



UCLA Alumni

UCLA Alumni Association 2017 Annual Report

To enrich the lives of alumni and
involve them in UCLA's future.

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UCLA Alumni Affairs connects more than 500,000 alumni to UCLA for networking, giving back, engaging and pushing each other forward. With opportunity waiting around every corner, we can turn our potential into exponential growth together.

Being a Bruin is forever, with infinite opportunities to build new relationships and learn from our incredible UCLA community.

As Bruins, we're uniquely positioned to shake up the world every time we shake hands. And together, we'll continue pushing one another, the university and students forward by remaining at each other's side.

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Bruin Connections

In FY17, Bruin Connections focused on making changes to elevate their support of the needs of alumni. Understanding that each stage in the career journey has unique demands, the program concentrated on providing resources for young alumni, mid-career professionals, the 40+ audience, those looking to make a career pivot and C-level executives. Another priority was to make sure that proximity to campus was not a barrier to access. Events were created specifically for an online audience, and programming that took place in and around campus was filmed so that Bruins around the globe could benefit from the content.

*Partial list of programs and events



Career Programming

When a degree is conferred, the need for job-related resources accelerates, and Alumni Affairs is committed to keeping pace serving:

- Bruins making a career pivot
- C-level executives
- Mid-career professionals
- The 40+ audience
- Young alumni

Online resources ensure that for alumni around the globe career programming is only a keystroke away.

Bruin Career Insights

Monthly YouTube Live events explore professional development topics and industry-specific trends. Topics:

- Breaking into Entertainment
- Navigating Nonprofits
- Starting Out in Startups
- The Introverted Entrepreneur
- Top Tips for Job Seekers
- Your Best Interview

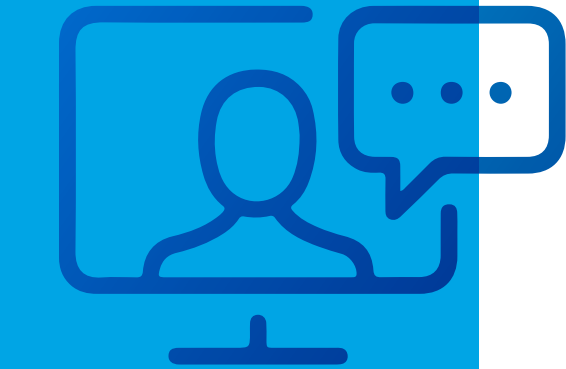
Next Steps

Continue to build on Bruin Career Insights' solid following and create an interactive space for alumni to submit ideas for topics.

In-Person Career Events

Bruins support one another in an encouraging community that enlightens and uplifts to help all alumni reach their full potential. Topics:

- Diversity and Innovation
- Managing Millennials
- Sustainability



Dinners for 12 Strangers

Two dinners in 1968 pioneered a UCLA tradition that has become a global phenomenon of food, conversation and fun. Dinners for 12 Strangers is one of the most popular Bruin Traditions for students, faculty and alumni, and the program is so successful it has been copied by colleges and universities across the nation. Bruins arrive as strangers and depart as friends; the possibilities that arise from those connections are limitless.

3,000+ Bruins

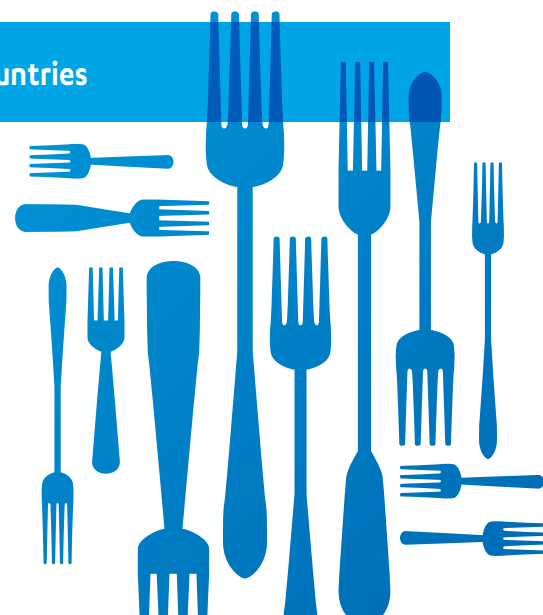
163 Dinners with students

245 Dinners with fellow Alumni

408 Total dinners

30 States

23 Countries



It's important to give back and stay engaged in this incredible university that gave and continues to give me so much. Try it once and you will be committed for life. It is easy, fun, and rewarding beyond words.

Missy '82, M.P.H. '87 and Bill Calvert M.B.A. '81

I hosted a Dinner for 12 Strangers earlier this year. After thinking that I wouldn't be able to take advantage of my alumni status, I'm now looking for ways to get involved and give back.

Marianne Roos '76

It was a great night with an incredible group of students and professors. Thank you for giving us this opportunity to stay in touch with our UCLA community.

Ron '87 and Pamela '86 Mass



Entertainment Networking Night (ENN)

ENN is the Alumni Association's most popular event. Well-connected Bruin entertainment professionals gladly share their expertise with students who are eager for the unique opportunity to learn directly from industry insiders. The diversity of jobs represented within the field and UCLA's proximity to some of the most influential companies in the business is highly prized.

80+ Alumni volunteers & **530 Students attending**

We're thrown into the real world with theoretical knowledge and told to figure it out on our own, so being able to connect with the Bruin alumni and receive that missing piece to our college education was critical to me. Yesterday was the first day I felt like a true Bruin.

Christina Chu '17
Communication Studies

A partial list of participant job titles in 2017

Activation Manager	Operations	Licensing	Publicist
Actor/Actress	Director of Music	Marketing Director	Recruitment Coordinator
Comedy Development	Clearance	Marketing Manager	Screenwriter
Executive	Director of Social Media	Non-Scripted Television	Staff Writer
Contract Administrator	Editor	Coordinator	Script Coordinator
Coordinator, Music	Executive Assistant	Portfolio Creative	Vice President, Brand
Contract Administration	Executive Producer	Executive	Marketing & Promotions
Customer Development	Financial Analyst	President/CEO	Vice President – Legal
Manager	Founder	Producer	Affairs
Digital Analytics	IT Analyst & Project	Producer & Director	Vice President Talent
Digital Talent Manager	Manager	Production Attorney	Acquisition
Director	Legal Assistant	Production Manager	Writer/Director
Director of Development	Legal Counsel, Strategic	Production Supervisor	Writer/Producer
Director, International Film	Partnerships		

A partial list of companies that participated in 2017

ABC Television Group	FOX Sports	Sony Pictures	Walt Disney Parks & Resorts
BuzzFeed Motion Pictures	HBO	Entertainment	Walt Disney Studios
CBS Television Network	ICM Partners	TBS Network	Warner Bros.
Creative Artists Agency	Lionsgate Entertainment	Twentieth Century Fox	Entertainment
Discovery	NBCUniversal	Universal Pictures	Warner Bros. Records
Communications	Paramount Pictures	Univision	WME IMG
DreamWorks Animation		USA Networks	

The Alumni Mentor Program

In the spirit of Bruins helping Bruins, the UCLA Alumni Mentor Program enables alumni to share their professional and personal experience and expertise with current UCLA students. The program continues to grow each year with:

1,414 Students

1,059 Alumni

2,500 Total participants at events on campus and throughout the Los Angeles community

Events such as:

- A men's basketball game
- "One Bus, One Cause" volunteer experience
- Professional development workshops
- UCLA gymnastics meets

Next Steps

- Expand the Alumni Mentor Program to include professional school matches.
- Elevate the program's in-person events to increase attendance and feelings of connection to the program and to the university.
- Increase communication with program participants and opportunities to seek and utilize their feedback.

The UCLA ONE Platform

Publicly launched in October 2016, UCLA's proprietary career networking platform already has:

22,000+

Registered Users

The addition of new group functionality allows professional schools to build their brand within the platform, and industry-based networking can flourish.

Next Steps

Utilize UCLA ONE to drive industry-based networking and develop original content for the platform.

The Spirit Squad

Capturing the Bruin spirit through cheer, dance and pep, as well as community service, the Spirit Squad made appearances at a record-breaking number of events and raised an unprecedented:

\$50,000+

Collaborative Instruction

Believing that our alumni are our greatest resource, UCLA graduates were invited into the classroom for guest lectures to share their wisdom and insight with the next generation. This year saw guest lectures in:

10 Classes in Fall 2016

9 Classes in Winter 2017

14 Classes in Spring 2017

Speakers:

Cleveland Brown – CEO & Founder, Pay Scout

Barry Eggers '85 – Founder & Partner, Lightspeed Venture Partners

Brian Lee '93, J.D. '96 – Co-Founder & CEO, The Honest Company

A select group of economics courses culminated in Economics in Action, a conference in which students presented on real-world topics and their intersection with economic theory while receiving feedback from alumni judges.

Sharpe Fellows Program

An intensive professional development training program, the Sharpe Fellows Program places juniors in internships at prestigious companies.

300+ Applications received

40 Alumni interviewers

3 days of interviews to select the best and brightest juniors

40+ Students received placements in fields including: Investment Banking, Finance, Technology



Connecting Students

Five dynamic new events were created to prepare the next generation of Bruins for the professional world.

Brand with a Bruin

Students learned the importance of online branding and how to effectively use platforms like LinkedIn and UCLA ONE. Then, each student received a complimentary professional headshot.

Bruin Development Academies

Focused on a variety of industries and skill sets, alumni helped prepare students for the real world.

Social Justice at Work

Bruins with backgrounds in various fields taught students how they incorporate social justice into the work they do and the organizations with which they volunteer.

Interview with a Bruin: Pre-Med Edition

The blueprint for the successful Interview With a Bruin program was modified in response to a demand for more science-oriented alumni interviewers. Twenty alumni in the medical field conducted medical school multiple mini interview (MMI) style interviews with current students.

STEM Networking Night & Entrepreneurship Networking Night

These new events brought in alumni to network with current students and share their career path.

List of industries:

Biopharma

Biotech

Consulting

Entertainment

Public Health

Pharmaceutical Sales

Technology



Job-Ready Bucket List

This pilot program prepares students to launch a career immediately upon commencement. Students networked with an accomplished pool of alumni and friends who shared experiences and professional advice.

Program participants graduated with:

- A vetted resume
- Networking assistance
- Tailored support for using an anthropology or sociology degree

Life After Degree Panels

To illustrate the wealth of opportunities awaiting students after graduation, a variety of academic departments presented panels of alumni who had pursued a diverse range of career paths.

Survey of Graduating Seniors

Graduating seniors were surveyed to gain insight on the industries of interest for new grads and their next chapters.

Grad Central

On June 16
more than

2,300

graduating seniors and their families celebrated at the James West Alumni Center.

True Bruin Traditions Keeper

Alumni Affairs and New Student and Transition Programs partnered to host a reception and medal ceremony to celebrate the

80+ Students who completed

for those who entered their first-year **75 or 40** for transfer students
Campus Traditions

Next Steps For All Signature Programs

Work with the Business Development team to create sponsorship opportunities for signature programs such as Dinners for 12 Strangers and new programs like Bruin Career Insights.

Affinity Networks

UCLA Affinity Programs recognizes the rich and robust diversity in alumni passions. Affinity networks give like-minded Bruins a place to celebrate and grow their interests for the benefit of the community.

*Partial list of networks



The 2nd Act

45% of UCLA’s alumni population is 45 years of age or older. This program was created to meet the specific needs of Bruins entering mid-career and mid-life. The inaugural program featured Dr. Gary Small, Director of UCLA Longevity Center and best-selling author of four books on aspects of successful aging.

Bruin Entertainment Network

Attracting alumni from all majors, Bruin Entertainment Network hosted a screening event of “Aliens” featuring Ricco Rossi for attendees from a diverse range of careers.

Bruin Excellence & Student Transformation Grant

Gold Shield Alumnae supported a new effort in funding a Bruin Excellence & Student Transformation Grant to foster social justice leadership among UCLA student activists.

Disrupt Aging

U.S. life expectancies having hit all-time highs in the past decade. Affinity Programs collaborated with the Luskin School of Public Affairs to market a Disrupt Aging event that featured AARP CEO Jo Ann Jenkins.

Prytanean Alumnae Association

Comprised of UCLA alumnae who have given service to the university and the community, Prytanean raised a record amount at their annual benefit devoted to student scholarships.

True Bruin Distinguished Senior Award

The UCLA Alumni Band funded a True Bruin Distinguished Senior Award for UCLA Marching Band member Andrew Sprenkel ’17.

“Of all the UCLA programs for vets this year, “Ready, Aim, Hire!” was the most important because while vets gain a wonderful education at UCLA, they’re still so often unable to translate their military experience into a civilian resume. Plus RAH exposes them to networking which is another gateway to meeting employers and making professional connections.”

John Maldonado’17
Graduating UCLA student vet leader

UCLA Faculty Staff Alumni Network

To develop relationships with younger alumni staff, the Faculty Staff Alumni Network hosted a Taco Tuesday networking mixer and an H&R Block-sponsored Learn at Lunch event during tax season.

UCLA First Gen Alumni Network

In March, UCLA Alumni Association board member John Arboleda met an intimate group of students to share his personal odyssey as a first generation UCLA student who landed in Germany and Spain and ultimately developed a career spanning the globe.

Volunteer of the Year Award

At the UCLA Awards, the Anderson School was represented by Volunteer of the Year Award recipient Steve Yu '95, M.B.A. '03.

Women Veterans Mental Health

Mental health challenges affect both veterans and women in the military. Affinity Programs collaborated with the Luskin School to market a Women Veterans Mental Health event that featured speaker Kitty Dukakis.

Next Steps

Affinity Networks

Capture relevant data to make statistical-based decisions. Create a core volunteer alumni leadership team for the First Gen Alumni Network and Bruin Entertainment.

Continue the momentum of Affinity Networks and programs such as The 2nd Act for alumni ages 50 and over, relevant programming for our Veterans Network and the student-to-alumni pipeline among veterans.

Professional Schools

Continue serving professional school colleagues by bringing relevant presentations to their quarterly forum hosted by Alumni Affairs.

Increase the activity of professional schools on the UCLA ONE platform. Foster their participation in Virtual Alumni Day and broaden their participation in Alumni Affairs signature programs as well as seek ongoing partnership opportunities within their programs respectively.



Affiliates 2017 Scholarship



Taco Tuesday Group



Vet Net Kitty Dukakis



Alumni Band with Bears



Gold Shield 2017 Autumn Reception



Ready Aim Hire Google

Parent and Family Programs

Transitioning from high school to college is a significant step toward adulthood and a milestone of separation and adjustment for parents, the college-bound student and the entire family. Parent and Family Programs recognizes that, while change is inevitable, it cannot happen overnight and provides the information, resources, support and programming needed to help parents and students thrive.

*Partial list of Coffee Social locations



The Office of Parent & Family Programs is committed to helping families participate in their student's experience at UCLA. To enhance effectiveness, new staff members joined the team this year and efforts were refocused on:

- Expanding digital content via webinars and social media channels
- Services and programming available to UCLA families

The UCLA Parents' Council received the UCLA Awards 2017 Network of the Year, recognizing the organization's commitment and service to the UCLA students and community.



Next Steps

- Increase accessibility for Spanish-speaking families via a dual translated publication on the college experience.
- Refine the branding of Parent & Family Programs.
- Improve navigational layout of the Parent & Family Programs website to enhance the user experience.
- Produce monthly webinars highlighting various campus departments and administrators.
- Reengage former Parents' Council volunteers with the launch of the new Emeriti group.
- Identify populations of parents/families, determining what their unique needs are, and whether or not our current resources meet those needs.
- Work with campus partners to better tailor content and services to the sub-populations of the community.

San Francisco Bay
Monterey | Orange
San Fernando Valley
Sacramento Region
San Diego | Conejo
Long Beach | Desert
Channel Islands | Inland
Central Valley | High
South Bay | Rosemead
Silicon Beach | West
Las Vegas, NV | Boulder
Denver | Austin
Seattle | Boulder
Baltimore | Lancaster
Philadelphia, PA | San
Dallas, TX | Chicago

Bruin Recruitment

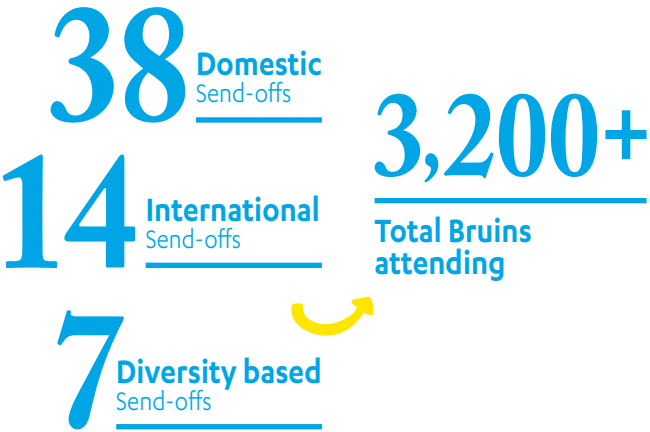
For the first time in UCLA history, freshman applications surpassed six figures as more than 102,000 high school seniors applied for admission for fall 2017. But, even with such extraordinary volume, UCLA and the UCLA Alumni Association are committed to helping prospective students gather information, explore their options and find answers to their questions. Additionally, newly admitted students have multiple opportunities to experience the spirit that characterizes the university.

*Partial list New Bruin Send-off locations



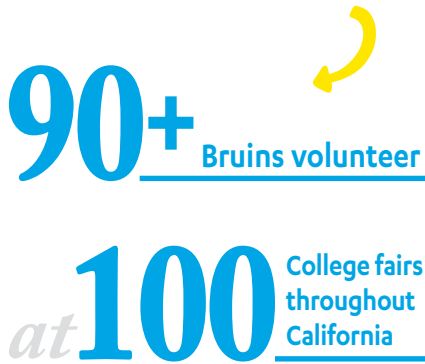
New Bruin Send-offs

Newly-admitted freshmen and transfer students can begin building their UCLA networks before their first official day of instruction by meeting alumni, fellow students and parents in their home towns.



Bruin Recruiters

To bring UCLA physically to otherwise under-served communities, alumni volunteers were trained in collaboration with UCLA Admission to represent UCLA at high school college fairs.



Multi-generational Bruin Breakfast

During spring's university yield season, Bruin Recruitment, working in collaboration with university partners, hosted a Multi-generational Bruin Breakfast and welcomed:

200+ Admitted students and their alumni family members

Bruin Day for Transfers

To welcome and support all Bruins, Alumni Affairs hosted an exclusive event for students transitioning from another school.

Nearly **100** new transfers and their family members were in attendance.

I cannot thank you enough for the Bruin Send-off on Saturday. It really meant a lot to meet other students and parents who were from the Chicago area. Further, all the alumni were so enthusiastic and helpful that it really put things into perspective! Our son made the best decision by selecting UCLA!

Melinda Wilson

Proud parent of incoming 2016 freshmen

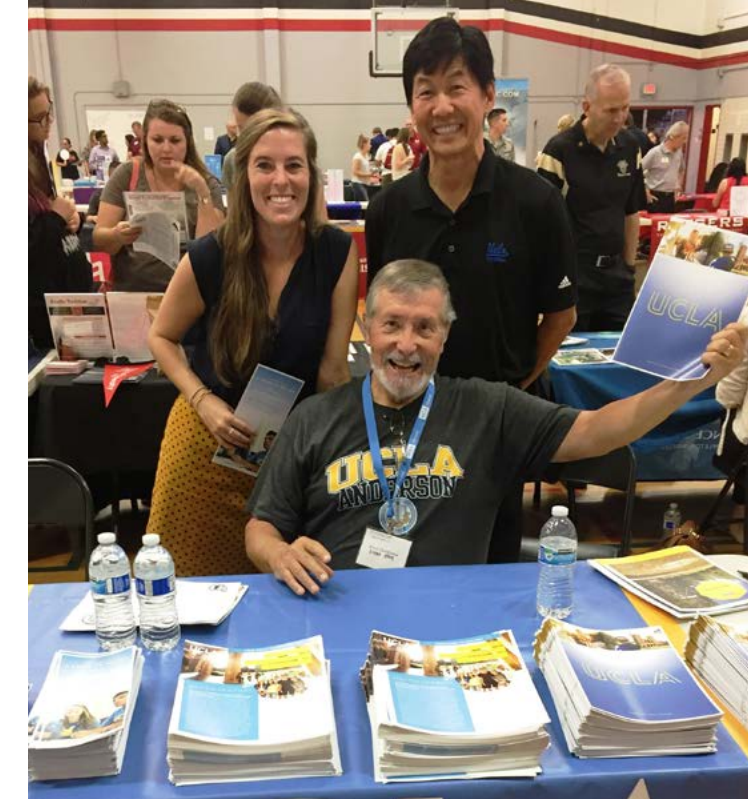


Bruin Bound

Admitted freshmen were welcomed across the country by Bruins staffed with:

100+ Alumni and parent volunteers and featuring...

18 Alumni panelists



Next Steps

Provide an avenue for alumni to give back to their alma mater while also promoting a college-going culture and demonstrating UCLA's commitment to service.



Alumni Travel

A student’s journey at UCLA is to explore, learn and understand. UCLA Alumni Travel sparks a similar intellectual curiosity in Bruin adventurers. United by degree or affiliation, our travelers share unforgettable moments with family, friends and fellow alumni. With every detail planned, our globetrotters are free to explore with open hearts and minds the beauty and history of the world.

*Partial list of trips



Learning is a life-long, global experience, and Alumni Travel provides educational opportunities for Bruins to see the world. Two in-house designed and operated tours, the Oregon Shakespeare Festival and Santa Fe Opera Festival tours, sold-out and operated to rave reviews.

Revenue goals were surpassed by

20%

900

Travelers traveled with UCLA

53

Journeys throughout the world

19

UCLA professors enriched our tours with their expertise

Next Steps

- Continue to focus on bringing memberships into the Alumni Association by encouraging current Life and Blue members to upgrade to the Gold level.
- Feature UCLA faculty on at least 50% of our offerings with a focus on increasing diversity among lecturers.
- Work closely with the business development team to create a young alumni travel product to reach the large number of alumni in these age brackets and welcome a diversity of ages to Alumni Travel.

“What sets UCLA Alumni Travel apart from other travel groups is the depth of the experience because of the quality of local guides and the UCLA professors. UCLA Alumni Travel has great integrity and stands by travelers for a great travel experience. We look forward to further travels with UCLA.”

Bud '57, J.D. '63 and Barbara '71 Katzman

Regional Networks

After graduation, many Bruins settle in neighborhoods and cities across southern California, while others establish residence in areas across the country and around the world. Regional networks allow alumni to create communities of support where they live. Geographical-based groups engage in professional networking, sporting and other social activities, community service, new student recruitment, and scholarship-fundraising while reestablishing old friendships and making new ones.

*Partial list of networks



Leadership Conference

Because our regional networks depend on their leaders, we held our Leadership Conference this December for established leaders to provide information and insight to new leaders. This year we had:

4 Panel discussions led by volunteers & **100+** In attendance

Asia Leaders Conference

As our network of alumni located in Asia continues to grow, we continue to meet their needs and held our first ever Asia Leaders Conference this year. Those who attended were excited to meet each other and connect with UCLA across geographic boundaries. The conference had:

30 People in attendance, covering **11** Different networks

Listening Tour

Furthering our international engagement, we toured Europe this summer, listening to Bruins in London, Paris, Geneva, Zurich, Barcelona and Madrid to find out how we can help them connect to UCLA.

Local

While expanding internationally, we maintained our local focus this year. In addition to special events such as a Galaxy soccer event and a We Run the City competition against USC alumni, the regional team hosted:

4 Nachos and Networking with...
250 people and...
357 football and basketball game watch parties around the world

Next Steps

Continue increasing engagement internationally, work with our networks to increase their scholarship funds and increase career programs, lectures and faculty talks.



Diversity Programs

Diversity Programs is a robust, nationally-recognized service that serves all members of the UCLA community.

In 2017 the program raised its profile as an authority on events and issues, presenting at the National Conference on Race and Ethnicity in American Higher Education on practices connecting diverse students to diverse alumni. The program was also featured at the Council for Advancement and Support of Education VII Connect West Conference on their practices working with LGBTQ alumni.

*Partial list of networks



Professional Conference

In February, UCLA Pacific Islander Alumni Association hosted their first professional conference of its kind in California, hosting students and alumni from:

5 Different Campuses

Book Signing

In May, UCLA Black Alumni Association hosted a book signing of “Coach Wooden and Me” and discussion with **Kareem Abdul Jabar**

Networks

Two networks joined the alumni family:

- **UCLA Black Alumni Association- Bay Area**
- **UCLA Undocumented Alumni Association**

25th Anniversary Benefit

In October, UCLA Pilipino Alumni Association celebrated their 25th Anniversary Benefit honoring:

- Distinguished Alumni of the Year, **Van Gerard Dichoso '91**
- Royal Morales Community Achievement Award recipients, **Joselyn Geaga-Rosenthal '68** and **Don T. Nakanishi, Ph.D. (posthumous)**

Annual Gala

In May, Asian Pacific Alumni of UCLA honored comedian, actress and writer Ali Wong for pushing boundaries and exemplifying what it means to be a Bruin at their 3rd Annual Gala celebrating their 30th anniversary,



Programs Highlights

EmPower Hour

The February panel, “Supporting Undocumented Bruins,” yielded the highest participation for a webinar and served as a catalyst for new network, UCLA Undocumented Alumni Association.

Professors in the Pub

“Professors in the Pub,” a new addition to Diversity Programs slate of events connects alumni with UCLA faculty by exploring their unique and different research expertise and other areas of interests outside of an academic setting. Topics have included:

- UCLA history
- Queer Latinx poetics
- The impact of highway expansion marginalized communities in Los Angeles

Visual Journey

In December, Diversity Programs hosted a visual journey with Pamela J. Peters ’11, an indigenous multimedia documentarian from the Navajo Reservation, exploring the lives and diversities of American Indians on film and in photographs. This photo-related event showcased Pamela’s exhibit, “Real NDNZ re-take Hollywood”, which recreates iconic portraits of film stars with contemporary Native American actors and “Legacy of Exiled NDNZ”, a film chronicling the lives of seven native adults in Los Angeles.



Culture Night Receptions

Diversity Programs helped host culture night receptions for alumni with the Asian Pacific Alumni of UCLA and with the UCLA Pilipino Alumni Association.

Student-Initiated Yield Weekends

In collaboration with alumni, Diversity Programs participated in engagement opportunities on and off-campus to speak with high school seniors newly admitted to UCLA. Alumni input proved integral in helping the admitted students decide if UCLA was the university they wished to attend by speaking as panelists, keynote speakers, dinner hosts and even submitting letters of encouragement from afar. Overall, we had:

250 Alumni participating

Next Steps

- Expand the reach of signature programs to go beyond Los Angeles.
- Formalize relationships to develop collaborative alumnae programming.
- Develop resources, guides, templates and tool kits to increase capacity for volunteer leaders to be innovative and creative in promoting diversity, equity and inclusion for their networks.

EMPOWER HOUR



Let There Be Pride 2017



HerStory: She's in the C-Suite Photo Booth



UBAA Kareem Abdul Jabar



HerStory: She's in the C-Suite Panel

UCLA Alumni Events

Dedicated to the ultimate experience for alumni, UCLA Alumni Events specializes in creating signature celebrations on behalf of the university. In FY17, alumni gathered for the Bruin Bash at the Rose Bowl and in cities hosting UCLA Football to show their team spirit and enjoyed pregame parties before select UCLA Basketball games. Alumni Events staged the Association's annual awards ceremony recognizing the Edward A. Dickson Alumnus of the Year and seven additional distinguished alumni and two networks.

*Partial list Bruin Bash locations



Bruin Bash Football

During the 2016 football season, we held official pregame parties for UCLA Alumni across the country with:

2,300+

Alumni, family and friends attending overall

400+

Attendees in College Station, TX alone for our game against the Texas A&M Aggies

7days

The span of time in which we traveled

FROM Tempe, AZ

where we were joined by

150

guests and the UCLA Bruin Marching Band and UCLA Spirit Squad for a game versus Arizona State University

TO Pullman, WA

where

100+

Bruin faithful joined us for a game versus Washington State University

Basketball Pre-Game Parties

We celebrated with Bruin spirit before Men's Basketball games with:

400+

Alumni, family and friends for games versus: Michigan, Arizona, USC and Washington State

Bruin Bash Basketball

For the NCAA Men's Basketball Tournament, we continued our pregame tradition with:

200+

Bruin faithful in Sacramento, CA for games versus Kent State and the University of Cincinnati and in Memphis, TN to take on The University of Kentucky



Alumni Awards

We recognized alumni who have led with their true Bruin spirit to make an impact on our community and the world. The awards ceremony at the Centennial Ballroom at the Luskin Conference Center was attended by:

300+

Alumni, family and friends gathered to celebrate this year's awardees



ALEX BUDAK
 ●●● CLASS OF 2007
 UCLA AWARD FOR RECENT GRADUATE ACHIEVEMENT 2017
 SOCIAL ENTREPRENEUR, CHANGEMAKER, CO-FOUNDER OF THE DEN

WHEN SOCIAL CHANGE IS MORE THAN A SIDE HUSTLE.

IS YOUR PURSUIT YOUR PASSION?

UCLA
 alumni.ucla.edu/awards



ANN MEYERS DRYSDALE
 ●●● CLASS OF 1979
 UCLA AWARD FOR PROFESSIONAL ACHIEVEMENT 2017
 HALL OF FAME, GENERAL MANAGER, SPORTSCASTER & ONLY WOMAN TO SIGN AN NFL CONTRACT

SHE MADE "PLAYING LIKE A GIRL" A HUMBLE BRAG.

WHAT STEREOTYPES WILL YOU SHATTER?

UCLA
 alumni.ucla.edu/awards



CHAU LE
 ●●● CLASS OF 1981
 UCLA AWARD FOR COMMUNITY SERVICE 2017
 FINANCIAL SERVICES COO, PHILANTHROPIST, CHILDREN'S CANCER WARRIOR

SHE MADE ROOM IN HER HEART AND IN THE HOSPITAL.

WHAT CHARITY DO YOU HAVE TO GIVE?

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ERNEST HIROSHIGE
 ●●● CLASS OF 1967
 UCLA AWARD FOR PUBLIC SERVICE 2017
 SUPERIOR COURT JUDGE, FOUNDER OF ASIAN PACIFIC ALUMNI OF UCLA

BORN INTERNED HE LIVES AS A CHAMPION FOR FREEDOM.

WHO ARE YOU STANDING FOR?

UCLA
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MIXED ALUMNI ASSOCIATION
 ●●● FOUNDED 2015
 UCLA IMPACT AWARD 2017
 REPRESENTED BY PRESIDENT JENIFER LOCIA
 CLASS OF 2001
 ONLY MIXED ALUMNI ASSOCIATION IN THE COUNTRY

BEING FIRST CREATES A PATH TO AN INCLUSIVE UCLA.

HOW WILL YOU BRING PEOPLE TOGETHER?

UCLA
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MICHELLE KING
 ●●● CLASS OF 1984
 EDWARD A. DICKSON ALUMNUS OF THE YEAR 2017
 SUPERINTENDENT OF THE NATION'S SECOND LARGEST SCHOOL DISTRICT

LOS ANGELES IS HER HOMEROOM, THE LESSON IS LEADERSHIP.

WHAT WILL YOU TEACH BY EXAMPLE?

UCLA
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PAM CYSNER
 ●●● CLASS OF 1976
 UCLA AWARD FOR UNIVERSITY SERVICE 2017
 STUDENT LEADERSHIP ADVISOR, DIVERSITY & CONFLICT RESOLUTION ADVOCATE

RESOLVE TAKES STRENGTH. DEDICATION TAKES HEART.

HOW WILL YOU HELP THE STUDENTS OF TOMORROW?

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PARENTS' COUNCIL
 ●●● FOUNDED IN 2008
 UCLA AWARD FOR NETWORK OF THE YEAR 2017
 REPRESENTED BY DOUG AND BERNARDETTE LARSEN, AND DOUG AND BOB MURPHY
 PHILANTHROPISTS, VOLUNTEERS, PARTICIPATED IN MORE THAN 50 EVENTS & ACTIVITIES

PROUD PARENTS OF 45,000.

HOW MUCH SUPPORT CAN YOU OFFER?

UCLA
 alumni.ucla.edu/awards



SOLEIL DELGADILLO
 ●●● CLASS OF 2009
 UCLA AWARD FOR YOUNG ALUMNI VOLUNTEER OF THE YEAR 2017
 YOUTH MENTOR, PASSIONATE ALLY TO UNDERSERVED COMMUNITIES

SHE'S DEFIED THE BOX BY LIFTING OTHERS OUT.

HOW WILL YOU HELP OTHERS SUCCEED?

UCLA
 alumni.ucla.edu/awards



STEVE YU
 ●●● CLASS OF 1995, MBA 2005
 UCLA AWARD FOR VOLUNTEER OF THE YEAR 2017
 L.A. WESTSIDE BRUINS PRESIDENT, LAW SCHOOL C/O & ALL AROUND NICE GUY

HE'S THE PRIDE OF THE WESTSIDE.

HOW CAN YOU INSPIRE FELLOW BRUINS?

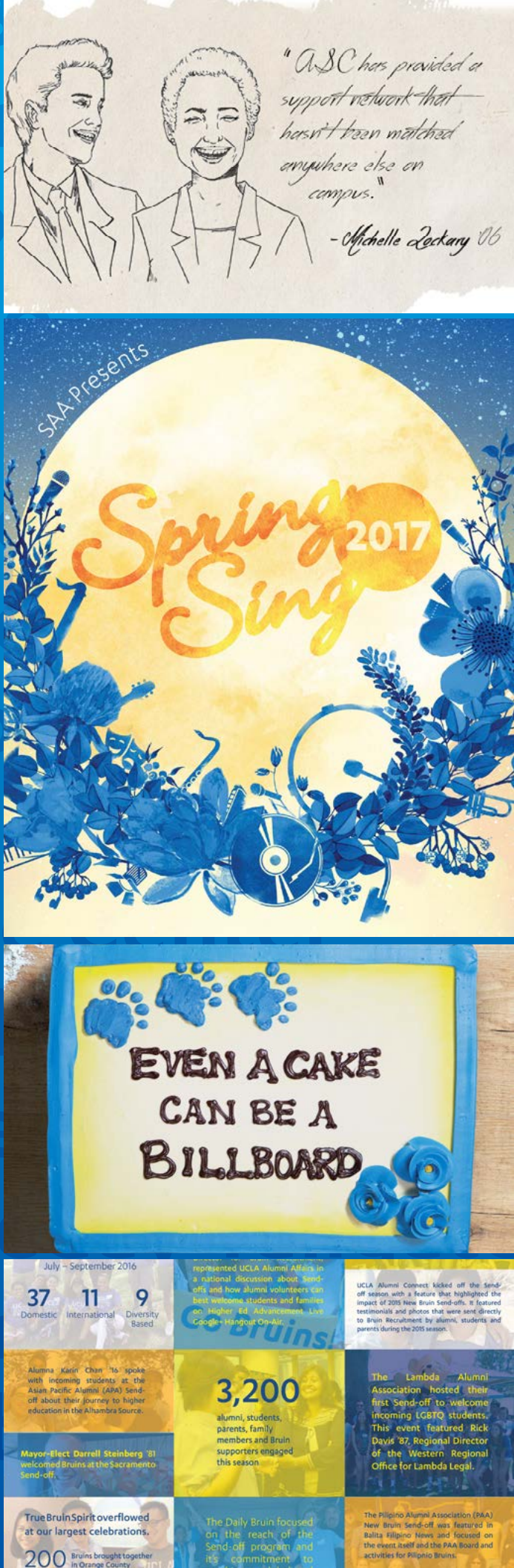
UCLA
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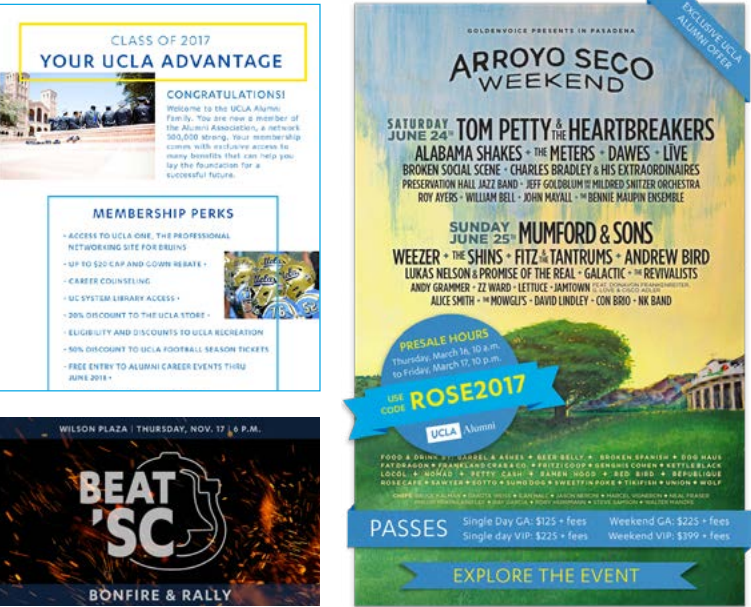
Marketing

On behalf of all units within Alumni Affairs, the marketing department helps to shape communications to alumni and others in a way that teaches, inspires, and motivates action and involvement. This includes maintaining the website, creating a marketing plan and communications strategy, creating print and digital marketing materials, identifying the audience, and promoting our messages through every available channel.

*Partial list of Business Development partners



Designed for Email



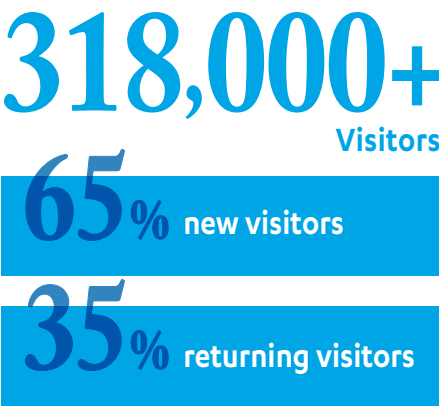
Filmed at UCLA

The marketing team created and produced “Filmed at UCLA,” a video compilation of movies and television shows filmed on campus. The video was featured in the April edition of the Alumni Newsletter Connect and became the #1 post of all time on the UCLA Facebook page with 283K views. UCLA Athletics department requested to share the video with the LA 2024 Olympics Bid Committee.

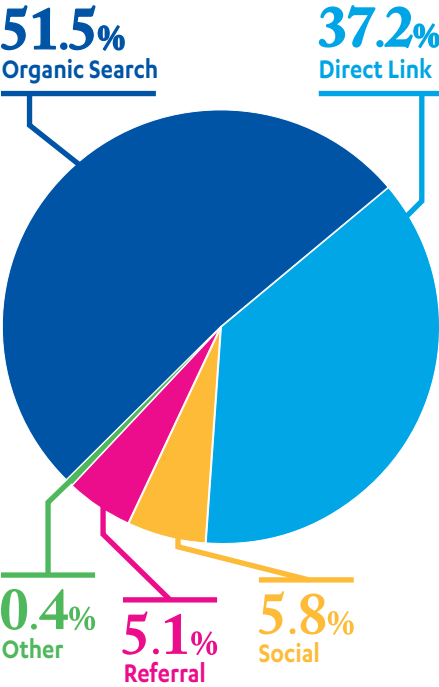
Top Connect Posts



Website Traffic



Where they came from:



Social Media

The Alumni Association has grown an active social media community of:

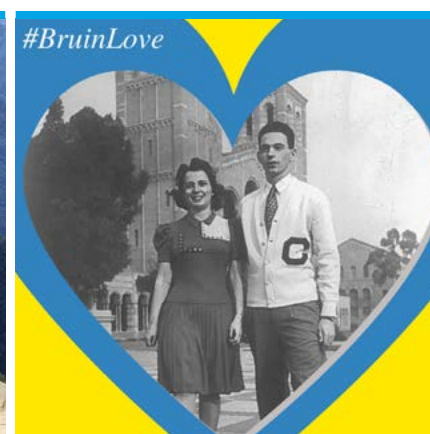
123,600+
Members

This highly engaged community generates an average of:

1,100,000+ Monthly impressions...
37,700+ Daily impressions...

and hundreds of daily interactions.

Top Performing Social Posts



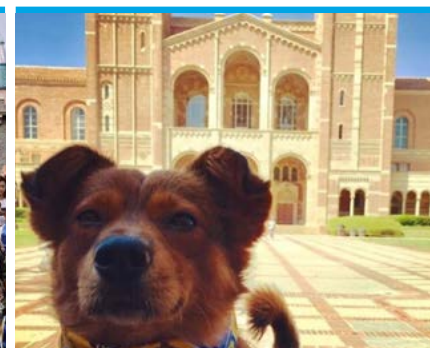
User-generated Content



#FutureBruin(s)
7,300+ posts to date



#UCBruinsEverywhere
1,200+ posts to date



#BruinPets
600+ posts to date

Social Media Growth

+17% Overall

YouTube +58%

Instagram +35%

Twitter +19%

Facebook +14%

LinkedIn +14%

New and Refreshed Logos



1st GEN ALUMNI



UCLA SHARPE FELLOWS

Next Steps

- Promote membership by rethinking how it is represented on the alumni website. Reduce the number of clicks needed to purchase a membership. Clarify the list of benefits by grouping our advantages in sections and improving the overall display. Conceptualize and reorganize the presentation of membership tiers and other components of the page to make it easier to understand.
- Completely redesign the alumni.ucla.edu homepage by the end of the fiscal year in response to strategic planning suggestions from the Anderson Report.
- Bring life to the first Virtual Alumni Day, put on by any university, an online celebration of UCLA that features compelling, original and diverse materials to a worldwide alumni audience.

Five Year Strategic Plan

As the UCLA Alumni Association continues to connect alumni across the globe, the next five years will focus primarily on reconnecting with members and making them aware of the benefits of membership while increasing the frequency, depth, and quality of communication. We will foster Bruin pride and significantly increase awareness among our alumni.

An Anderson MBA team conducted a three month analysis including peer school reviews, focus groups, 1-1 interviews and survey responses from 3,269 members to develop the four pillars of the plan: engagement, revenue generation, career development and alumni networks.



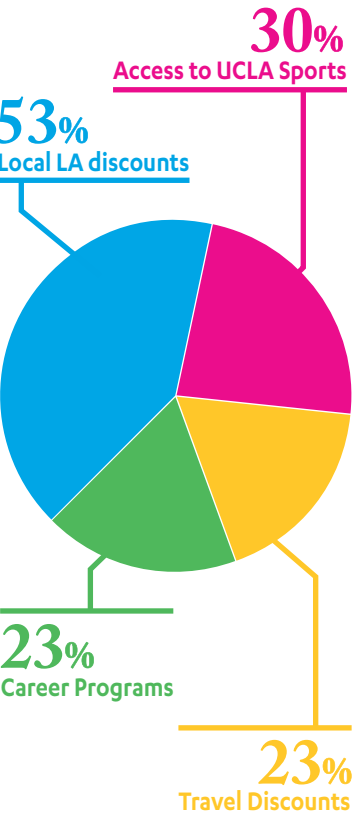
Engagement

To increase engagement with all constituents, we will create tailored and specific opportunities that will remind alumni how connected they are to their alma mater. By nurturing their most memorable experiences while attending UCLA, we will continue to bring excitement and the true values of being a Bruin for life.

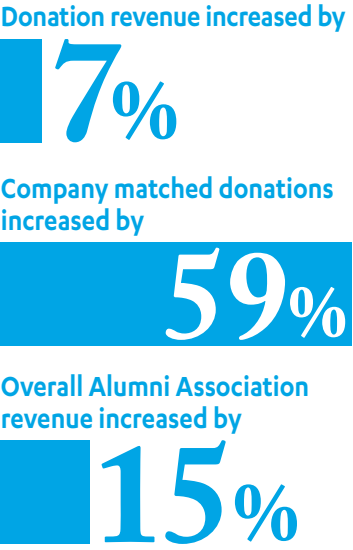
Revenue Generation

Increased awareness among Blue, Life and Gold members are key factors to increased revenue generation. UCLA Alumni will need to increase awareness of the membership tiers by 75% and engage 15% or more of graduating students in membership giving.

Member Benefits Preferences



Revenue Goals



Career Development

With the success of UCLA ONE, our online networking platform, we have the opportunity to inform and engage our members on the excellent career benefits and professional advice. Developing a strategy that will focus on specific groups ranging in age and profession to better target their professional needs will allow the UCLA Alumni Association to assure that all members are receiving the professional development necessary to enhance their careers.

Alumni Networks

Supporting our more than 500,000 alumni, we will deliver social media campaigns with student and alumni profiles showcasing member experiences and their appreciation for UCLA. By promoting unique stories and shared experiences, we will find more ways to connect with all constituents. Ultimately this will allow us to impart the value and importance of alumni networking and developing strong bonds.



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[alumniucla](https://www.youtube.com/alumniucla)