

TO: University of Illinois Board of Trustees

FROM: Jennifer Dillavou, President, University of Illinois Alumni Alliance & Associate Vice Chancellor for Alumni Relations, University of Illinois at Urbana-Champaign

DATE: March 14, 2019

RE: University of Illinois Alumni Alliance

The University of Illinois Alumni Alliance (UIAA or Alliance) provides System-level services to University of Illinois alumni, overseeing program and service areas including but not limited to alumni legislative advocacy, communications, affinity partnerships and programs, and management and maintenance of the Alice Campbell Alumni Center in Urbana. The Alliance is currently engaged in a strategic planning process, as staff and alumni volunteers work closely and collaboratively to refine the organization's mission and establish the UIAA as an invaluable resource for the University of Illinois System and its 736,000 living alumni.

Organizational Updates:

The UIAA Board of Directors recently met on Friday, February 22 in Springfield, IL. During the meeting, the Board of Directors received informational updates from several members of University of Illinois leadership and also began a preliminary discussion regarding potential services and programs the Alliance might make available for use by the three System universities and their respective alumni. As the Alliance seeks to develop a slate of offerings from which the universities may choose to enhance their alumni engagement efforts, the organization's work is bolstered by the in-depth research and brainstorming conducted during the fall of 2018. As a follow-up to this meeting and in advance of the board's next meeting on May 10, board members will have the opportunity to participate in a series of virtual meetings that will address a variety of topics, including exploring options for service and program expansion, reviewing and evaluating alumni survey data gathered by student consulting organization Illinois Business Consulting, and receiving software demonstrations from companies whose products may support the Alliance's interests and goals.

The May 10 Board of Directors meeting will mark a leadership transition, as current Chair Steve Van Arsdell is succeeded by current Vice Chair Bill Forsyth. At the February 22 meeting, the board elected Randy Witter to serve as Vice Chair Forsyth's successor, and the Nominating Committee also announced that John Ochoa has accepted a nomination for the position of Secretary. Following Mr. Ochoa's anticipated election at the May meeting, the board's Executive Committee will be comprised of representatives from each of the three universities: Immediate Past Chair Van Arsdell and Chair Forsyth will represent the University of Illinois at Urbana-Champaign, Vice Chair Witter will represent the University of Illinois at Springfield, and Secretary Ochoa will represent the University of Illinois at Chicago. Such diversity among the board's leadership team demonstrates the Alliance's commitment to serving each the System's constituent universities and ensures that the Alliance's efforts and intentions will be balanced and comprehensive.

Program Area Updates:

Even as the Alliance explores new opportunities for growth, it remains committed to its existing areas of responsibility. The Alliance currently oversees System-level alumni programs and services, including affinity programs, communications, legislative advocacy, and management of the Alice Campbell Alumni

Center, including Richmond Family Welcome Gallery.

Affinity Programs

The Alliance's affinity partnerships continue to thrive, with recent growth across the credit card program, the insurance programs, and the EXPLORERS travel program. The Alliance anticipates that such growth will continue and will seek new opportunities to refine and enhance the organization's various affinity partnerships. In particular, the Alliance looks forward to developing a partnership with the new President and CEO of the University of Illinois Community Credit Union, Chris Harlan.

Communications

Having recently completed redesigns of both *UIC Magazine* and *UIS Today*, the Alliance will now begin a redesign of the Urbana-Champaign magazine, *Illinois Alumni*. In developing the new concept for *Illinois Alumni*, Alliance communications staff will work closely with Urbana-Champaign leadership, including Illinois Chancellor Robert Jones, Associate Chancellor for Public Affairs Robin Kaler, and the newly appointed Chief Marketing Officer, Eric Minor.

Legislative Advocacy

The Alliance's Illinois Connection program recently surpassed a new milestone, registering over 21,000 advocates to lobby on behalf of the University of Illinois.

In addition to hosting new member meetings and planning Lobby Day programs in Springfield, Illinois Connection staff have been working closely with University of Illinois colleagues to find new ways to support the System. Illinois Connection is partnering with the System's Office of Government Relations to develop advocacy outreach plans to support the Discovery Partners Institute, the Illinois Innovation Network, and Illinois PROSPER.

Alice Campbell Alumni Center and the Richmond Family Welcome Gallery

The Richmond Family Welcome Gallery has quickly gained great popularity among Alice Campbell Alumni Center visitors, with over 17,000 individuals taking time to explore the space since its opening in October 2018. The Welcome Gallery's success is the result of five years of painstaking planning, and those thorough efforts have now been recognized as award-worthy by industry experts: the Welcome Gallery has been named a finalist for the 15th annual Digital Signage Expo APEX Awards, which recognize "achievement in the installation of digital displays and interactive technology and the creation of compelling viewer content." The Welcome Gallery was selected for its inventive use of digital media and technologies to tell stories about the University of Illinois's past, present, and future. Alliance staff will travel to Las Vegas, Nevada for the awards ceremony on March 27, 2019.

Conclusion:

While 2018 was a year of stabilization and refocusing, 2019 is shaping up to be a year of exploration and strategizing. As the Alliance seeks to elevate the University of Illinois System through a shared commitment to innovation and teamwork, the organization's strategic planning efforts will enable the Alliance to cement its position as a valuable university partner and collaborator. The planning process will undoubtedly expose myriad opportunities for advancing this storied institution, and both staff and volunteer leadership look forward to finding new avenues to serve, connect, and celebrate the University of Illinois's diverse and accomplished alumni base.