Update on UCLA Alumni Association Strategic Plan 2022-2025

Chair, Strategic Plan Workgroup
Matthew Saucedo

Associate Vice Chancellor of Alumni Affairs
Julie Sina
Progress to Date

2020
Chancellor announces the "Bruin Promise."

2021
UCLA Alumni Affairs selected to lead effort + convenes campuswide stakeholders group

Strategic plan drafted informed by finding from Metric Taskforce and lessons learned from 2020.

Strategic plan draft socialized with key stakeholders to include campus partners, staff and board.

2022
Conducted background research + early prototype

Strategic plan incorporates feedback and finalizes two priorities.

2023
Prototype of Bruin Promise launched for feedback.

Proposal developed to request support from Alumni Association Board

2023-
2025
Next Steps

Informed by today’s meeting

UCLA Alumni Association

Strategic Plan Workgroup Update for Board of Directors
OUR PRIORITIES
Aligned with the Chancellor’s Bruin Promise for our campus, our UCLA Alumni Association aims to amplify UCLA’s mission and vision while positioning us for growth and excellence in the next three years.

PRIORITY #1
Reimagining Alumni Engagement
We aim to create meaningful learning opportunities between our alumni and the University—reflecting a relationship rooted in reciprocity that develops, evolves and strengthens throughout the many stages of life.

PRIORITY #2
Align and Amplify the Alumni Association Identity
We will identify, cultivate and build upon internal and external partnerships to expand and amplify a holistic narrative of the value of alumni across the entire UCLA community.

OUR STRATEGIES
We have identified nimble strategies to address each priority:

**Priority #1: Reimagining Alumni Engagement**
- Moving from an event-based model to a content-and-experience model of programming
- Embracing online content as the gateway to more meaningful alumni experiences with the University
- Designing and balancing programming to meet four areas of life impact: (1) Arts & Culture, (2) Health & Wellness, (3) Career & Professional Development and (4) Continually evaluating our progress through life-stage/age-specific data collection and analysis to set a more informed benchmark for growth beyond 2025.

**Priority #2: Align and Amplify the Alumni Association Identity**
- Increasing UCLA Alumni’s brand equity through collaborative, innovative and expanded engagement opportunities over time.
- Being the vehicle to deliver the Bruin Promise to alumni.
- Creating accessible and easy avenues for collaboration on alumni engagement efforts across campus.
- Collecting and sharing learnings from gathered data on alumni to campus partners to inform alumni engagement practices.
- Re-narrativize and expand the definition of “ROI” of alumni engagement beyond financial giving to a more holistic measure of lifelong connections across campus.
Where we are ... Where we are headed

**Already underway**
- Strategic plan is alive and happening
- Bruin Promise demo launch
- Stakeholder engagement
- Continuing to engage and serve our alumni

**Where we’re heading**
- Re-defining our brand
- Expanding what it means to meet our alumni where they are
- Customizing and enriching the experience
Strategic Plan 2023 Focus

PRIORITy #1: REIMAGING ALUMNI ENGAGEMENT

2023 Focus...
Expand alumni engagement with the Bruin Promise as a new tool.

Launch the Bruin Promise as an addition to the current programming as an online portal for alumni to discover. UCLA (not just the association’s) content, events and volunteer opportunities.

PRIORITy #2: ALIGN AND AMPLIFY THE ALUMNI ASSOCIATION IDENTITY

2023 Focus...
Refresh the Alumni Association’s brand identity.

Refresh the Alumni Association’s brand and identity to align with the new direction and address alumni needs.
Thank You
Appendix
OUR VISION OF SUCCESS
When we reflect together in 2025, we hope to see for our UCLA Alumni Association...

- UCLA Alumni Affairs staff are known campuswide as industry experts and consultative partners for efforts engaging alumni.
- A seamless, mutual and reciprocal working relationship between the Association and an increasing number of cross-campus partners.
- A balance of programmatic opportunities across our four areas of life impact for all alumni archetypes across all life stages.
- The Association being known for delivering the Bruin Promise to alumni across the world.
- A thoughtful and data-informed alumni engagement benchmark for growth beyond 2025.

When we reflect together in 2025, we hope to see for our alumni community...

- Alumni finding our engagement opportunities to be fulfilling (emotional and based on life stage) and are championing them among their peers.
- Alumni engaging with our rich library of media content.
- Alumni using the Bruin Promise to describe their relationship with the Association and University.
- A marked increase in awareness and positive perception of the Association brand among alumni across life stages.
- Alumni are learning more about the campus research, initiatives and other activities that demonstrate how the University impacts the world.
- An increased sense of support, belonging, pride and community among our alumni.

OUR CONTINUED COMMITMENT
Given the diverse demographics of our alumni community, this is also about creating a sense of belonging through the values of diversity, inclusion and equity. We aim to shift the current transactional relationship campus has with alumni to one rooted in reciprocity—a more inclusive and equitable approach. We will re-narrative the campus perspective on the value of alumni by expanding the “ROI”: moving from over-simplified alumni giving based on dollar amount to an expanded recognition of the diverse ways alumni support the University.
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PRIORITY #1
Reimagining Alumni Engagement
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Column 1
Priority #1: Reimagining Alumni Engagement
Moving from an event-based model to a content-and-experience model of programming

- Embracing online content as the gateway to more meaningful alumni experiences with the University
- Designing and balancing programming to meet four areas of life impact: (1) Arts & Culture, (2) Health & Wellness, (3) Career & Professional Development and (4)
- Continually evaluating our progress through life-stage/age-specific data collection and analysis to set a more informed benchmark for growth beyond 2025.

Column 2
Priority #2: Align and Amplify the Alumni Association Identity
Increasing UCLA Alumni’s brand equity through collaborative, innovative and expanded engagement opportunities over time.

- Being the vehicle to deliver the Bruin Promise to alumni.
- Creating accessible and easy avenues for collaboration on alumni engagement efforts across campus.
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- Re-narrativize and expand the definition of “ROI” of alumni engagement beyond financial giving to a more holistic measure of lifelong connections across campus.
The UCLA Alumni Association is grounded in a vision for what is possible for the future of its graduates and community and we pledge to recommit ourselves to focus on how we can better serve. With the Bruin Promise we will recommit to our core values and responsibility to the UCLA community. To continue to build and bridge communities that welcome and affirm people to be their best selves, honoring their multiple identities and lived experiences. To help forge a more creative, caring and compassionate Bruin.

To implement this promise we will reimagine how we engage with alumni by creating an infrastructure to provide personally and professionally fulfilling opportunities rooted in reciprocity between UCLA and our alumni as it evolves and matures throughout the years.

Alongside directly supporting our alumni, the Bruin Promise will provide a foundation to harness the expertise of our educators, staff and graduates by pulling together a comprehensive resource to help inspire, cultivate and empower alumni with support and engagement opportunities throughout the many changes in their lives.