



UPDATE
to the University of Illinois Board of Trustees
September 2015

ALUMNI COMMUNITY DEVELOPMENT

- This area of UI Alumni Association operations focuses on developing and nurturing alumni groups segmented by vocation, employer (in Chicago area), region (both domestic and international) and life stage (i.e. young alumni). The top five domestic regions of focus are Chicago, Central Illinois, Washington D.C., the San Francisco Bay Area and Florida.
- On Sept. 19, the Alumni Association is hosting a pre-game party prior to the Illinois v. UNC football game in Chapel Hill, N.C.
- On Oct. 24, the Alumni Association will host visiting alumni at a Homecoming Pre-Game Open House from 10 a.m. – 2 p.m. at the Alice Campbell Alumni Center in Urbana.

LEGISLATIVE ADVOCACY

- Now entering a third month into FY2016 without a state budget, the University continues to call upon UI alumni, staff, faculty, students and friends to write their legislators and voice their concerns on how drastic cuts could affect the University of Illinois. Illinois Connection has had 1,079 people write emails to their elected officials, sending 34,142 emails to state legislators (as of 8/21/15).
- The UI Alumni Association sponsored a reception Aug. 24 in Carterville, Ill., to engage downstate alumni with their state elected officials. Rep. John Bradley, JD '96 LAW, and UI President Tim Killeen spoke to an audience of 45 alumni. Bradley discussed student loans, higher education funding and the state's fiscal situation. This was the first of 10 legislative receptions with UI Caucus members that have been scheduled across the state throughout this fiscal year.
- Illinois Connection was asked by President Killeen and Government Relations to arrange in-district alumni meetings with state legislators before the higher education budget vote. Illinois Connection was given a list of 20 legislators, and so far 10 such meetings have been completed between legislators and University of Illinois alumni.

- Illinois Connection has begun to produce a quarterly newsletter that includes updates from Federal and State Relations, as well as Illinois Connection activities, as a way to keep advocates more informed and engaged:
<http://illinois.edu/emailer/newsletter/75721.html>
- In July, Illinois Connection worked with the President's Executive Leadership Program to arrange a dinner in Washington, D.C., with 30 invited alumni. The program staff continues to work on Washington, D.C., outreach with alumni meetings in the area and working with the D.C. alumni club. A larger alumni event is being planned in conjunction with a UIAA Board of Directors meeting, April 5-6, 2016.
- Illinois Connection Annual Meeting is scheduled for Sept. 26 in Urbana at the President's House. The format is changing this year to include a panel tentatively consisting of two state legislators and one federal legislator. The new Advocacy Committee chair, Bridget Lamont, will moderate. Learn more: <http://www.cvent.com/events/2015-illinois-connection-annual-meeting/event-summary-45f3704343f94abb9489330e139a7516.aspx>
- Reminder that the next Alumni Day at the Capitol is May 18, 2016, and the Alumni Association looks forward to the continued collaboration on this event with the Board of Trustees.

ADVANCE ILLINOIS

- This beneficial collaboration with the UI Foundation, University administration and the campuses is to replace the current FACTS legacy system alumni/donor database with Blackbaud CRM and provide document management, business intelligence and additional functionality for the advancement community. Work continues to progress toward a Nov. 23 launch. Staff training will get underway in late September through October. The Alumni Association looks forward to leveraging this tool to increase alumni engagement and communications, in addition to greater fundraising results for University development.

HISTORY & TRADITIONS

- Progress continues toward establishing a University of Illinois Welcome Center on the first floor of the Alice Campbell Alumni Center. A working group composed of a wide range of campus stakeholders has been determining the content that will begin to tell the Illinois story of students' educational opportunities, faculty discoveries and alumni achievement.

MEDIA & MARKETING

- The Alumni Association is scheduled to launch new campus-oriented websites this fall to reinforce campus branding, better utilize existing content, and create and post additional alumni stories.