



# Alumni Relations Metrics & Peers

UNIVERSITY OF ILLINOIS BOARD OF TRUSTEES  
NOVEMBER 8, 2012

**UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION**

THOMAS E. LIVINGSTON, CHAIRMAN

LOREN R. TAYLOR, PRESIDENT AND CEO

# University Advancement Metrics



- **Gift Income**
- **Annual Giving Rate**
- **Endowment Assets per FTE Enrollment**

# Alumni Relations Metrics

- **Data**
- **Loyalty**
- **Engagement**
- **Advocacy**
- **Leadership**





# Association History



- **Est. 1873 by alumni**
- **Incorporated 501(c)3**
- **30-member alumni Board of Directors**
- **Policy and operations guided by mission**

# Living Graduates



|                     |  | <b>UIC</b>     |  | UNIVERSITY     |
|---------------------|-----------------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------|----------------|
| <b>LIVING</b>       | <b>431,383</b>                                                                    | <b>201,471</b> | <b>32,061</b>                                                                       | <b>652,224</b> |
| <b>ADDRESSABLE</b>  | <b>385,065</b>                                                                    | <b>179,893</b> | <b>29,507</b>                                                                       | <b>582,723</b> |
| <b>SOLICITABLE*</b> | <b>384,438</b>                                                                    | <b>179,633</b> | <b>29,454</b>                                                                       | <b>581,832</b> |

\* After skip codes applied

Source: UIAA, November 2012

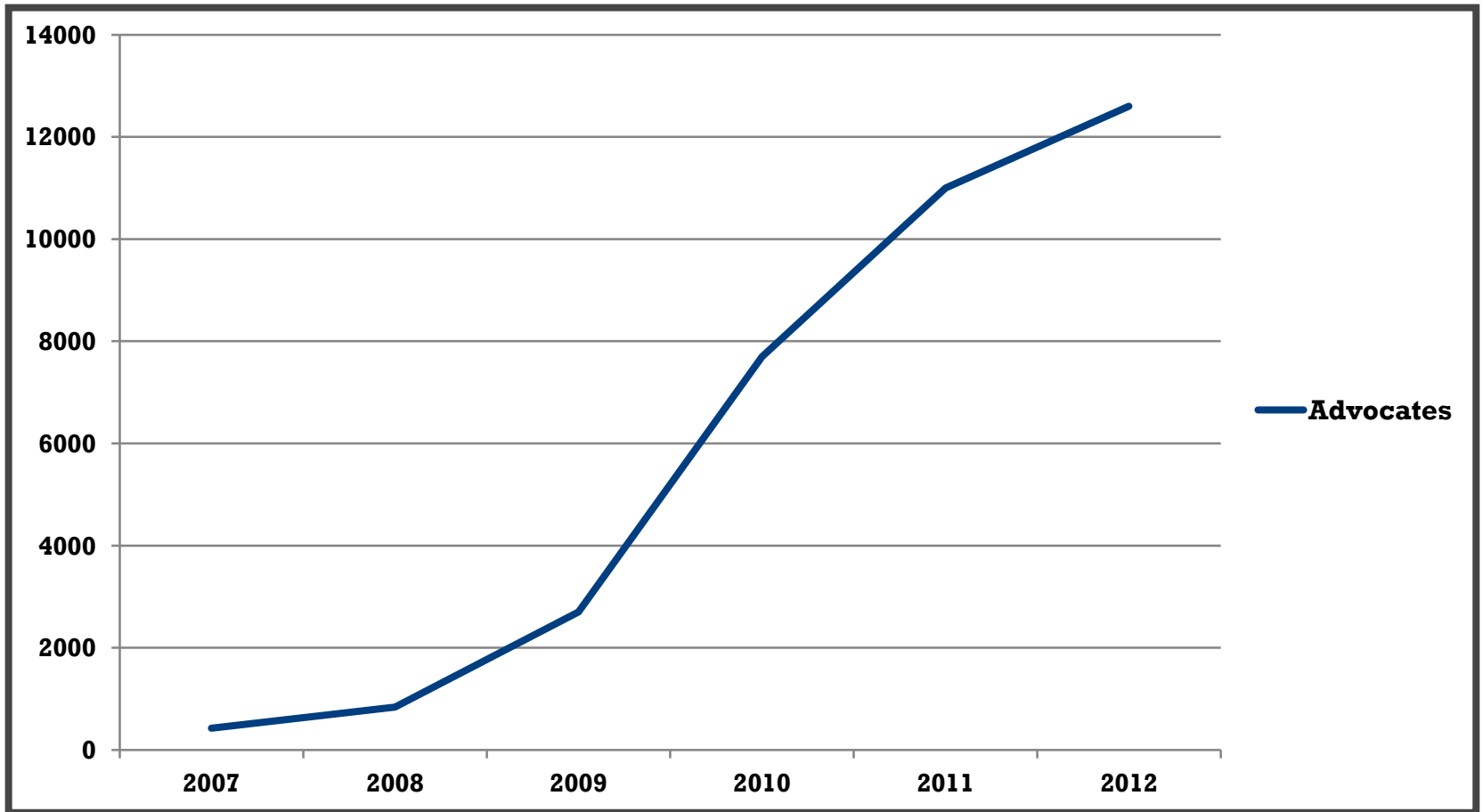
# Association Operations

- **Broad-based outreach and engagement**
- **Coordination and leadership development of alumni groups**
- **Legislative advocacy**
- **Mass communications**
- **Alumni career assistance and group travel**
- **Information technology**
- **Finance and accounting**



# Illinois Connection

## The Alumni Political Voice



# Alumni Programs



## UIC



- Alumni SAGE Society
- Diploma Certificate Program
- UIS Ring Program
- UIS Alumni Magazine
- Alumni Awards Program

- Lighting of the Flame
- Alumni V Awards
- Spirit Week
- UIC Alumni Magazine
- Activities Honorary Society
- Exit Survey

- Illini Comeback
- Homecoming
- GradFest
- Illinois Alumni Magazine
- Senior 100 Honorary
- Online Veterans Memorial Project



# Strategic Priorities

- **Leadership**
- **Advocacy**
- **Scalable IT**
- **Mass Marketing and Communications**



# Self Governing Alumni Forum



Baylor

Cal-Berkeley

Georgia Tech

Houston

**University of Illinois**

Iowa State

Kansas

Kansas State

Louisiana State

Maine

Michigan

UNC

Oklahoma State

Purdue

Texas

Texas A&M

Texas Tech

U.S. Air Force Academy

Virginia

West Point

William & Mary

# Self Governing Alumni Forum

|                   | AVERAGE    | HIGH       | LOW       | U of Illinois |
|-------------------|------------|------------|-----------|---------------|
| <b>Expenses</b>   | 5,883,167  | 12,018,450 | 1,368,104 | 7,903,700     |
| <b>Revenues</b>   | 6,103,934  | 12,139,286 | 1,347,229 | 7,726,400     |
| <b>Net Worth</b>  | 31,991,470 | 98,911,193 | 404,674   | 15,639,200    |
| <b>FTEs</b>       | 41.0       | 102.0      | 12.5      | 45.0          |
| <b>Ann Mbrs</b>   | 15,638     | 48,800     | 0         | 10,000        |
| <b>Life Mbrs</b>  | 34,172     | 90,500     | 0         | 79,300        |
| <b>Other Mbrs</b> | 38,164     | 675,600    | 0         | 675,600       |
| <b>Total Mbrs</b> | 80,085     | 764,900    | 0         | 764,900       |

Source: SGAF Survey, FY2011

# Mass Connectivity



UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION  
*Building Relationships for Life*

Dear James -

We offer heartfelt thoughts and prayers to those in the University of Illinois family who have been affected by Hurricane Sandy and its devastating impact on such a large region where so many of our alumni call home.

The University of Illinois is truly a global community of alumni, students, faculty and staff who care about the welfare of others. We hope everyone is safe and secure, and resolved to emerge from this disaster by pulling together and helping one another in the coming days, weeks and months.

If you would like to reach out to those alumni who have been directly impacted by the storm, please visit our alumni network at [www.uialumninetwork.org](http://www.uialumninetwork.org) or visit [www.uiiaa.org](http://www.uiiaa.org) for more ways to connect via social media.

Families come together in times of need. So, as always, please stay in touch with us and with each other.

Yours for the University of Illinois,

Bob Easter  
President  
University of Illinois

Loren R. Taylor  
President and CEO  
University of Illinois Alumni Association

University of Illinois Alumni Association  
Building Relationships for Life  
Alice Campbell Alumni Center, 601 S. Lincoln Ave., Urbana, IL 61801  
[www.uiiaa.org](http://www.uiiaa.org)

Click [here](#) to unsubscribe from UIAA e-news alerts.



*Your Alumni Network*

UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

*Connecting one  
global alumni family...*

Home Connect Engage Alumni Networking Careers Alumni Association Quick Links Contact Us



Metro St. Louis Illini Club Illini Day at the Ballpark

### Global Network Events

#### Here come the Hawks!

Friday, 02/10/12 at 7:30pm **\*\*\*TODAY!\*\*\***

Get your tickets for the Blackhawks-Sharks game!

Hosted by The University of Illinois Alumni Club of the San Francisco Bay Area

#### The Love List - Tipping Point Theatre Outing: 8pm Feb 10, 2012

Friday, 02/10/12 at 8:00pm **\*\*\*TODAY!\*\*\***

Deadline to receive payment for theatre tickets: Thursday 1/26, midnight

Hosted by The Detroit Illini Club

#### A Valentine Romance Winter Pops Concert with Marvin Hamlisch

Saturday, 02/11/12 at 8:00pm **\*\*\*TOMORROW!\*\*\***

All 24 Club Tickets have been sold and all 24 Illini will enjoy a pre-concert dinner at the historic Grant Grill. The "Love is in the Air" performance stars Hugh Panaro (Broadway's Phantom) and Jennifer Holliday (Dreamgirls Star) as featured vocalists.

Hosted by The San Diego Illini Club

#### Basketball Game Watches - February

Sign In Here



NON-ALUMNI

### Latest News...



#### Prosthetic arm project expanding

Last edited on Friday, 02/10/12 11:54am

A University of Illinois student-led effort to develop a low-cost prosthetic arm for people in developing countries has expanded to different parts of the world.



#### University of Illinois Hosts First International Agronomy Day

Last edited on Wednesday, 02/8/12 10:07am

Agriculturists around the world are invited to engage in a global food production

### UIAA Sponsors...



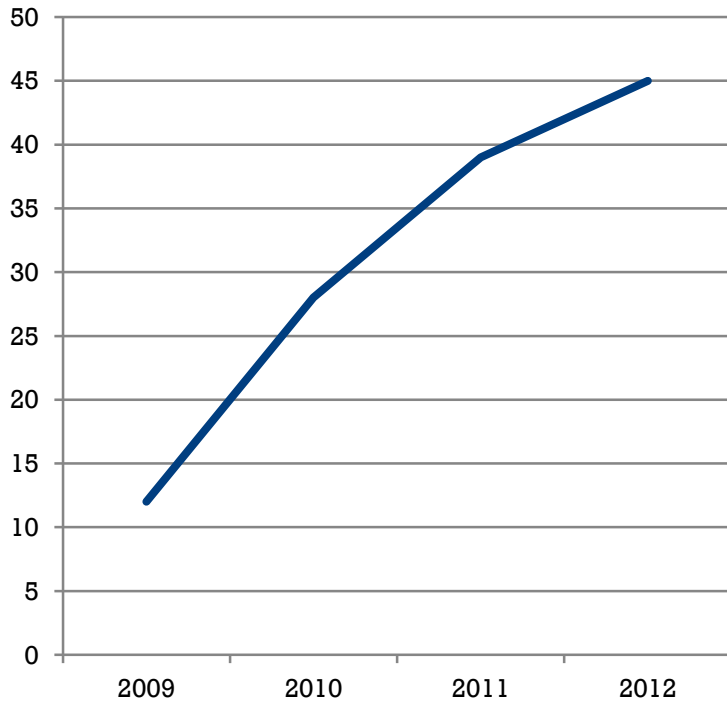
University of Illinois Employees Credit Union

# UI Alumni Network

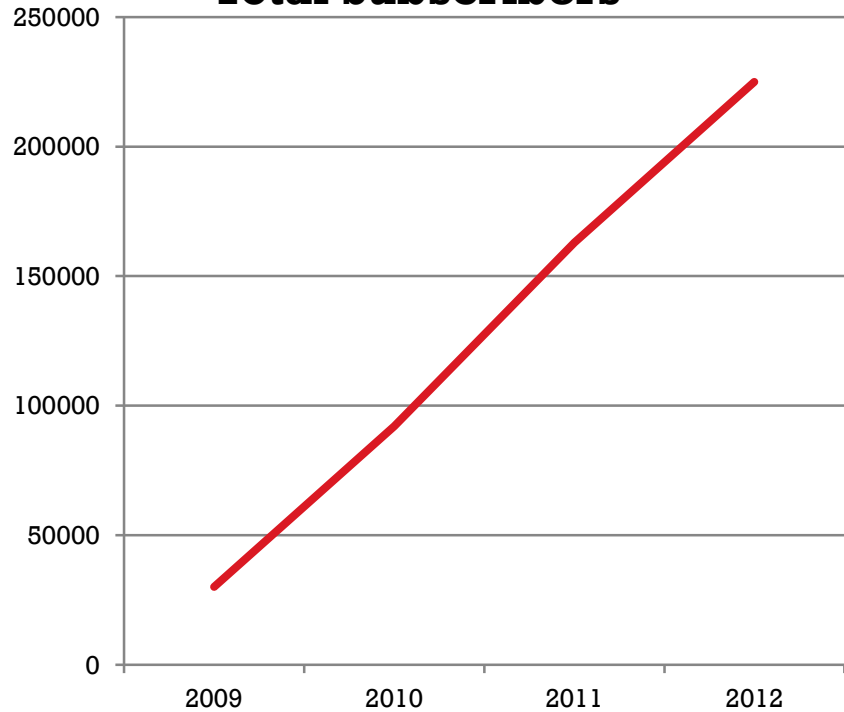
## The Viral Engagement Tool



### UI Alumni Network Online Communities



### UI Alumni Network Total Subscribers



# Brand & Image





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*Building Relationships for Life*

[www.uiaa.org](http://www.uiaa.org)