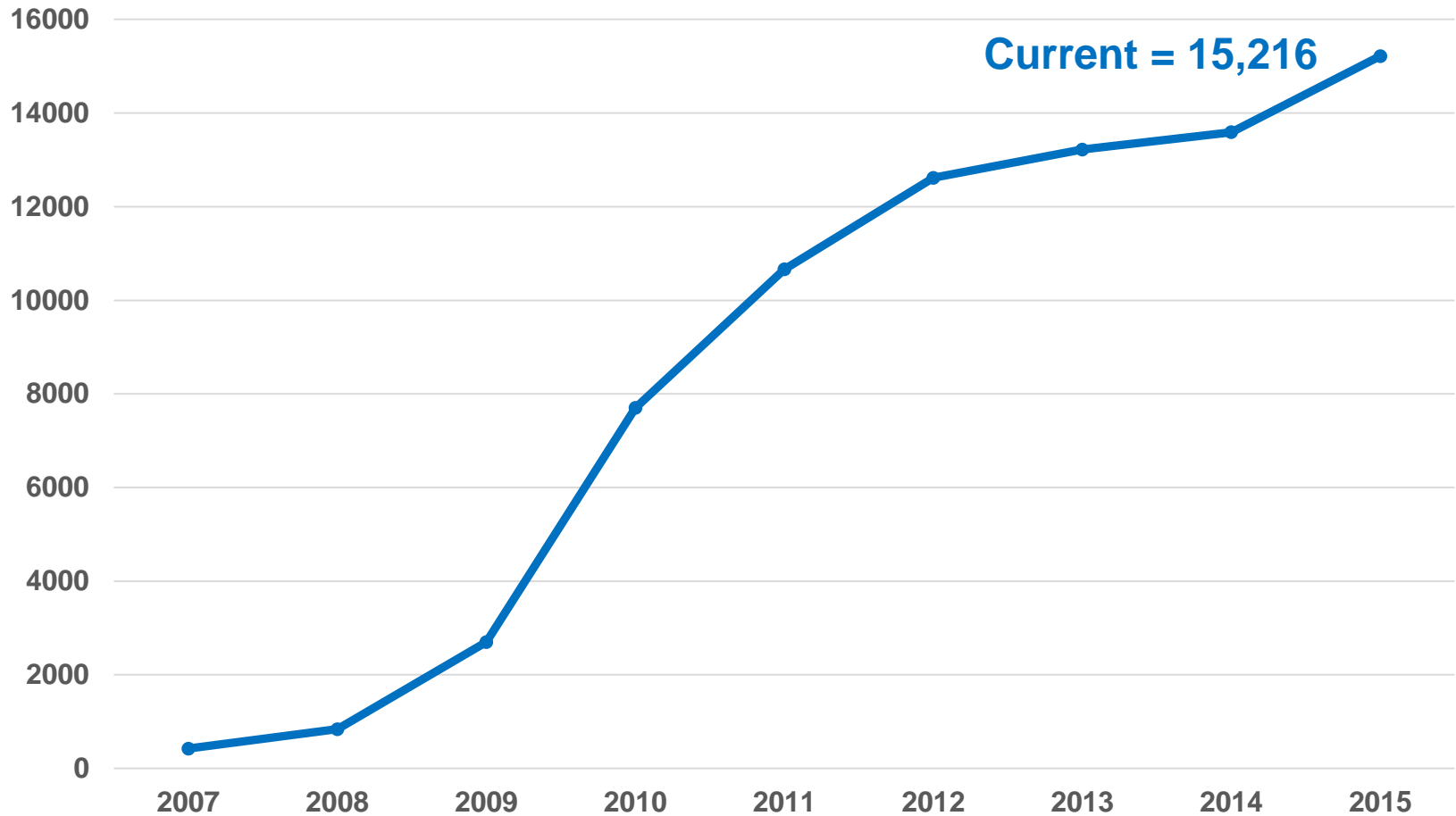
□ Sept. 26 – President's House on Urbana Campus





Illinois Connection Advocacy Network

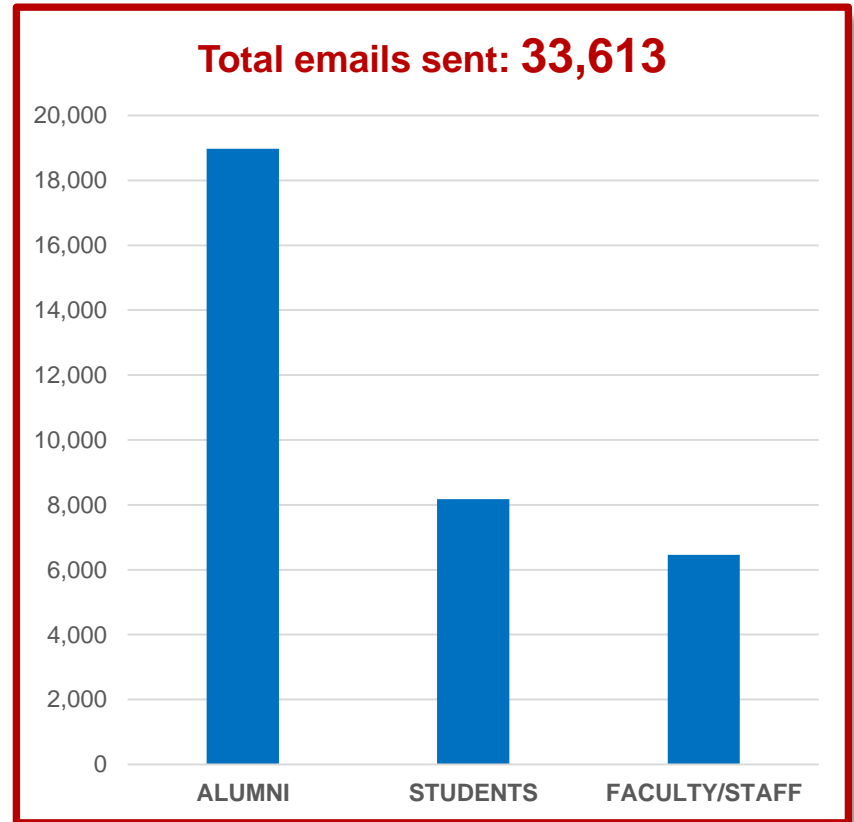
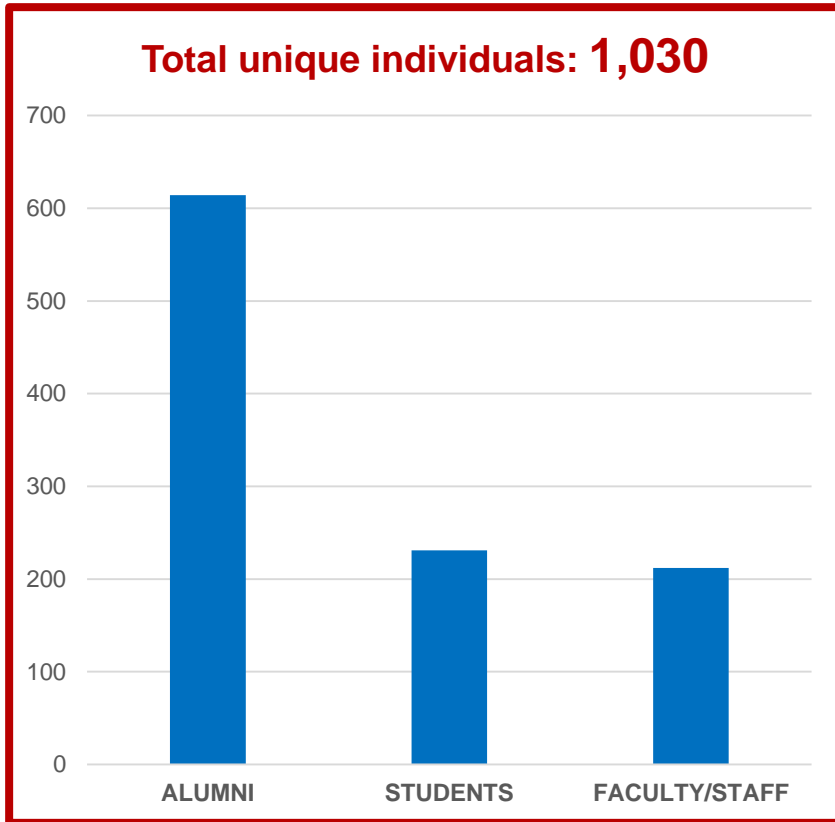
Target Total Advocates = 100,000!





Illinois Connection Advocacy Network

2015 BUDGET CALLS TO ACTION RESULTS







CONNECT. INSPIRE. CELEBRATE.

New Web Presence to **CONNECT • INSPIRE • CELEBRATE** alumni

Welcome, Alumni & Friends!

f [social icons] [search] Class Note Alumni Profile [Join / Renew](#)

 **ALUMNI** [CONNECT](#) [PARTICIPATE](#) [CELEBRATE](#)




Roots

- Network and Learn with Chancellor Koch
- EXPLORERS Travel Program: Mediterranean Coast and Highways
- Get Social with UIS Alumni


The UIS campus was built on Johnson's family farm for four generations.

Welcome, Alumni & Friends!

f [social icons]

 **ALUMNI** [CONNECT](#)


ALUMNI & CAMPUS STORIES

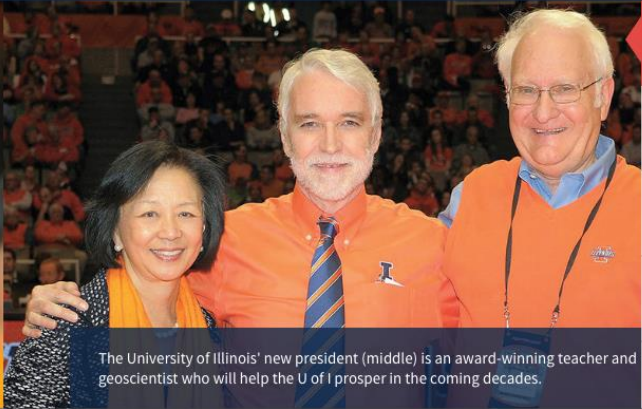


Timothy L. Killeen

Welcome, Alumni & Friends!

f [social icons] [search] Class Note Alumni Profile [Join / Renew](#)

 **ALUMNI** [CONNECT](#) [PARTICIPATE](#) [CELEBRATE](#) [GIVE](#)



21st Century Leader: Timothy Killeen

Photo Recap: 2015 U of I Day at the Capitol


EXPLORERS Alumni Travel Program: Holiday Markets

Illinois Sports Tours: Illinois at UNC


[LEARN MORE](#)

Congratulations, Class of 2015!


ALUMNI & CAMPUS STORIES [MORE HEADLINES](#)



Paralympian Tatyana McFadden speaks out on disability issue



New graduate Larry Harris a 'future face of diplomacy'




Rosanna Márquez '80 LAS named AARP IL state president

EVENTS [VIEW MORE](#)

JUL 09 ACES Family Academies


JUL 11 An Illini Volunteer Experience at Northern Illinois Food Bank

ALUMNI & CAMPUS STORIES




UIC's identity has a new look. Created by graphic design student, the system reflects UIC's history and future as a major urban university.


ALUMNI & CAMPUS STORIES



South Carolina



Estate Gift To Support



Granderson Stadium



Report Card

Strategic Themes	Progress overview (Objectives)	Business Objectives	Progress overview (Tactics)	
Kindred Forever	28.82%	Help "shape" the future of the University through established management initiatives	27.27%	Establish new vision and mission for the Association
			26.67%	Establish a new funding model for the UIAA operations
			35.00%	Realign human and financial resources to focus on strategies
	36.00%	Guide alumni interests in the development of a comprehensive advancement model Provide effective gateway for pairing alumni interests with University needs/opportunities	36.67%	Establish UIAA roles and responsibilities inside each of the campus' advancement models
			35.00%	Actively participate in AI to develop, market and support the Blackbaud alumni/donor portal
	46.67%	Provide effective gateway for alumni to share their opinions about the University	30.00%	Create a social media strategy and campaigns to keep in touch with alumni sentiments
			20.00%	Create campaigns to poll advocates inside of Focus on their opinions, and use that information to notify University and Government Relations
			90.00%	Post feedback links in all media channels and establish marketing processes to document and act on that feedback to let respective Campus, University and/or Government relations office know.
	48.33%	Provide effective gateway for alumni to connect with current/prospective students	50.00%	Implement mentoring matching tool to connect alumni to current students, mentoring in career progression, job interviews, etc.
			30.00%	Partner with campus admissions offices to connect accepted students to the respective regional clubs so that the clubs can help insure that those students come to Illinois in the fall
30.00%			Re-focus Student Alumni Ambassadors program to advocate for campus and help recruit prospective students	
90.00%			Deploy campus focused websites to capture alumni needs and opportunities that can be paired with University interests	
Promoting Awareness	30.91%	Coordinate Association messaging with University's and individual campus strategic marketing/ communication plans	20.00%	Hire Chief Marketing Officer
			16.67%	Establish formal Advancement communication channels
			20.00%	Assist in the formal creation of the cross-functional Strategic Marketing Team (campuses, UA, UIF, UIAA)
			60.00%	Implement tailored marketing processes and operations that clearly support and integrate with all the campuses' strategic plans
			55.00%	Actively market campus specific websites and link those to the respective campus websites
			30.00%	Continually engage in "Meet & Greet Listening Tours" with Deans and their Senior Advancement Officers
	51.67%	Provide targeted information to alumni about the University	51.67%	Develop digital marketing strategy using multiple media to reach all living alumni
	33.33%	Provide targeted information to alumni about alumni	10.00%	Actively promote and expand the use of the Alumni Network (directory)
			70.00%	Actively draft and promote alumni stories
			10.00%	Develop marketing campaign to make alumni aware of regional clubs and constituencies
14.00%	Provide targeted information to legislators and civic leaders about alumni	50.00%	Create and maintain a "celebrate" alumni web presence	
		20.00%	Reestablish Student Alumni Ambassadors program as a young advocate group under Illinois Connection	
30.00%	Conduct ongoing assessment of alumni views and attitudes	10.00%	Expand the number of alumni & friends advocates in NOCUS	
		70.00%	Align with government relations, create a Grass Tops program to connect alumni to every in-district legislator	
		10.00%	Formalize a process for and deploy an ongoing campus-specific barometer survey	
		20.00%	In collaboration with admissions offices, create and deploy a recent graduate targeted survey	
Connection & Engagement	14.29%	Encourage and facilitate personal/professional fellowship among alumni	20.00%	Establish a campaign for polling alumni on topics on an ongoing basis and using that data to let respective Campus, University and/or Government relations office know.
			15.00%	Expand on the Alumni Community Development program in top regions of country
			15.00%	Develop a formal young alumni community strategy that measurably improves the rate of connection and positive sentiment these alumni have with their alma mater
			20.00%	Create targeted tours, events and opportunities for networking and engagement
	50.00%	Optimize use of third-party social media tools to connect alumni	10.00%	Create events to connect and to inspire young alumni and international alumni
			50.00%	Develop a formal alumni community development strategy with media broadcast to provoke engagement
	20.00%	Facilitate profession-based alumni engagement forums and groups	23.33%	Identify the top employers in Chicago area and build grass roots plan to engage alumni in these companies
	23.33%	Facilitate constructive engagement between University leaders, alumni, legislators, civic leaders and others	10.00%	Create and help maintain vocational based alumni communities
			23.33%	Create and deploy targeted advocacy activities that connect alumni to civic and legislature leaders
	History & Traditions	26.67%	Finalize original plans for completion of Alice Campbell Alumni Center building	20.00%
10.00%				Revamp and market Alice Campbell location to increase traffic of alumni and friends
30.00%		Present content through various media that celebrates the University's history and traditions and its contributions to society	30.00%	Using history & traditions nostalgia, create targeted content for media publications to attract alumni back to campus (Visitor Center)
			40.00%	Revamp and market new Awards Program creating a streamlined approach and marketing each award so we increase the number and quality of nominations
43.33%	Provide recognition to outstanding alumni for noteworthy accomplishments and contributions that enhance the University's reputation	50.00%	Maintain an active social media and web presence to provide ongoing recognition of alumni	



CONNECT. INSPIRE. CELEBRATE.

Trustee Recommendation Role





CONNECT. INSPIRE. CELEBRATE.

University of Illinois Welcome Center



**First-floor
infrastructure
by 2017
Sesquicentennial**

