

UCLA Alumni Affairs Year in Review 2021-22

With care and compassion, innovation and inspiration, dynamism and optimism. Together, we lead. We connect and engage from whatever portal, wherever in the world.

BRUINS LEAD.



Julie Sina, Associate Vice Chancellor, UCLA Alumni Affairs

UCLA Alumni

Alumni Career Engagement



EMOTIONAL LABOR AT WORK

This updated program tackled the complex concept of emotional labor and the toll of racial injustice in the workplace with Board member Jenn Wells.



UCLA ALUMNI MENTOR PROGRAM

A mix of undergraduate and graduate students paired for more than **1,000** mentorships. Mentors and students connected despite changing campus regulations.

JOB READY

The Class of 2022 received a self-guided job search module that helps recent grads identify their professional values, create solid resumes and cover letters, and conduct successful interviews.

CAREER COACHES NETWORK AND WEBINARS

Topics included avoiding burnout and setting professional boundaries.

These webinars have a consistent following live and on YouTube.



Exceptional alumni entrepreneurs inspire innovation and represent a broad spectrum of leaders across industries.

UCLA SHARPE FELLOWS

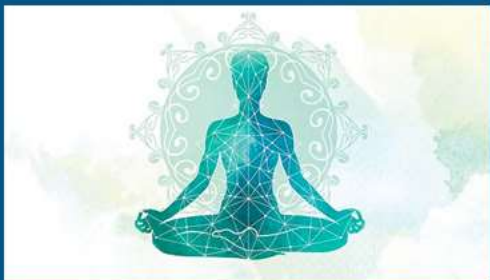
Participating students secured internships in a wide array of top organizations, including Deloitte, Goldman Sachs, and Microsoft.

Regional and Affinity Networks



SoFi Stadium Tour

Alumni enjoyed the special treat of a behind the scenes tour of LA's newest stadium. It was the largest in-person event since the COVID-19 shut down with **100+** participants.



Meditation & workout series

Our alumni led monthly meditation series proved so popular they are still ongoing. The workout series has featured Qi Gong, yoga, HIIT and Zumba classes.

Day in the Life of COVID-19 panels

This was a popular series of conversations with Bruins living domestically and internationally during the coronavirus outbreak.

DAILY BRUIN REUNION

Alumni who were Daily Bruin staff members as students were eager to reconnect and meet and mentor current student staff members. The highlight was the opportunity to view the newly remodeled Daily Bruin office.

UCLA Alumni ORANGE COUNTY GOLF TOURNAMENT



The reimagined tournament attracted Bruins interested in playing the game and raising money for the UCLA Alumni Orange County network scholarship.

Alumni Mixers and Fireside chats with Chancellor Block



Bruins appreciate and crave the connection the Chancellor brings to their community as he keeps them updated with the latest UCLA news.

Regional and Affinity Networks



As the Las Vegas network dissolved during the pandemic, a much needed Women's Leadership Network rose up in its place. This alumnae gathering was in-person and the kick-off event.



Martin Jarmond in New York

A small group of Bruins were thrilled to sit down to dinner with UCLA's Athletic Director to hear his vision and the latest news from UCLA Athletics.



Prytanean Scholarship Luncheon

This longstanding UCLA support group were delighted to be back in person to see one another again and raise money for their scholarships to support UCLA students.



**NEW BRUIN
SEND-OFF**

2,000+
ATTENDEES

55+ EVENTS

More than 2,000 newly admitted students and families attended 55 in-person and remote events welcoming them to UCLA. They were joined by the classes of 2023 & 2024 who missed in-person send-offs.

Diversity Programs and Initiatives



PAA introduced their second scholarship supporting incoming transfer students in honor of Dr. Dawn Bohulano Mabalon '94, M.A. '97.



Ms. UCLA Pow Wow Pageant/Pow Wow Weekend

o The 37th annual UCLA Pow Wow gathered the AIA community across Southern California. The Ms. UCLA Pow Wow Pageant promotes the idea that Native Women can be successful in higher education while remaining culturally grounded.

UCLA

Latino Alumni Association



UCLA Latino Alumni Association broke their previous record, surpassed their fundraising goal and raised \$18,000 for their scholarships for students in need.



This weeklong celebration series featured special lectures, professional development seminars, networking mixers as well as an annual tailgate and homecoming game gathering.

UCLA

Alumni Academic Advancement Program Alumni Network

The AAP Alumni Network officially announced the launch of their network activities and mentoring program at the 50th Anniversary Celebration of the UCLA Academic Advancement Program.

UCLA We are back!

ALUMNI TRAVEL

Highlights for FY21-22

More than **600** travelers, **32** group departures
and **12** UCLA Professors accompanied our trips.



FY23 has more than **800** travelers currently booked and climbing.



The UCLA Grad Trip will transport Bruins
from the classes of 2020, 2021, and 2022.

Safety first:

All travelers and on-site staff must be fully vaccinated. Only a handful of COVID cases manifested on tours, all mild. Companies adhere to the COVID protocols in the counties visited.

Student Alumni & Parent Family Engagement



A UCLA vs. USC Football Tradition

One of UCLA's largest outdoor campus gatherings. The stars aligned, and the winds were calm, making this the first Bonfire lit up in six years!



Monthly virtual drop-in connections for Bruin Families

A safe, welcoming space to ask questions, chat, laugh, and share with Alumni staff and other families.

Student Alumni & Parent Family Engagement



Celebrating more than 50 years of food, fun, and friendship

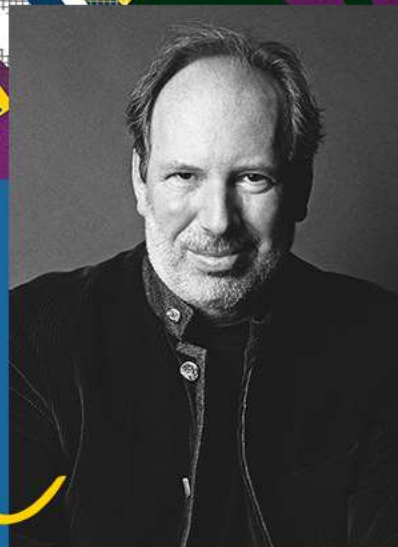
The tradition lives on, offered both in-person and virtually this year—a new registration portal.

**39 LOCAL DINNERS
FOR STUDENTS**

79 ALUMNI DINNERS

TEN VIRTUAL DINNERS

Hans Zimmer was the George and Ira Gershwin Award for Lifetime Musical Achievement recipient.



A UCLA Musical Tradition Since 1945

Back on campus after a two-year virtual hiatus at the Los Angeles Tennis Center.

Alumni Scholars Club



LOCKS
of LOVE

ASC welcomed back Locks of Love to JWAC with over 120 appointments and more than 1,500 inches of hair collected to support people experiencing medical hair loss.

MY Last Lecture AWARD

Jeffrey Maloy, Ph.D. '17, accepted the My Last Lecture Award on behalf of more than 2,000 students who voted for him, and delivered a "Last Lecture" full of life lessons to over 300 people.



ASC Leadership Banquet

On May 31, the Alumni Association honored 65 ASC leaders who worked diligently throughout the year to embrace a hybrid model and reinvigorate in-person programming.

ASC Alumni Advisors

An ASC Alumni Advisor, made up mostly of graduated Alumni Scholars, is paired with each ASC Executive Board member, and they offer perspective on how to weave alumni into ASC programming in meaningful ways. SAA will incorporate this model next school year.

Reopening of JWAC



- **172** events in the building since we reopened in October
- **\$75,130** in revenue
- Hired **18** students to form the CARE Team, providing year round customer service, event support and building support

Government & Community Relations Partnership



In recognition of the 50th anniversary of the Pell Grant, former recipients shared testimonials about the program's lasting impact.



The Civic Engagement Taskforce builds synergy between alumni and community originations that align with their interests.



LEADERS 2 LEADERS

UCLA Alumni

Participants in the Leaders 2 Leaders webinar featuring the UC Advocacy Network gained insight into current issues in Higher Ed and how to advocate for the University of California.



UCLA joined forces with the Sepulveda Transit Corridor Metro rail line coalition to support accessible and equitable transportation across major transit corridors, including a station on the UCLA campus.

Social Media



Instagram

Increased use of Stories to expand awareness included daily event roll calls, real-time event sharing, multiplying career content threefold and inclusion of The Diversity Digest each week.



#GivingTuesday 2021

350+ graphics organized into digital kits for **30** participating alumni networks (an increase of 20% over 2020) raised more than \$10K.



Representation

Embraced diversity year round, highlighted heritage months while expanding campus and UC-wide social media collaborations through shared content and amplification.



The demand for UCLA Alumni content continues to grow and subscriptions to the UCLA Alumni channel are currently increasing at a clip **+15%** each month.

Alumni Appreciation & Sustaining Donor Program

- 20% discount to Bruins both online and in person at the UCLA Store.
- Alumni Appreciation opportunities with Athletics for multiple sports.



Shepherding New Grads

New graduates were welcomed into the alumni family with Member ID cards, dedicated webpages, weekly newsletters throughout graduation months and a dedicated welcome moment at various network events.

SUSTAINING DONOR PROGRAM

Fundraising

Campaigns that celebrate the anniversary of the gift of the Bruin Bear in 1984 and the anniversary of Alumni Affairs in 1934 have increased giving as have the use of OLG registration sites that invite registrants to make a gift when they RSVP for an event.

Gift Renewals

- A growing number of gifts to the UCLA Alumni Support Fund = an increase in emails to renew their gifts.
- Open rates for renewal emails hover around 40% and renewed gifts currently stand at **40%** for the first time in years.

Stewardship

Donors to the UCLA Alumni Support Fund received thank you cards, birthday emails, multiple discount opportunities and special gifts at select in-person events.

UCLA Alumni Awards

The Bruin spirit was ablaze at the Luskin Conference Center on May 21 when the 76-year tradition of UCLA Awards honored the brightest stars in our alumni universe.

The evening ended with standing ovations for Sheila Kuehl's riveting acceptance speech followed by a surprise concert by the Alumni Band.

200+
ATTENDEES

70
NOMINATIONS



Sheila Kuehl '62
Edward A. Dickson
Alum of the Year



**The Honorable A.
Wallace Tashima '58**
Professional
Achievement



Alberto Retana '09
Community Service



**Debra Duardo '94,
M.S.W. '96, Ed.D. '13**
Public Service



Monica Ebeltoft '89
Volunteer of the Year



**Kristen Torres Pawling
'09, M.U.R.P. '12**
Young Alumnus of
the Year



**The UCLA
Alumni Band**
Network of the Year

THANK YOU FOR YOUR LEADERSHIP

Alumni Association Board of Directors 2021-22

UCLA Alumni

