

Alumni Association Update

University of Illinois Board of Trustees Meeting

Presented by
Loren R. Taylor, President and CEO
September 12, 2013



Summary

- **Scorecard Development**
- **History & Traditions Initiative**
- **Future Plans**





UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION
SCORECARD 2009-2013

METRIC	2009	2010	2011	2012	2013
DATA SERVICES					
Living Graduates	607,825	626,400	627,537	652,224	664,762
Addressable Graduates	524,298	556,196	568,381	582,723	592,285
Solicitable Graduates	505,933	550,153	562,557	581,832	588,909
% Solicitable Graduates	83.2%	87.8%	89.6%	89.2%	88.6%
CONNECTIVITY					
UI Alumni Network Subscriptions	X	50,000	163,000	225,000	240,000
UI Alumni Network Communities	X	8	28	42	47
Average Monthly Website Visitors	43,764	48,773	46,179	19,052	13,992
Alumni E-newsletter Distribution	174,516	185,417	194,441	200,442	236,000
Alumni E-newsletter Average Open Rate	13.4%	12.9%	13.8%	12.6%	16.4%
Social Media Likes/Followers/Etc.	X	X	19,819	31,025	38,146
ENGAGEMENT & ADVOCACY					
Annual Membership	12,883	11,098	9,756	7,778	9,354
Life Membership	81,535	80,956	80,165	79,330	78,975
Alumni Career Center Participation	30,323	25,326	41,227	46,083	49,696
Explorers Travel Program Participation	508	417	541	500	626
Illinois Connection Advocate Recruitment	3,000	8,000	11,000	12,000	13,600
FINANCIAL					
Operating Revenues	\$10,494,509	\$8,397,783	\$7,736,345	\$6,924,773	\$6,636,929
Operating Expenses	\$10,550,311	\$8,372,507	\$7,903,617	\$7,733,527	\$7,712,621
Net Assets	\$12,320,557	\$14,174,104	\$17,281,099	\$16,532,733	\$17,755,419

History & Traditions

- **Board Committee**
- **University of Illinois History Exhibit**
- ***Our Stories* Web Portal**



UI History Exhibit



Web Portal

 OUR STORIES

OUR MISSION OUR TEAM MAKE A GIFT

SEARCH OUR STORIES



OUR STORIES

History and Tradition at the University of Illinois

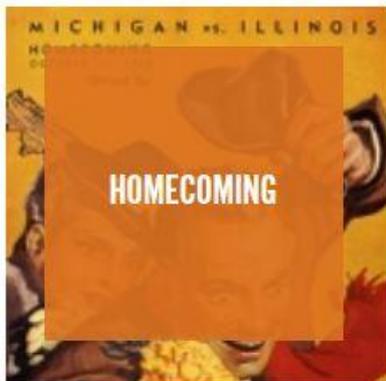
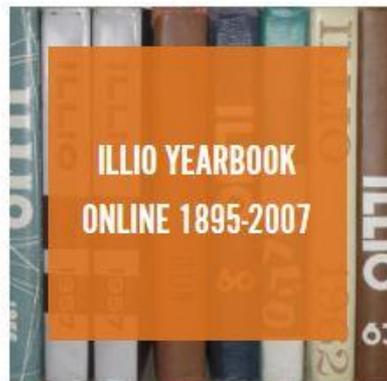
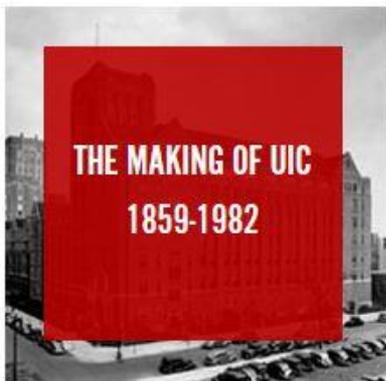
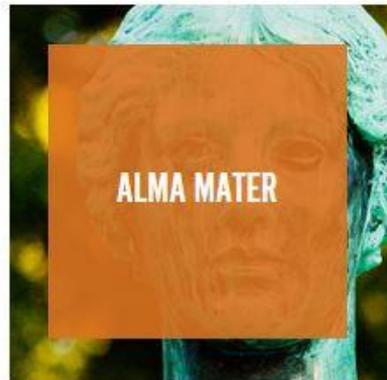
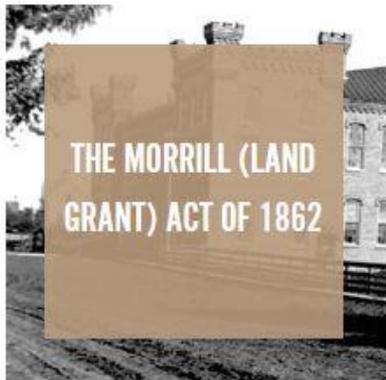
The University of Illinois was the product of a revolution in American life. The industrial revolution and rapid advances in science in the 19th century created the need for a new kind of university that would transcend the classic model to embrace professional and utilitarian education to meet the needs of society at large. In the intervening 150 years, additional revolutions in American life prompted by wars, prosperity, hard times, scientific discovery and globalization have likewise continued to shape our University of Illinois. From its beginnings in 1867 to the present, a common thread throughout its history is the life-changing experience it has afforded its students. Beyond its official documented history are the personal stories of the more than one million students who have passed through its doors.

There is no central repository of the University's storied history. It is held in various archives throughout the University, its campuses, colleges, departments and organizations and in the memories of its alumni, faculty and students. We have patterned this Web portal after a museum or art gallery with rotating exhibits featuring history and tradition articles, images and audiovisual materials we've found in a variety of locations, both official University of Illinois sources and others*. We hope they will evoke memories of your time here. At the bottom of the page are links to the campus archives where you can explore

"One may judge a university by its faculty, its research or its students, but the best measure is the quality of its alumni, as reflected in their professional achievement, in their citizen service, in the way they live and in the values by which they live."

David Dodds Henry, University President, 1955-1971

NOW FEATURING



**SHARE YOUR STORY ON
OUR ALUMNI FACEBOOK**



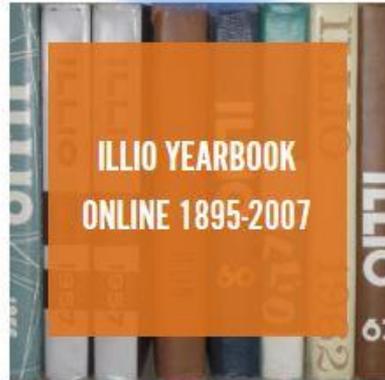
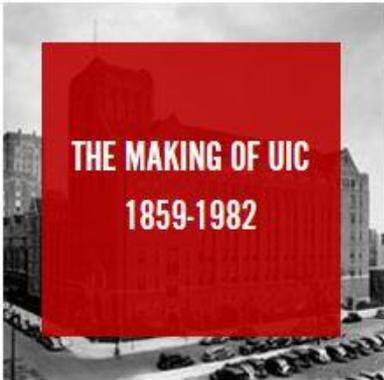
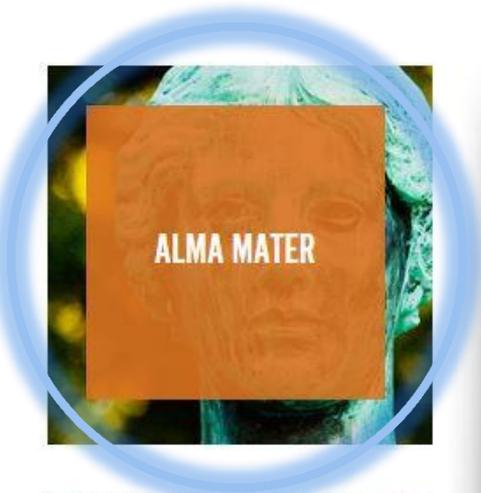
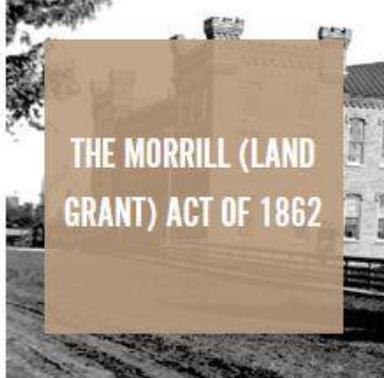
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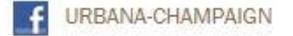


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ALMA MATER

NOW FEATURING > ALMA MATER

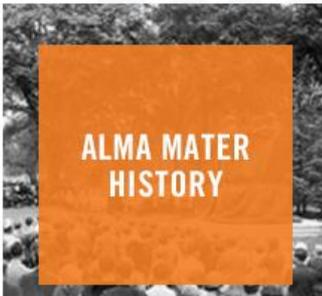
OUR STORIES OF THE ALMA MATER

Perhaps the most recognizable symbol of the Urbana-Champaign campus is the iconic Alma Mater statue crafted by the renowned sculptor and alumnus Loreda Taft '1879. Unveiled on Alumni Day, June 11, 1929, it depicts, in Taft's own words, "a benign and majestic woman in scholastic robes, who rises from her throne and advances a step with outstretched arms, a gesture of generously greeting her children." Behind her are figures of a woman representing "learning" and a man depicting "labor" joining hands. Together they symbolize the University's motto, "Learning and Labor." Engraved on the base of the statue is the inscription, "To thy happy children of the future, those of the past send greetings."

"a benign and majestic woman in scholastic robes, who rises from her throne and advances a step with outstretched arms, a gesture of generously greeting her children."

Loreda Taft

THE ALMA MATER



ALMA MATER HISTORY



LOREDO TAFT, SCULPTOR



RESTORATION

SHARE YOUR STORY ON FACEBOOK

- Urbana-Champaign
- Chicago
- Springfield



VISIT THE ARCHIVES

UNIVERSITY OF ILLINOIS
AT CHICAGO

UNIVERSITY OF ILLINOIS
AT SPRINGFIELD

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

OUR STORIES IS A PROJECT OF THE UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION



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