



UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

UPDATE

to the University of Illinois Board of Trustees

March 2016

LEGISLATIVE ADVOCACY ACTIVITY

The UI Alumni Association hosted representatives from the nine state public alumni associations and university governmental relations teams on **March 1** to discuss and coordinate collective advocacy strategies. The advocacy consortium was formed in response to President Tim Killeen's request to provide leadership in gathering a coalition of alumni associations around the state to advocate on the role of public higher education.

UIAA President & CEO Loren R. Taylor welcomed the group and introduced UIAA Advocacy Committee member and former state legislator Judy Erwin who led a roundtable discussion on successful higher education advocacy. UIAA Senior Vice President & COO Andrea Ballinger facilitated a discussion about next steps for collaboration and impact and presented UIAA alumni and legislator data dashboards. The day concluded with meetings between members of the coalition and legislators who are alumni of their campuses and/or who represent the campuses' districts.

UI STUDENT DAY AT THE CAPITOL

The University of Illinois hosted U of I Student Day at the Capitol on **March 2**. More than 100 U of I students from all three campuses joined together to deliver a unified message to lawmakers on behalf of the University. President Killeen welcomed the students and spoke on the importance and impact of student advocacy. Interim Director of State Relations Jennifer Creasey offered advice and best practices for meeting with legislators.



The Alumni Day at the Capitol will be held **May 18** in conjunction with the May BOT meeting in Springfield. UIAA looks forward to your participation.

UIAA BOARD MEETINGS

The next UIAA Board meeting will take place **April 5-6** in Washington, D.C. Board of Trustees Representative Jill Smart is expected to provide a BOT update at the meeting. We selected Washington because we have an active advocacy program and plan to expand our advocacy initiatives at both the state and federal levels. Additionally, Washington, D.C. has a large, diverse population of U of I alumni and the Illini Club of Greater Washington, D.C. is one of our most active and successful clubs. In addition to the meeting, Board members plan to meet with the Illinois Congressional delegation and we will host an alumni reception.

The June Board meeting will be held in conjunction with a Board retreat **June 23-24** at the Q Center in St. Charles, IL.

ILLINOIS ALUMNI INSIDERS

The UIAA is in the process of launching a program that will allow us to better connect and engage with young alumni. *Illinois Alumni Insiders* is an insight community for Illinois alumni who received a bachelor's degree within the last eleven years and are under the age of 35.

Participants will have the opportunity to provide feedback about existing and proposed UIAA programs and services; offer insights into what young alumni are seeking from their alumni association; and test the marketing of messages, images and campaigns. All communication will be facilitated via an online platform that is concise, targeted, and provides real-time analytics.

This is a fantastic opportunity for young alumni to share their opinions on how they would like to become more engaged, what existing services provide the most value and what new services they would like to see offered.

If you would like to nominate young alumni to participate, email illinoisalumni@uillinois.edu with the nominee's name, email address, city of residence, and graduation year.

URO REVIEW

UI Alumni Association Board leaders, along with UI Foundation Board leaders, are participating on a task force that has been charged by President Killeen with improving the alignment of university related organizations (UROs), specifically the UIAA and UIF. The task force will assess and provide insight and recommendations on how the two organizations can work more collaboratively and cohesively with each other, the campuses and the University. The UIAA is committed to identifying opportunities and developing strategies to define a shared vision for University of Illinois advancement. The staff and Board of Directors are encouraged by the efforts of University Administration to improve alumni engagement and increase efficiency.

COMMENCEMENT AWARDS

The UIAA will honor Alumni Achievement Award and Distinguished Service Award winners during Commencement weekend (**May 13-14**) on the Urbana campus. Award recipients will be recognized at the Commencement dinner at Alice Campbell Alumni Center (ACAC) and the campus wide Commencement ceremony at Memorial Stadium. Additionally, they are invited to attend a reception at the President's house and GradFest, an annual event for new graduates, at the ACAC. Thank you to the UIAA Awards Committee for leading the awards selection process.