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# Strengthening UNO Alumni Engagement

NU Foundation

UNO Alumni Association  
*University of Nebraska at Omaha*

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# Strengthening UNO Alumni Engagement

NU Foundation and UNO Alumni Association  
Strategic Advancement Integration

May 2016

ALUMNI

# 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

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# 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