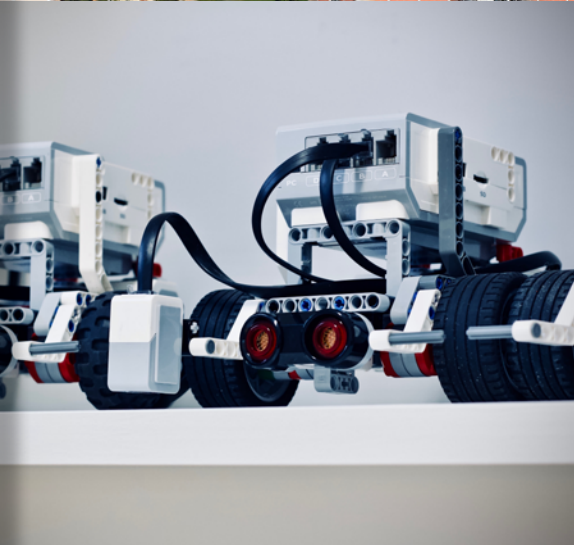




Call for Submissions

UCLA Virtual Alumni Day (VAD)

THURSDAY, SEPT. 13



Dear Fellow Marketing Professionals,

UCLA Alumni Affairs invites you to join in a groundbreaking one-day, all-alumni experience that brings the community into a shared space to celebrate the people and possibility of UCLA. Hosted virtually, accessible worldwide and to be promoted broadly - Virtual Alumni Day is designed to nourish the alumni spirit and pride through a rich buffet of small, tasty bites of UCLA news, entertainment and inspiration. If alumni can't come back to UCLA, we'll take UCLA to them.

To accurately tell UCLA's rich and varied story and to ensure that every person who logs in sees representation in the areas they hold dearest, we are asking everyone here to consider which of your many departmental announcements, discoveries, influences, insights or strides is the one you would most like to share with your graduates and boast to an alumni audience that might otherwise be outside of your reach. The Virtual Alumni Day content management site will dynamically and equitably position content for guests in a visually appealing, easy-to-navigate and on brand format.

A recent doctoral study on the science of alumni engagement conducted by Jay Dillon '03, M.A. '05, Director of Alumni Engagement at San Francisco University, concluded that as users in all demographics embrace technology; social media and other online interactions are becoming more accurate indicators of alumni identity and giving than event attendance, proximity to campus, age, and volunteer participation.* So please, join us in embracing this fresh platform that challenges and

empowers us to think creatively about content that might not fit our more traditional channels. Production should be clean and simple with heart and a desire to entertain, enrich, inform or inspire. All forms of digital media are welcome. The suggested runtime for videos is three to five minutes. Previously created content can be cut and repurposed, but all submissions should feel unique to this project and for broad audience appeal. Although we ask that all submissions debut on Virtual Alumni Day, departments retain all rights of use for their work afterwards.

Our current thinking is that just as we would not invite guests into our home for dinner and then ask them for money to cover the meal or to help with the dishes, VAD is not the place to fundraise, solicit volunteers or conduct surveys. The site will support contributor contact information including links that could take viewers to department pages for additional programming. The site will gather a variety of statistics and we will happily share the analytics when available.

We, as marketers are innovators challenged to spread the word on UCLA's remarkable people and journey. Alumni are hungry for ways to feel appreciated and reconnect. The goal of this project is to increase alumni awareness, engagement and giving. If each represented area commits to creating a small, manageable piece of the whole project we can gift our alumni, donors, fans and other constituents with powerful evidence of UCLA's excellence and their stake in the Bruin family.

UCLA Virtual Alumni Day (VAD)

How to participate

APRIL 13

Last day to submit proposals

JULY 13

Completed projects due

We are eager to help you brainstorm the possibilities.

Please visit

alumni.ucla.edu/vad-ideas to start the process.

Explore suggested content areas, come up with your own and contact us at virtualalumniday@support.ucla.edu with follow-up questions.

UCLA Alumni

*Jay Le Roux Dillon, Ed.D. "Alumni Engagement Scoring: What Does the Science Tell Us?" Find the presentation here: bit.ly/2C9TuSJ