



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

Campus	Degreed Alumni	Students
Urbana-Champaign	5,661	270
Chicago	5,012	280
Springfield	303	42

Male	Female
49%	51%

Under 20	21-30	31-40	41-50	51-60	61+
112	5,181	1,952	1,264	1,485	1,890

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