

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

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Associate Vice President for Alumni Relations

Executive Director, UK Alumni Association



AN EQUAL OPPORTUNITY UNIVERSITY

UK ALUMNI ASSOCIATION OVERVIEW

OVERVIEW

Overview

- Began on June 4, 1889
 - Helen G. King (first permanent director 1946-1969)
- Core Values:
 - Building community
 - Achieving excellence
 - Promoting diversity and inclusion
- Strategic Objectives
 - Diverse relationships
 - Engaged philanthropy
 - Governance
 - Optimized resources



OVERVIEW

Cont.

Overview

- Housed within the Office of Philanthropy
- Governed by the UK Alumni Association's Board of Directors
 - 501c3 organization
- Officers
 - President
 - President-Elect
 - Treasurer
 - Secretary
- Alumni Trustees
 - Three members who serve a six-year term



ALUMNI ENGAGEMENT OVERVIEW

Programs

- Awards
- Career services
- Clubs
- College outreach
- Constituent groups
- Homecoming
- Legacy
- Reunions
- Scholarships
- Students
- Student recruitment
- Travel
- Wildcat Alumni Plaza

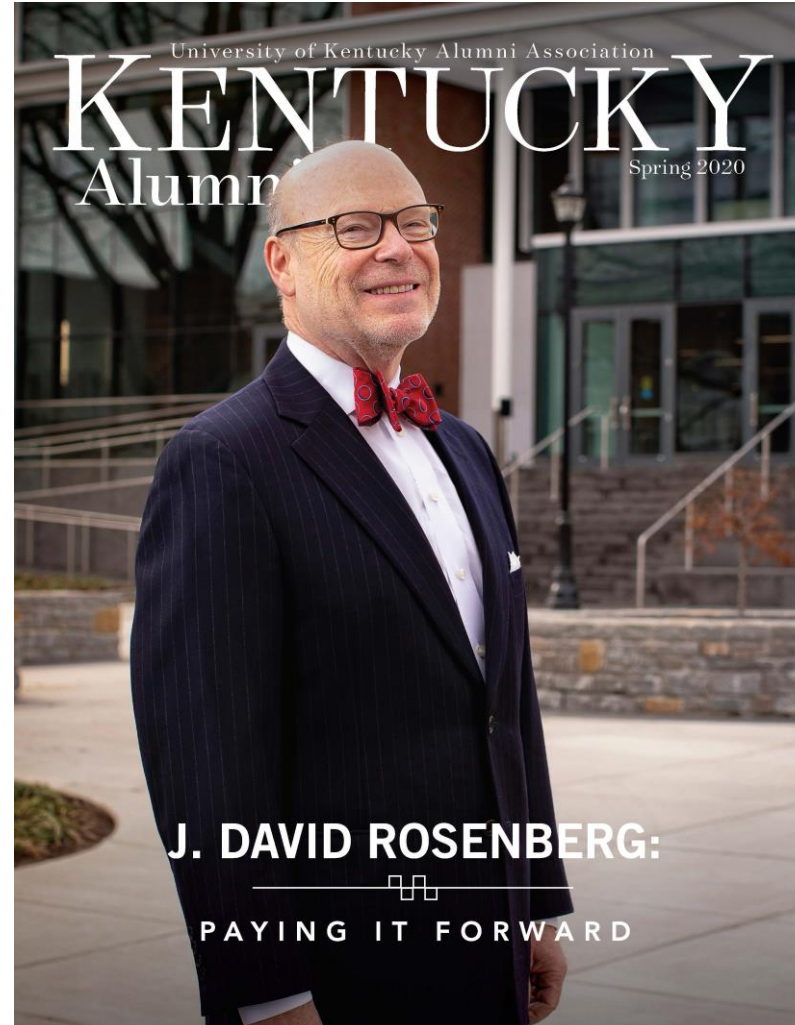


ALUMNI ENGAGEMENT OVERVIEW

Cont.

Communication

- Kentucky Alumni Magazine
 - Produced quarterly
- Electronic newsletters
 - Wildcat Ten
 - Wildcat Voices
 - Wildcat Connection
- Website
 - www.ukalumni.net
- Mobile app
- Social media
- Blog
- Broadcast emails
- Event invitations

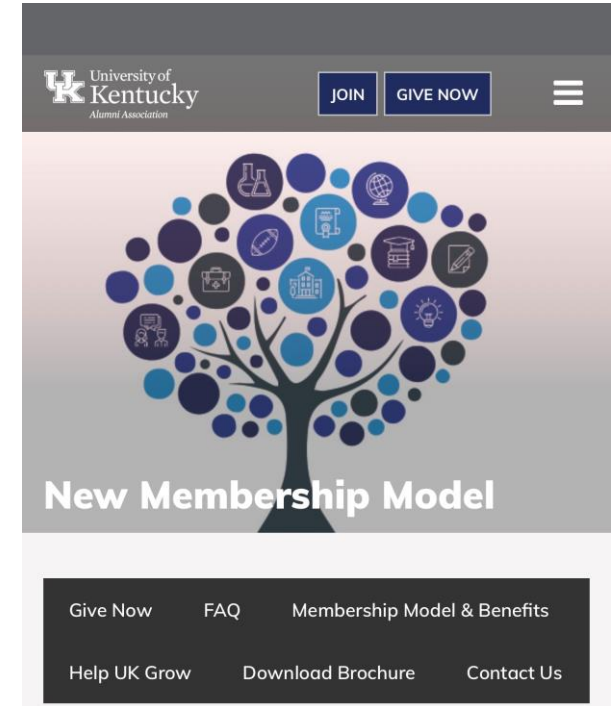


MEMBERSHIP MODEL

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A New Season

- New membership model as of July 1, 2019
- Structure
 - All alumni are members
 - Active members
 - Those who give at least \$75 annually to any UK unit
 - \$25 for young alumni and students
 - Life member program remains intact
- Goals
 - To keep alumni more connected to UK and fellow Wildcats
 - To show appreciation for all who invest in the University of Kentucky
 - To offer the freedom of choice to direct gifts to any UK fund
 - To reduce the number of solicitations received by alumni each year
- To date
 - July 1, 2019 = 32,239 Active Members
 - May 31, 2020 = 46,026 Active Members



RELEVANCE DURING COVID-19

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Alumni Career Services

- 15 virtual career programs
- Job Club
 - UK Human Resources
 - Fayette County Cooperative Extension Service
 - Alumni Career Services
- Virtual networking
- Wildcat Career Conversations
- Counseling/drop-in hours
- Kentucky Unemployment Insurance Webinar
 - Over 5,000 views between webinar and Facebook Live event



RELEVANCE DURING COVID-19

Cont.

First Saturday in May Virtual 5K

- Held on Derby Day, May 2, 2020
- 1,037 participants
- Over \$17,000 raised for the Basic Needs and Persistence Fund
 - 263 individual donors
- Participants represented 28 states and the country of Costa Rica
- 131 pictures received
- 191,082 social media impressions



Great Teachers on Great Challenges

- Program featuring great teachers tackling challenges around COVID-19
 - Great Teacher Awards Program – longest, continuous awards program for great teaching at UK
 - Partnership with the Provost's Center for the Enhancement of Learning and Teaching (CELT)
- June 4 – Gatton College of Business and Economics
- June 10 – College of Agriculture, Food and Environment
- June 17 – College of Public Health
- June 25 – College of Education/UK Athletics



Students

- Class of 1970 project
 - Email to the Class of 2020 from Golden Wildcat committee members who also know what it is like to not have Commencement
 - [Video](#)
- Class of 2020 commemorative box
 - Contributing a UK Alumni lapel pin to each graduate
 - Message from President Taunya Phillips as part of brochure to all graduates
- Alumni Ambassadors
 - Outgoing recognition held online
 - Incoming class selected via Zoom interviews
- Letter Writing
 - More than 4,000 letters were written to prospective students by alumni

QUESTIONS?

