

Alumni Engagement: Untapped Resources in Support of Study Abroad

Forum on Education Abroad Annual Conference

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Presenters

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UC San Diego
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Santa Clara University
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Institute for Study Abroad, Butler University

Why Alumni Engagement

- SAGE Study Findings re global engagement
- UCSD Alumni survey re impact of study abroad
lcenter.ucsd.edu/about/publications/index.html (go to surveys)
- Alumni Affairs notes that study abroad alums have higher propensity to give back to institution
- Valuable advocates for study abroad

Perceived Benefits of Alumni Engagement

- For the alumni:
 - To give back to the institution and to study abroad initiatives, including scholarship support
 - To connect and communicate with one another for personal and/or networking information
 - To provide mentoring and internship opportunities for study abroad returnees and recent graduates
 - To help Study Abroad staff advocate for study abroad on the campus

Perceived Benefits of Alumni Engagement

- For current students:
 - To learn from alumni how the study abroad experience impacted their lives (personal & career development)
 - To be mentored by study abroad alums from their own institution (both outbound students and returnees)
 - To identify possible internship and/or career opportunities offered by alumni
 - To be welcomed and supported abroad by alumni living overseas

Perceived Benefits of Alumni Engagement

● For the Institution:

- More direct involvement of alumni in the activities of their alma mater (bring their knowledge and experiences to share with students and each other)
- Active alums might attract new graduates to become engaged alumni
- Maintain the individual's connection to the institution
- Those who are involved programmatically may be more inclined to give financially

Our Mission

UC San Diego is a student-centered, research-focused, service-oriented, public university. In support of UC San Diego's mission, we promote affinity, enrich lives, encourage engagement, instill a culture of philanthropy and serve those who wish to remain on the forefront of personal, intellectual and professional pursuits, so that our Triton Family—and UC San Diego—always remains world class.

Our Guiding Principles

A philanthropic culture must be nurtured and developed the moment a new student and/or parent walks on campus.

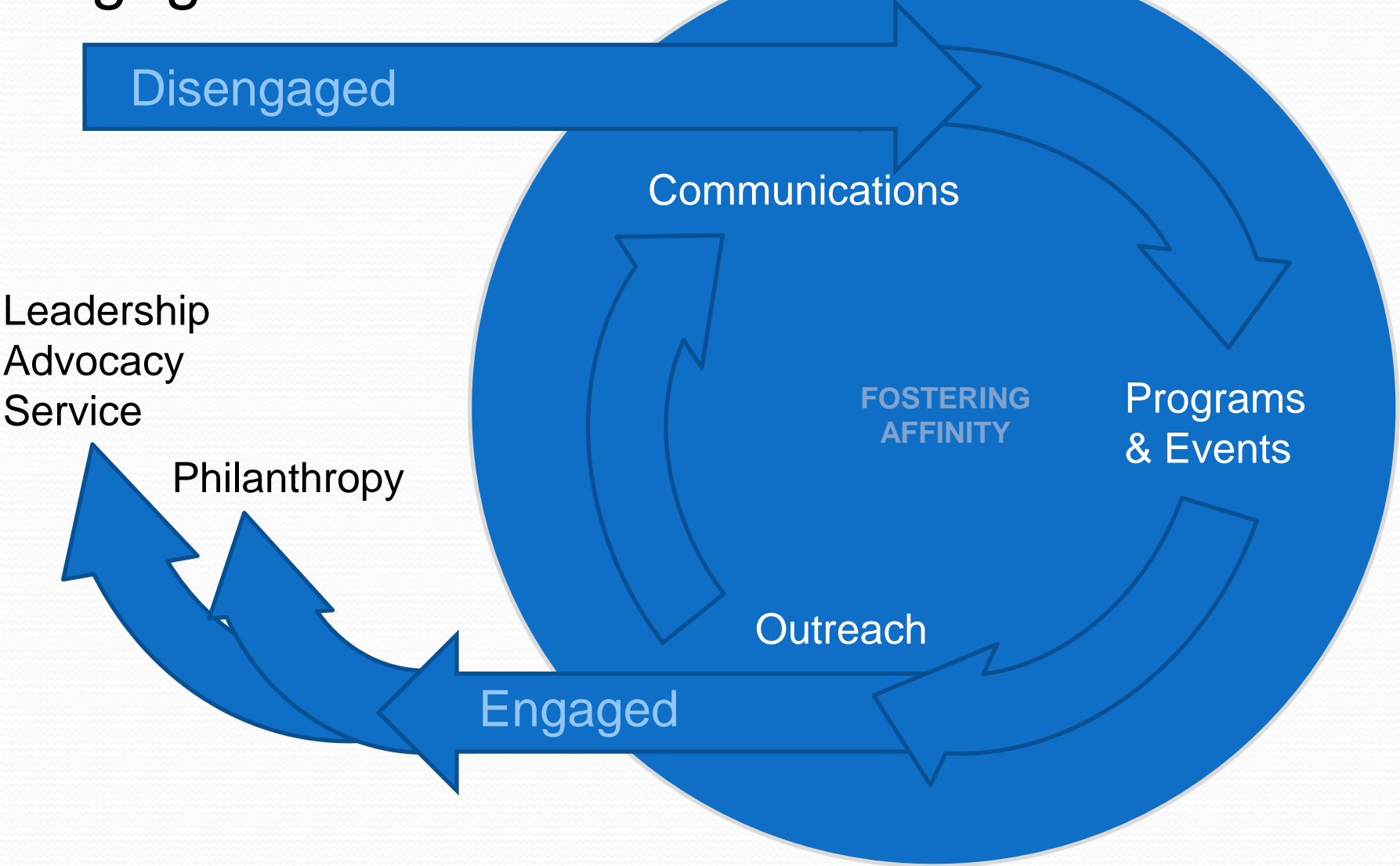
Value creation lives at the center of our model. We must deliver news and information, face-to-face experiences, and programs and services that our audiences desire and care about.

To create solid, deep, meaningful relationships with our communities we must capitalize on both friend-raising and fund-raising.

We host experiences, not events, that strengthen bonds between alumni and friends with UC San Diego.

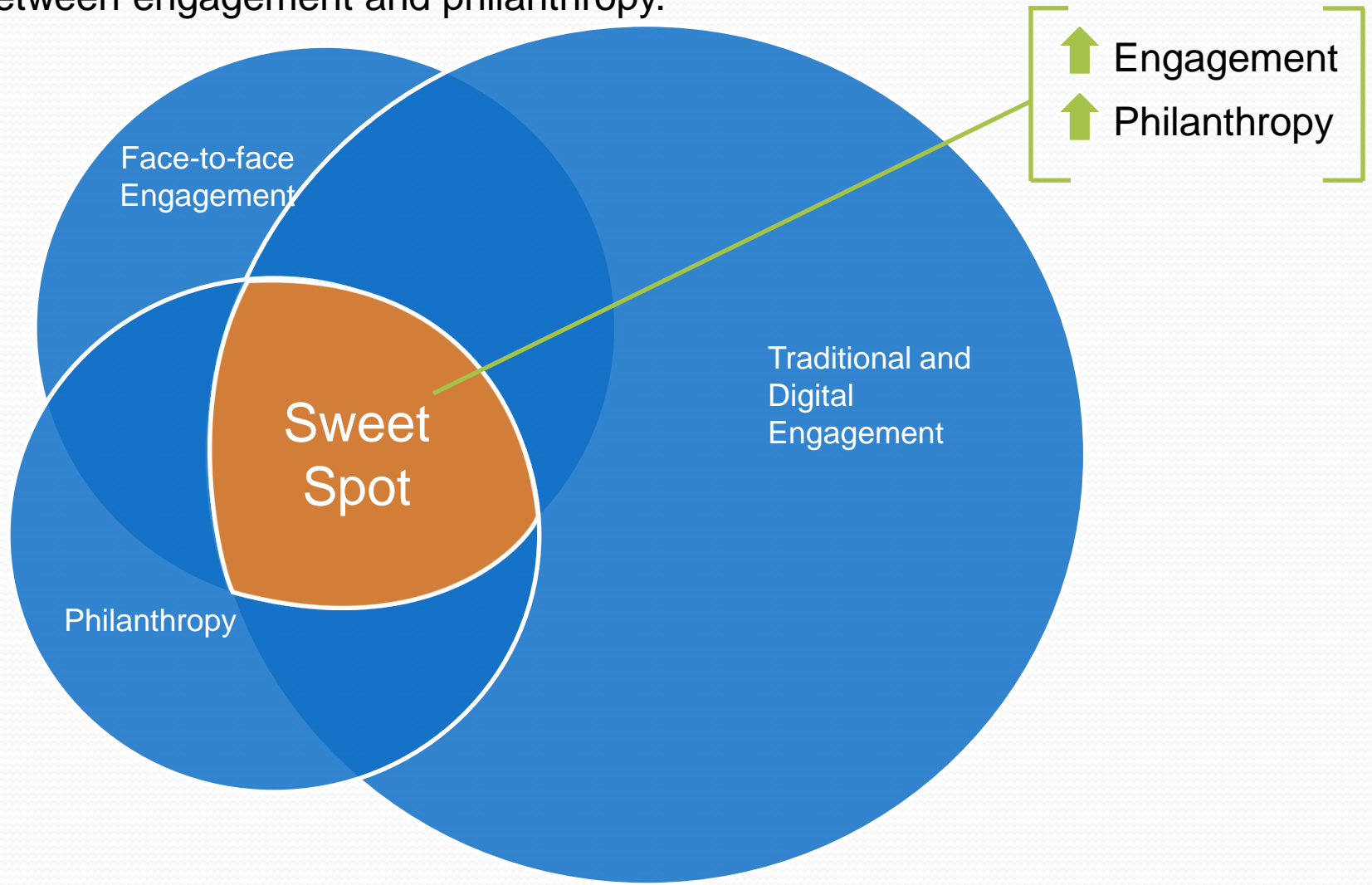
The UC San Diego alumni community (150,000 strong) represents the university's largest market opportunity.

Engagement Flow



Our Hypothesis

We are actively in pursuit of the proven correlation between engagement and philanthropy.



Undergraduate Experience

Lifecycle of Alumni Engagement and the Collegiate Experience.

Pre-College Acceptance

Alumni recruit top applicants and scholars

Pre-Campus Arrival

Alumni welcome new students to campus

First Year

Alumni teach university values, history, traditions and create a sense of community

Middle Years

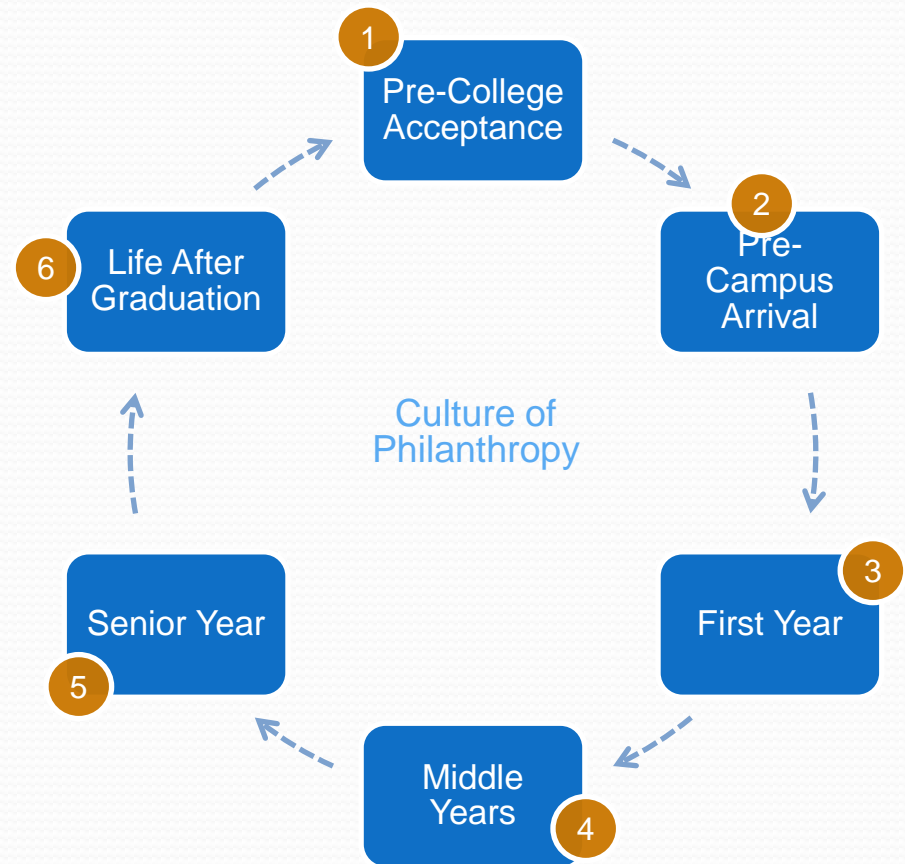
Alumni become role models for lifelong engagement (mentoring, internships)

Senior Year

Alumni reinforce a sense of gratitude and loyalty to the university

Life After Graduation

Alumni welcome the newest graduates



Engagement Opportunities

10 international clubs around the globe continue to grow and connect alumni to each other and the university socially and professionally

Greater collaboration with our university and system-wide partners enable us to engage alumni in meaningful and relevant ways

- Admissions: Triton Day China
- College Reunions
- Triton 5K: Hong Kong

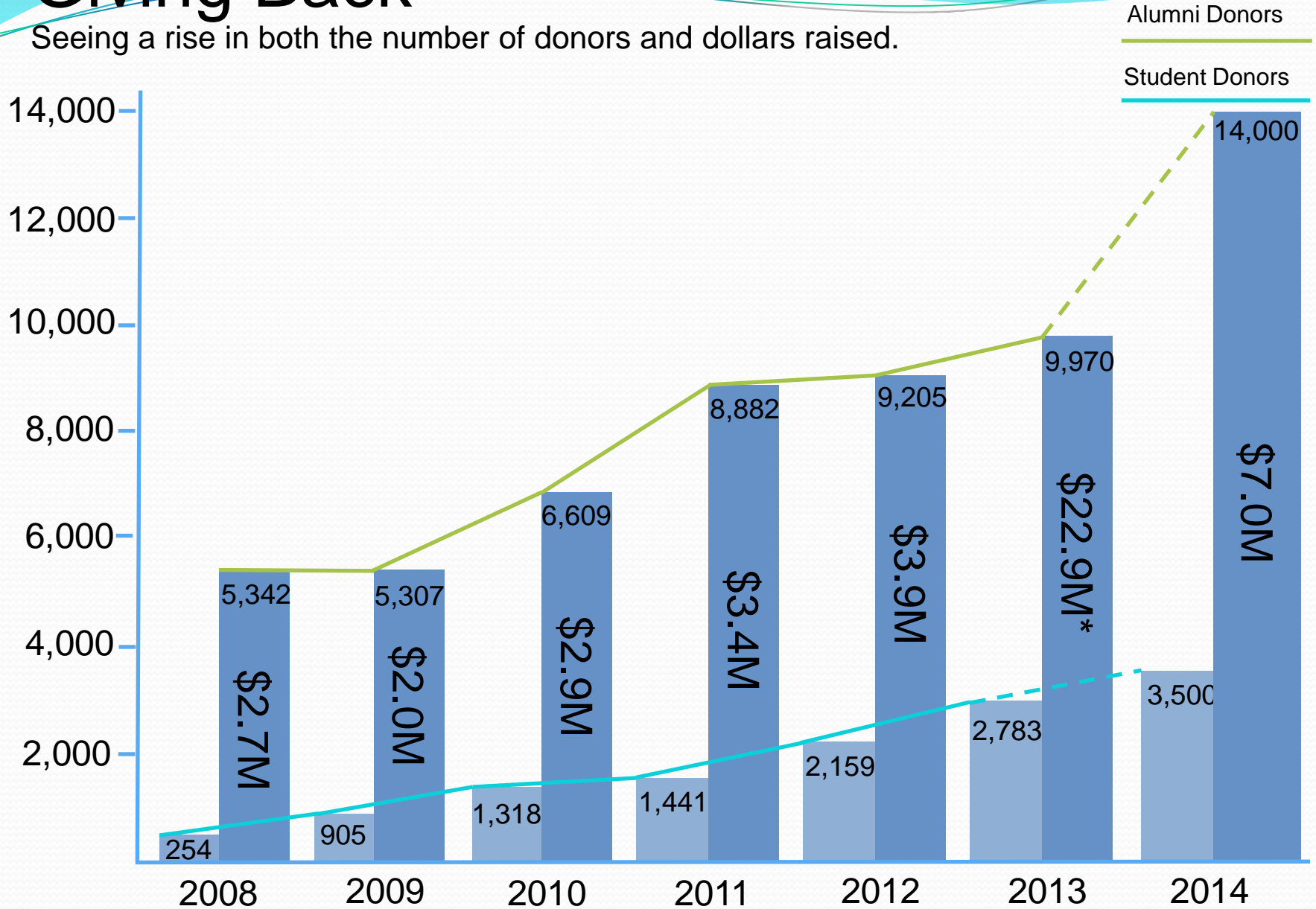
Philanthropic Opportunities

- Affinity-based Senior Class Gift campaigns
- Focus on scholarships

The screenshot shows the website for the Senior Class Gift campaign at UCSD. The header features the slogan "GIVE INVEST GAIN" and "Scholarships for Students By Students" alongside the UCSD Alumni logo. A navigation bar includes links for Home, Why Give?, Senior Class Gift, Scholarships & Support, Society 60, About Us, Get Involved, and Contact. The main content area is titled "WHAT IS THE SENIOR CLASS GIFT?" and includes a sidebar with a menu of categories: Home, ArtPower!, Athletics, International House (highlighted), Divisions and Schools (Art & Humanities, Biological Sciences, Jacobs School of Engineering, Physical Sciences, Social Sciences, School of Medicine), and Colleges (Marshall College, Muir College, Revelle College, Roosevelt College, Sixth, Warren College). The main content features a banner for International House with the text "INTERNATIONAL HOUSE UC SAN DIEGO" and "What's your legacy?". Below this is a section titled "Senior Class Gift for the International House" with a paragraph of text: "What is your favorite I-House memory? Sunday Supper slide shows and student performances? A trip to the Mexican border with iCares? Planning the 'Trashin' Fashion' show? Or just hanging out on I-Walk with friends from around the world? As a resident of I-House San Diego you will soon join a select group of more than 6,000 alumni located across the globe. And with your gift of \$20.13 you can help ensure that future residents have the same opportunity to share in the magic of I-House." A yellow "GIVE TODAY!" button is positioned at the bottom right of the page.

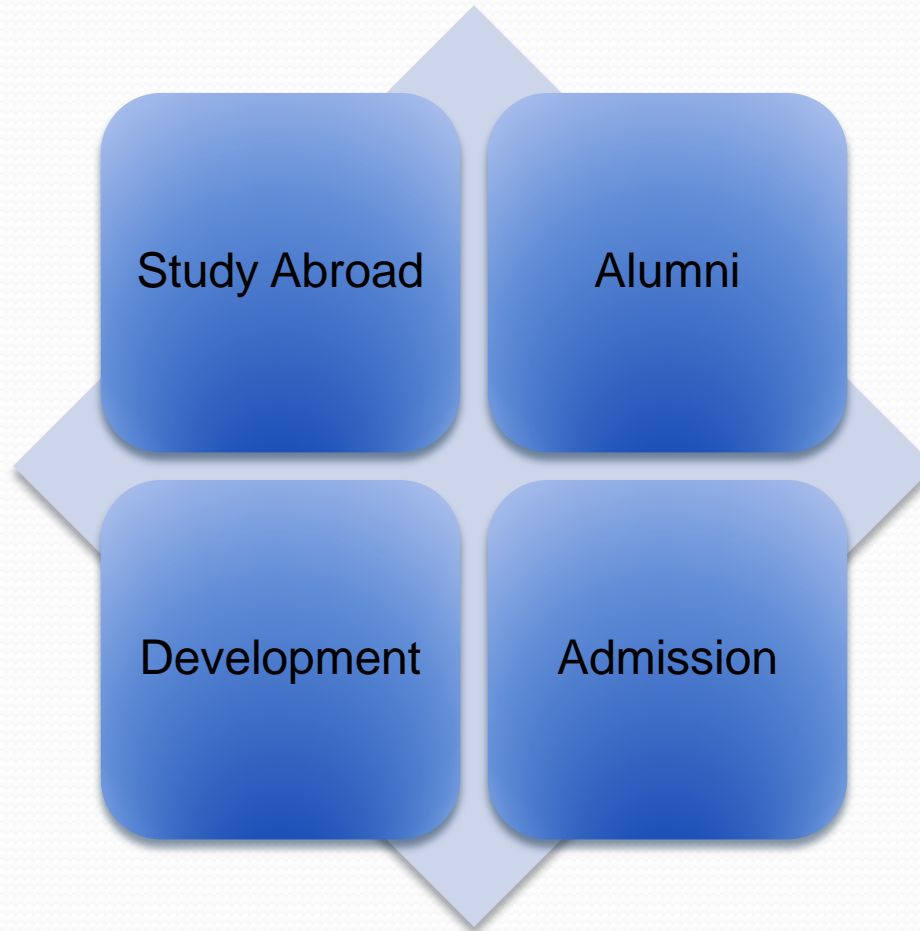
Giving Back

Seeing a rise in both the number of donors and dollars raised.



*FY13 includes an anonymous gift of \$18,496,750

A Collaboration:



Examples

- 50th Anniversary of Study Abroad
- Communication around university travel to promote connections with alums
- Meetings with alums and admitted students



**Santa Clara
University**

Who are our Alumni?

1

- Study Abroad Alumni

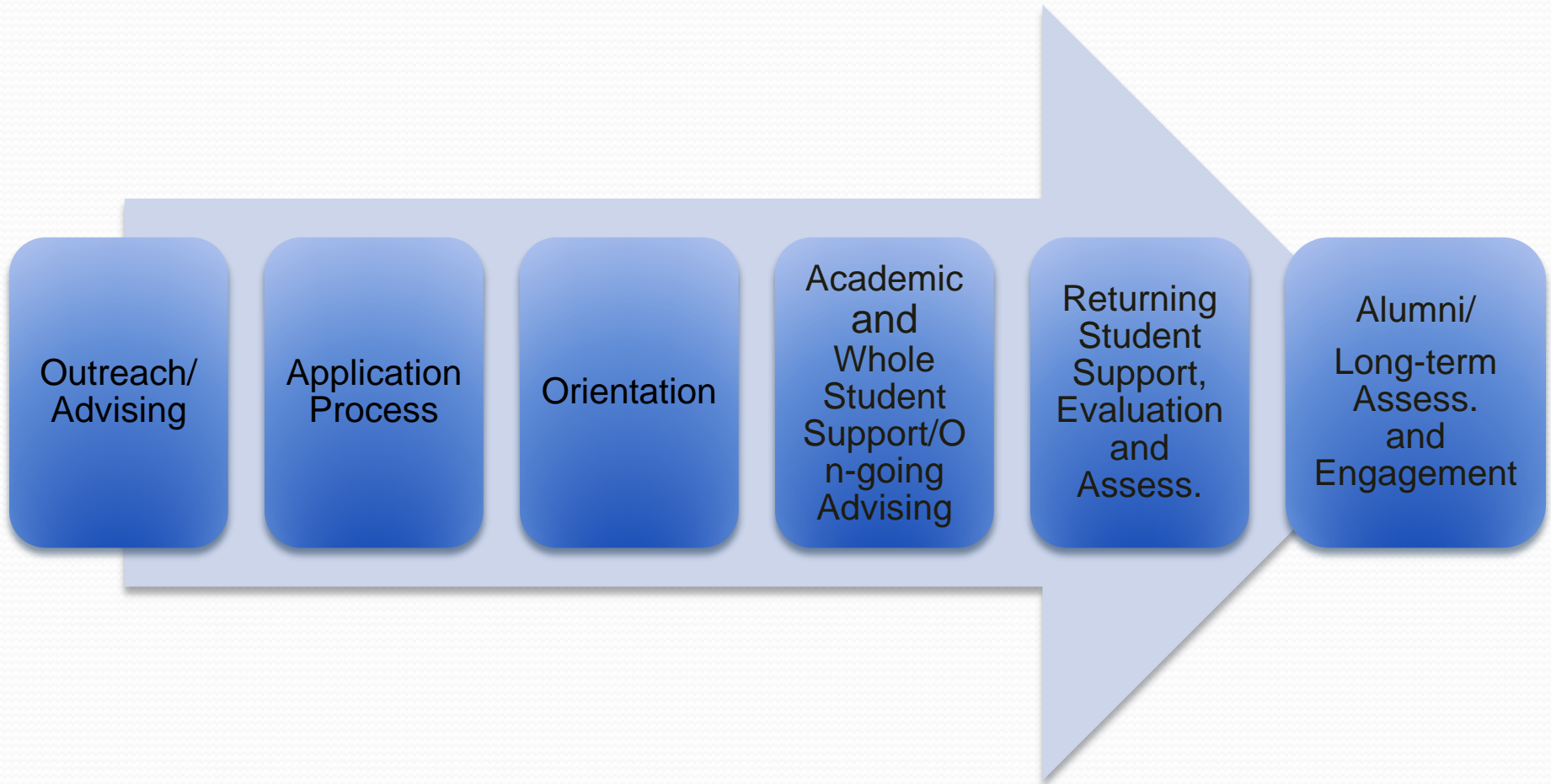
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- Alumni living abroad

3

- International alumni

SA Alumni & the Stages of International Education



Alumni Living Abroad: Global Students Become Global Professionals

This is becoming a borderless, global workplace. Children born today will spend part of their lives abroad, if they are successful professionals, in the same way their parents moved to different states.

Ryssdal, Kai. Interview with Paul Saffo. "Jobs of the Future: The Next Generation's Job Market," *Marketplace*. APM. 26 Oct. 2010. Radio.

International Student Alumni

- ◆ Living in the US
- ◆ Living in other countries



Building an Alumni Engagement & Development Program at UCEAP

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History of UCEAP

- University of California Education Abroad Program is a systemwide study abroad provider for all 10 UC campuses
- 1962 - First cohort of 80 students sent to Bordeaux, France
- Over 135,000 participants in past 50 years
- Currently in 41 countries, 120 partner institutions, approx. 4,600 students abroad in 2013-14

Alumni Engagement @ UCEAP

- 1962-2012 – No alumni engagement or development program by UCEAP. Limited campus programs in support of UCEAP alumni.
- Decision made to launch AED program in conjunction with 50th anniversary of programs
- 2012 Celebrated 50th anniversary of UCEAP with several California events and a reunion trip to Bordeaux
- Outreach to initial 1962 cohort and limited alumni only
- No follow-up from 2012 events
- No alumni database

Alumni Engagement: Past 6 Months

- Hired in July 2013, draft Strategic Plan for AED unit
- Build strong campus relationships with alumni & development staff
- Policies and procedures for gift acceptance, gift acknowledgement, gift receipting
- Established scholarship and program funding opportunities & stewardship plan

Past 6 Months (cont.)

- Launched 1st Year-end appeal for UCEAP Scholarship Fund
- Co-hosted 50th anniversary event for Germany/Italy with UC Berkeley
- Launched Alumni/Donor database project
- Personal engagement of Bordeaux '62, Gottingen '63 and Madrid '64 -68 alumni

Alumni Engagement: Next 6 Months

- Build UCEAP Alumni/Donor database (Raiser's Edge)
- Launch online giving site and online alumni network (Blackbaud Net Community)
- Plan and execute 50th Anniversary Spain alumni events – UCSB All Gaucho Reunion (April), Southern California event (summer), Madrid Reunion (November)
- Ongoing personal engagement of all UCEAP alumni with focus on Madrid '64 -68

Next 6 Months (cont.)

- Launch comprehensive engagement plan (annual fund, parent fund, planned giving, targeted segments) building on 50th anniversary model to include 5, 10, 20 year outreach
- Integrate new alumni and development stories into bimonthly UCEAP newsletter
- Launch Distinguished Alumni Award with presentation at UCEAP annual conference
- Launch Crowd funding partnership & Volunteer Scholarship Reader program
- Develop collateral materials in support of comprehensive AED program

Alumni Programming from the Provider Prospective

- Motivations for Alumni Engagement:
 - Assistance with re-entry
 - Technology now can build a bridge to re-entry remotely
 - Allows for meaningful reflection
 - Career Advancement
 - Extended Contact with Alumni
 - Content for recruitment
 - Giving
 - Student referrals
 - Recruitment
- Innovative ways to engage
 - Communication
 - Professional Development
 - Creative/Artistic

Alumni Programming from the Provider Perspective

- Technology Platforms Used:
 - Social Networking Sites
 - External and internal
 - Dedicated web pages
 - Blogs
 - CRM Technology
 - Print and electronic newsletters/magazines
- Events used:
 - Reunions – class/regional/ institutional/etc.
 - Overseas faculty/staff visits
 - Online Events
 - Merchandise Sales/Gifts
- Where does the allegiance really lie?
Home University, Program Provider, Host Institution, etc.?

UC San Diego Next Steps

- Send Study Abroad Alumni Questionnaire to next five years of graduates (2009-2013)
- Send questionnaire re interest in involvement with our alumni efforts to all study abroad alums
- Establish and implement a Study Abroad Alumni Advisory Group
- Begin activities and programming this fall that involve our alums

Discussion Questions

- Collaboration versus competition. How do we maximize opportunities to ensure win-win scenarios?
- How might our alumni be helpful to us in advocating for international education on our campuses?
- Can we effectively enable alumni to mentor and support current students to make the decision to participate in study abroad, and to retain students in study abroad programs once selected?
- How might we connect our alumni with study abroad returnees to help them with successful transitions back to campus and on into the working world?
- How can we help alumni make connections with other alums who have studied abroad to help further their own careers, meet new people, and enrich their lives?