

A new vision for

alumni





Yost Ice Arena
Alumni Skating Event

Alums become part of the Michigan family the day they are accepted to this great university. And the connection is lifelong. At the Alumni Association, we exist to engage and support them every step of the way, by every means possible. We do so not to make our association stronger, but to make for a stronger University of Michigan. In collaboration with University partners across our three campuses, we pursue a vision of serving all alumni and providing them with relevant opportunities for engagement.

**We are strengthening
every possible relationship
across campuses, units,
communities, and beyond.**

And we will realize this vision by leveraging the critical connections we uncover throughout the University. Simply put: while we operate as a catalyst, and a leader for alumni relations University-wide, we can only be successful if you are also part of this exciting new future.

More deeper, smarter

connections

In today's world, the way we engage with alumni is changing rapidly. Therefore, our outreach to connect with them in deeper ways is based less on geography, and more on interests and shared experiences.


From communities centered around everything from sports and culture to travel and tech to occupation and curricula foci, we cultivate the most meaningful engagement with our alumni.

Bottom line, we want our alumni to feel that we are with them all the time, in whatever way possible, by expanding organic and structured points of connection. And we must all participate in this connectivity—every campus, every school, every department, every person.



We are reinventing
how our alumni connect
to the place they once
called home.

Annual Picnic
Prospect Park, NYC Club



We are a catalyst,
a leader, for our
entire University
alumni base.

Hail & Hello
Networking Workshop

Their success is our success is your

success

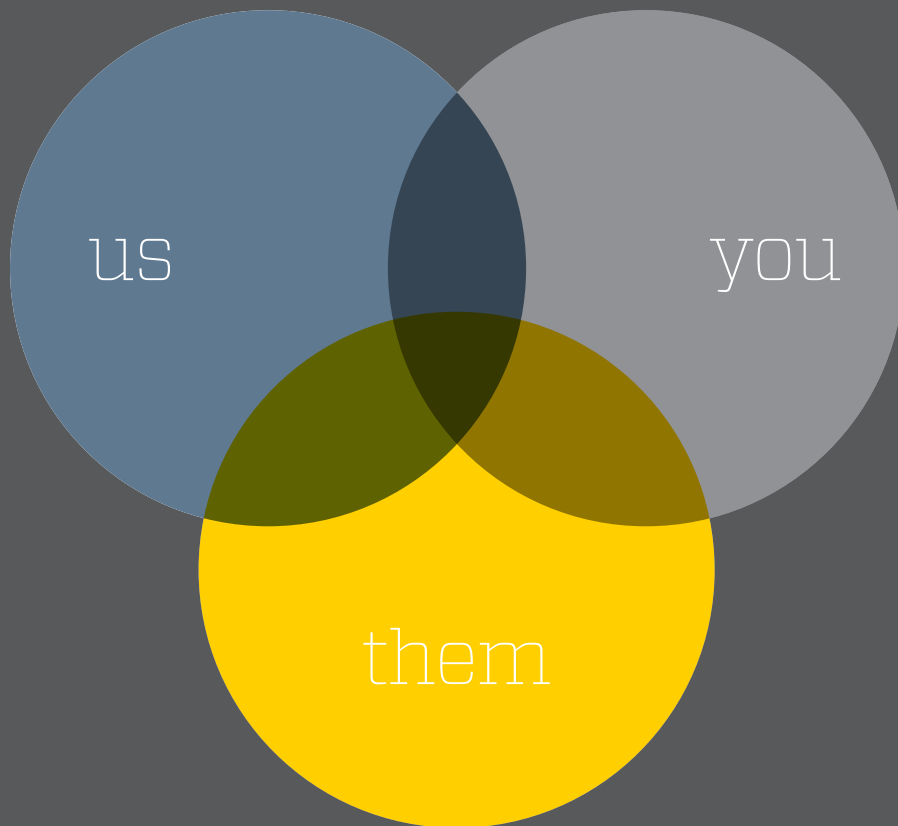
As we have done since our inception, we help alumni thrive by offering programs to expand alumni knowledge and access, extend alumni reach and share alumni success. There is nothing we want more for our students and alumni than success, from the moment they step foot on campus until long after retirement.

Through our student- and alumni-centered professional development and personal enrichment efforts, we put success at the forefront, tailoring programs to the dynamic and changing needs over a person's lifetime. We plan to share information, resources, stories and news through multiple media channels; and in doing so, serve as a connector for the entire University community alumni base.

Our goal is clear:

engagement

with more alumni in more relevant ways.



575k

With more than 575k alums,
we are one of the largest alumni
networks in the world.

103k

We currently have
103k active members.

80%


Huge opportunity,
to engage more alumni.

Together, we can make them feel the

relevance

You hold this book in your hands because our relationship with you is vital. We are hoping to break through the competitive, go-it-alone mindset that occurs among academic units seeking alumni attention. We have the expertise necessary to position ourselves as a strong, centralized leader to change the culture of alumni connectivity.

The result: new opportunities for alumni to connect with the entire University of Michigan and have seamless access to countless programs and services throughout the campuses in Ann Arbor, Dearborn and Flint. Our aim is not a position of power, but rather to empower a greater University-wide presence to service and engage alumni, ultimately resulting in stronger, more relevant connections. For you, for us, and for them.



We are asking
to partner with you,
for them.



We are investing in a technology platform that will track, inform and target everything we do.

The New Face of
Entrepreneurship,
Black History Month Event

With a data-first mindset, everything we do will be

informed

Our future vision will use data to help us drive everything we do to support alumni not only in the next five years, but in the next five decades. We are funding a massive data management and analytics platform that we can all use, if we collectively participate in feeding it. We are in the process of collecting and maintaining data to share with our collective alumni base, and to inform every initiative we offer.


Powerful data will allow us to better target our offerings, tailor actions based on history and interests and preferences, track every alumni touchpoint, and have every necessary insight to better serve our/your alumni base. The goal is to design and deliver experiences across multiple platforms, and demonstrate alumni impact for all. We are investing in the platform and we are asking you to invest in the process.

What it means for you:

action

We're serious about engaging more alumni and here's how we're going to do it:

1. **Alumni Relations Council** includes campuses-wide gathering of Alumni Relations experts to help all of us better understand, inform, and engage with our collective alumni base.
2. **University-wide Professional Development Resources** for all alumni throughout their lifetime as the result of collaborative partnerships with every unit on campus.
3. **Centralized Hub for Educational Enrichment** content for all alumni to take advantage of and navigate the vast, deep educational resources available at our University.
4. **Campus CRM Solution** available to all University units built on a flexible technology platform (Salesforce). It will also feature a robust, online, searchable alumni directory available to all campus partners.
5. **Development Partner** to help significantly increasing fundraising efforts across all three campuses through stronger engagement.
6. **Alumni Volunteer Model** that can be leveraged across every campus for recruiting, training, employing and recognizing our thousands of alumni volunteers.



We're taking
great strides to engage
more alumni.

Welcome Wednesdays
for Students



Help us bring our Blue

together

Our data shows that moving an alum from no engagement to participating in just one activity doubles their likelihood to give back. The more our alumni base is engaged, the more they contribute to our University in measurable and immeasurable ways, both of which are vital to our collective success. And we can only increase our engagement with them by working together.

We are asking you to help us do things differently. We are asking you to engage not for the Alumni Association, but for the University of Michigan. To help us build a more powerful, unified alumni base. And to continue to connect with alumni more deeply than ever.

To make all of us and our University stronger.

For those who leave Michigan,
but for whom Michigan never leaves.



