5-2016

Strengthening UNO Alumni Engagement

NU Foundation

UNO Alumni Association

University of Nebraska at Omaha

Follow this and additional works at: http://digitalcommons.unomaha.edu/oiestrategicplanningforums

Part of the Higher Education Commons, and the Higher Education Administration Commons

Recommended Citation


http://digitalcommons.unomaha.edu/oiestrategicplanningforums/8

This Presentation is brought to you for free and open access by the Strategic Planning at DigitalCommons@UNO. It has been accepted for inclusion in Strategic Planning Forums by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.
Strengthening UNO Alumni Engagement

NU Foundation and UNO Alumni Association
Strategic Advancement Integration

May 2016
Why Strategic Integration at UNO?

• UNO desires a more collaborative model to engage with a growing, more sophisticated alumni base of 105,000 graduates worldwide

• Integrating alumni and fundraising programs is a national best practice model

• Utilize the strengths of both organizations to enhance our ability to reach goals outlined in the University of Nebraska Advancement Agenda
NU Advancement Agenda 2025

AWARENESS GOALS
• Improve the sense of bond/connection among all alumni
• Improve the sense of bond/connection among non-alumni donors

ENGAGEMENT GOALS
• Increase the number of annual donors to 90,000
• Establish baseline measure and demonstrate annual progress in effective volunteer engagement

FINANCIAL GOALS
• Increase annual total private support to $355 million
• Grow our endowment market value to $4.0 billion
NU Advancement Agenda 2025

AWARENESS GOALS
- Improve the sense of bond/connection among all alumni
- Improve the sense of bond/connection among non-alumni donors

ENGAGEMENT GOALS
- Increase the number of annual donors to 90,000
- Establish baseline measure and demonstrate annual progress in effective volunteer engagement

FINANCIAL GOALS
- Increase annual total private support to $355 million
- Grow our endowment market value to $4.0 billion
Key Integration Dates

- December 1, 2015: UNOAA Board of Directors approved terms
- December 22, 2015: NU Foundation Executive Board approved terms
- December 23, 2015: Integration plan announced
- January 1, 2016: Integration Effective Date
- February 9, 2016: UNOAA Alumni Engagement Staff Moved to NUF
Important Changes

• Four UNOAA staff members are now employed at NU Foundation as the UNO Alumni Engagement team
  (Lee Denker, Anthony Flott, Elizabeth Kraemer, Meri Kennedy)

• UNOAA will discontinue business support such as Athletics Checking, Department Project Funds, Athletics Pickles, and Travel Advance Program

• Comprehensive UNO alumni engagement plan will be developed and implemented, with input from campus leadership and the UNOAA Board of Directors
Next Steps

• Determine future organizational structure for Thompson Alumni Center by June 30, 2016

• Wrap up business projects unrelated to alumni engagement by June 30, 2016

• UNO Alumni Engagement Budget and Goal Setting with NU Foundation in spring 2016

• Develop and begin implementation of comprehensive UNO Alumni Engagement plan by December 2016. Includes involvement with important campus, Foundation and UNOAA partners
Alumni Engagement Trends

• Expanded career services to assist alumni
• Involving alumni in student recruitment
• Strengthen alumni volunteer opportunities on campus
• Introduce philanthropy through programs for current students
• Transition plan from student to alumni
• Targeted geographical programs
• Improve alumni engagement data in CRM