Alumni Advocacy Strategy
A presentation to the University of Illinois Board of Trustees

University of Illinois Alumni Association
November 14, 2013
Illinois Connection History

- Created from a 1993 Alumni Association initiative
- Affiliated with President’s Office from 1996 - 2006
- UA and UIAA leadership moved it to the Alumni Association in 2007
- Grown from 400 ambassadors to nearly 13,000
## Demographics

**Total Advocates:** 12,841

<table>
<thead>
<tr>
<th>Campus</th>
<th>Degreed Alumni</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbana-Champaign</td>
<td>5,661</td>
<td>270</td>
</tr>
<tr>
<td>Chicago</td>
<td>5,012</td>
<td>280</td>
</tr>
<tr>
<td>Springfield</td>
<td>303</td>
<td>42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>21-30</td>
<td></td>
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<tr>
<td>31-40</td>
<td></td>
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<tr>
<td>41-50</td>
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<tr>
<td>51-60</td>
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<tr>
<td>61+</td>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>112</th>
<th>5,181</th>
<th>1,952</th>
<th>1,264</th>
<th>1,485</th>
<th>1,890</th>
</tr>
</thead>
</table>
Demographics

41% of the degreed alumni are also UI donors.

81% live in Illinois.

At least one Advocate lives in every U.S. state and in 41 other countries.

Largest concentrations outside Illinois:
- California - 327
- Florida - 168
- New York - 102
- Missouri - 101
Process

UI Advocacy Team / Trustees / President / Chancellors

UI Governmental Relations

UIAA Board of Directors/Advocacy Committee

UIAA Illinois Connection Staff

Issue Advocacy Implementation/Activation
Issue Advocacy

- Operating funds from state (GRF)
- Monetary Assistance Program grant funding
- 2009 capital construction legislation
- Federal research funding
- Federal student loan programs
Advocacy Tactics

- Personalized email messages
- Phone calls to legislators/staff
- Letter writing
- Student letter-writing campaigns
- Personal meetings in legislative districts
- U of I Day at the Capitol annual lobbying event
Answering University Needs

Cultivate “Key Contact” Grass-Tops Influencers

- 177 state and 20 federal districts

- Identify legislative targets
  - Leadership
  - Higher Education Appropriations and Authorizing Committees
Answering University Needs

“Key Contacts” will ...

- Text/call legislator personally
- Hold in-district meeting annually
- Participate in U of I Day at the Capitol
Timeline

Current:

- Identify key legislative targets
- Begin individual meetings

July 2014:

- Identify at least 1 contact for key state legislators and committees, and each federal legislator
Timeline

December 2015:

- Network fully operational
- Contacts identified for all state legislators
- Team of 3 contacts for each state legislative leader and key committee member
Keys to Future Success

- Clear, specific legislative priorities
- More issues that have impact and keep people motivated
- A unified, proactive strategy
- Simple, consistent messaging at the right time