



Beyond Graduation: Integrating Alumni Into Events and Programs

Alumni Engagement Team



Alumni Engagement



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Chapters, Networks & Affinities



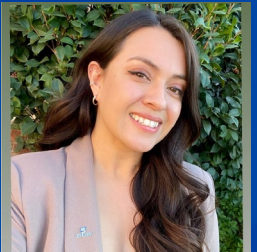
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Alumni Engagement Goals



Creating Awareness, Instilling Pride

Alumni Awards of Distinction
Alumni Profiles/Spotlights



Providing Opportunities to Connect

Homecoming
Regional Events
Chapters & Networks



Facilitating Ways to Give Back

Highlander Day of Service
Advocacy
Career Programs
Student Mentorship
Volunteer Committees/Boards

UCR Alumni By the Numbers

158,259

Total Living Alumni
Worldwide (Degreed)

17,394

Alumni Association
Active Membership

62.6%

Live in Southern CA

28.2%

Live in the Inland Empire

Alumni Association Scorecard

2024-2025

77,719

Alumni receive our
monthly
newsletter

1,169

Attendees of
Chapter & Network
Events

378

Attendees of
Regional Events

3,521

Alumni Donors

UCR Alumni Social Media

6,162

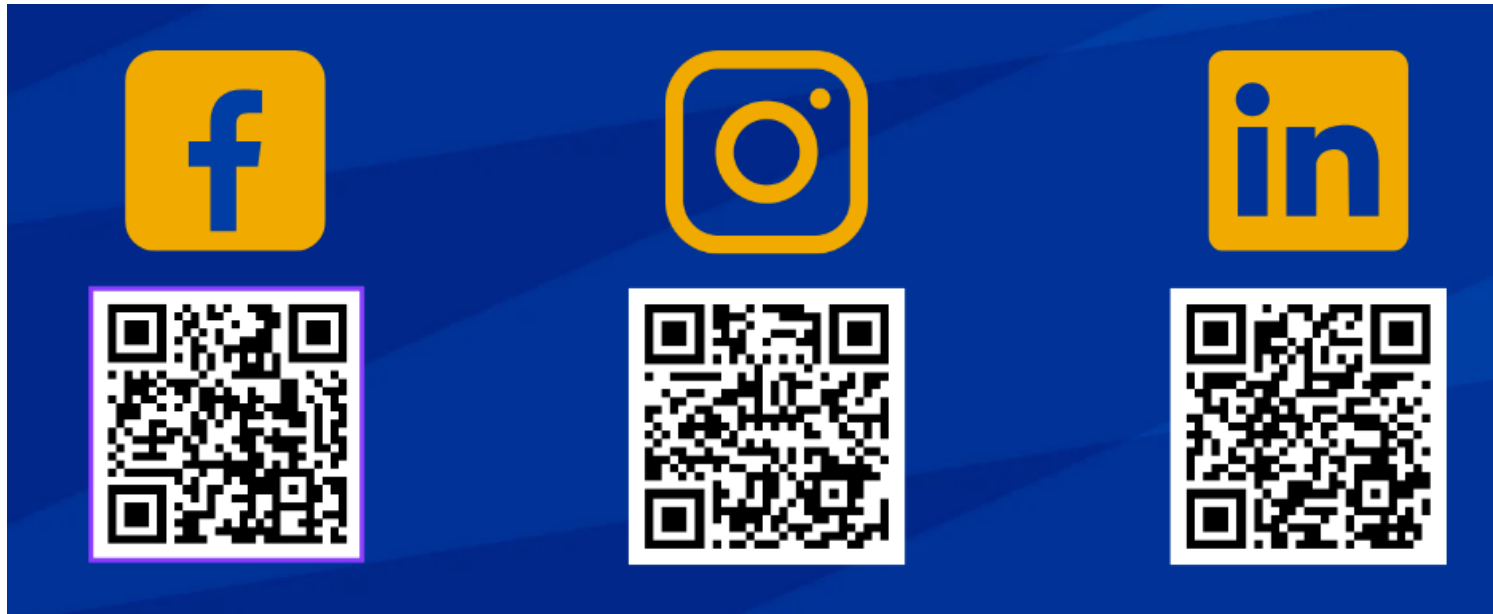
Facebook Followers

8,532

Instagram
Followers

9,580

Members in UCR
Alumni Linked In Group





The Importance of Alumni to the Institution

- The only permanent constituency
- The institutional history
- Unique connection to students and each other
- Alumni success = the university's success
- The alumni network as an asset and a resource

Students are Future Alumni!

REGIONAL NETWORKS



International

U.K.

Taiwan

AFFINITY/IDENTITY GROUPS

- Black Alumni Chapter
- Chicano Latino Alumni
- Korean Alumni
- Pride Alumni
- Asian Pacific Islander Alumni
- Military/Veterans
- Greek (coming soon)



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Your Students are Future Alumni!

Alumni Volunteer Form

- Speaker
 - Panelist
 - Event support
-
- Info Needed:
 - Name
 - Email
 - Date and time of volunteering

Alumni Gift Available!




Event Process: Things to Consider

01 Before

- Communication Channels and Timeline
 - Email, Social Media (Instagram, Linked In, Facebook)
 - Timeline: 4 – 5 week lead time for invitation
 - RSVP deadline: catering?
- Tone (UCR Brand Book), Identity
 - What makes this event unique to UCR?
 - How can it increase community pride?
- Registration Process
 - Can guests identify as alumni on your RSVP form?
 - If donors or alumni are a large part of your audience, can Alumni Engagement build your RSVP form?

<https://advancement.ucr.edu/event-planning-guide>




Event in a Box

Checklist and Planning Guide for Hosting On-Campus Events

CREATED BY UNIVERSITY EVENTS

Printable Version

DOWNLOAD 

Event Planning Checklist

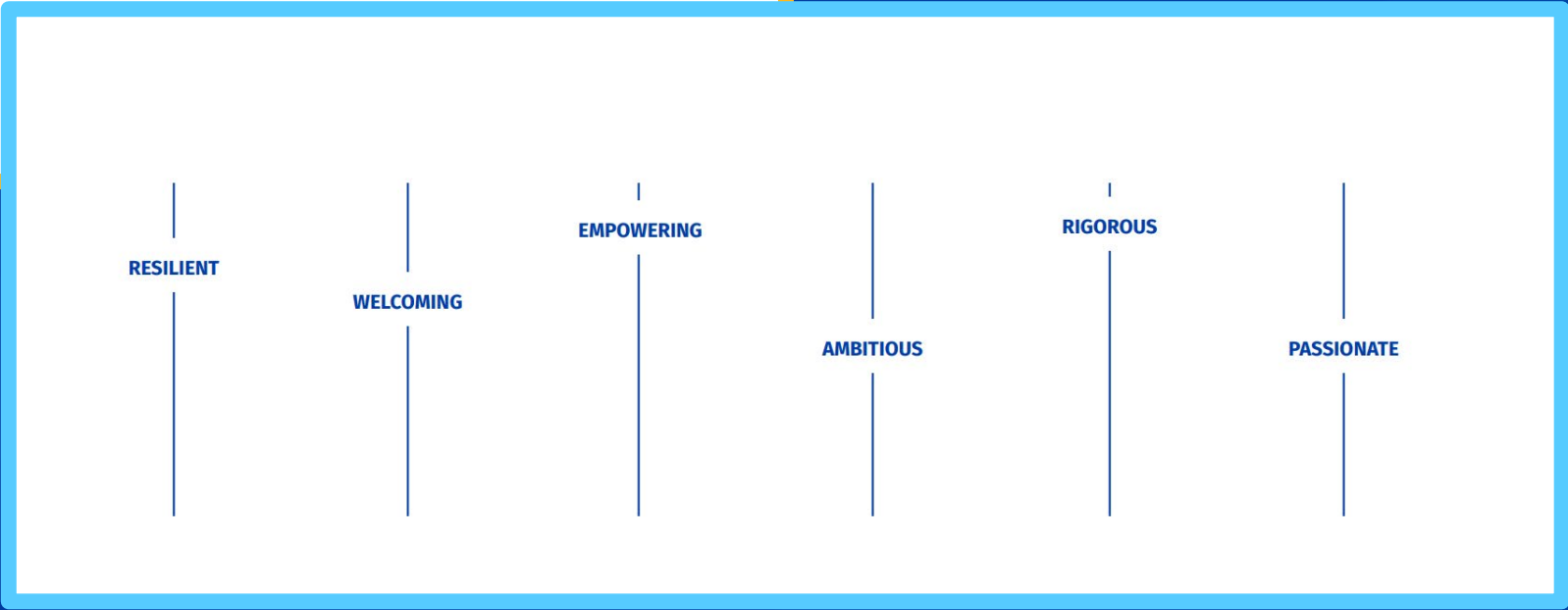
There are many steps to hosting an event on-campus. Please see below for a step-by-step checklist to guide you in planning your event. For contact information and detailed guidance and instructions, please reference the guide that follows the checklist.

Creating Your Event:

- Define Your Event
- Determine/Confirm Budget and Funding
- Determine/Confirm Event Date and Time

<https://brand.ucr.edu/>

From the UCR
Brand Book:



Event Process: Things to Consider

02 During

- Check-In Process, Staffing, Welcoming
- Programming
 - Alumni or student spotlights?
 - Campus Updates?
 - Trivia?
- Swag!
 - Swag tie-in to your event?
- Social Media opportunities during the event



Event Process: Things to Consider

03 After

- Follow-up post on social media
What did the experience look like? Inspire future FOMO
- Follow-up message to guests *and* registrants who didn't attend
 - What's coming up next
 - Ways to get involved (Be Specific)
 - [Alumni.ucr.edu/volunteer](https://alumni.ucr.edu/volunteer)
 - Advocacy
 - Donation link



Sample Follow-Up Email



Hello, Highlanders!

Thank you so much for attending the [EVENT NAME] We hope you had a great time meeting and catching up with fellow UCR alumni and friends.

You can stay connected to UC Riverside via the following opportunities:

1) Connect with us on social media! Photos from the event have been added to the Linked In group.

- UCR Alumni Association: [Instagram](#), [Facebook](#), [Linked In](#)
- [Network] [Instagram](#) and [Linked In Group](#)

2) Review the Alumni Engagement "[Volunteer](#)" page to learn more about alumni committees and opportunities to help current students

3) Become an advocate for higher education! Join the [Highlander Advocacy Network](#) to receive information and opportunities to make an impact in areas including funding, healthcare, research, and protecting our communities.

4) Join us for a future event! You can view all UCR Alumni events at [alumni.ucr.edu/events](#).

[**Date** - Event, registration link]

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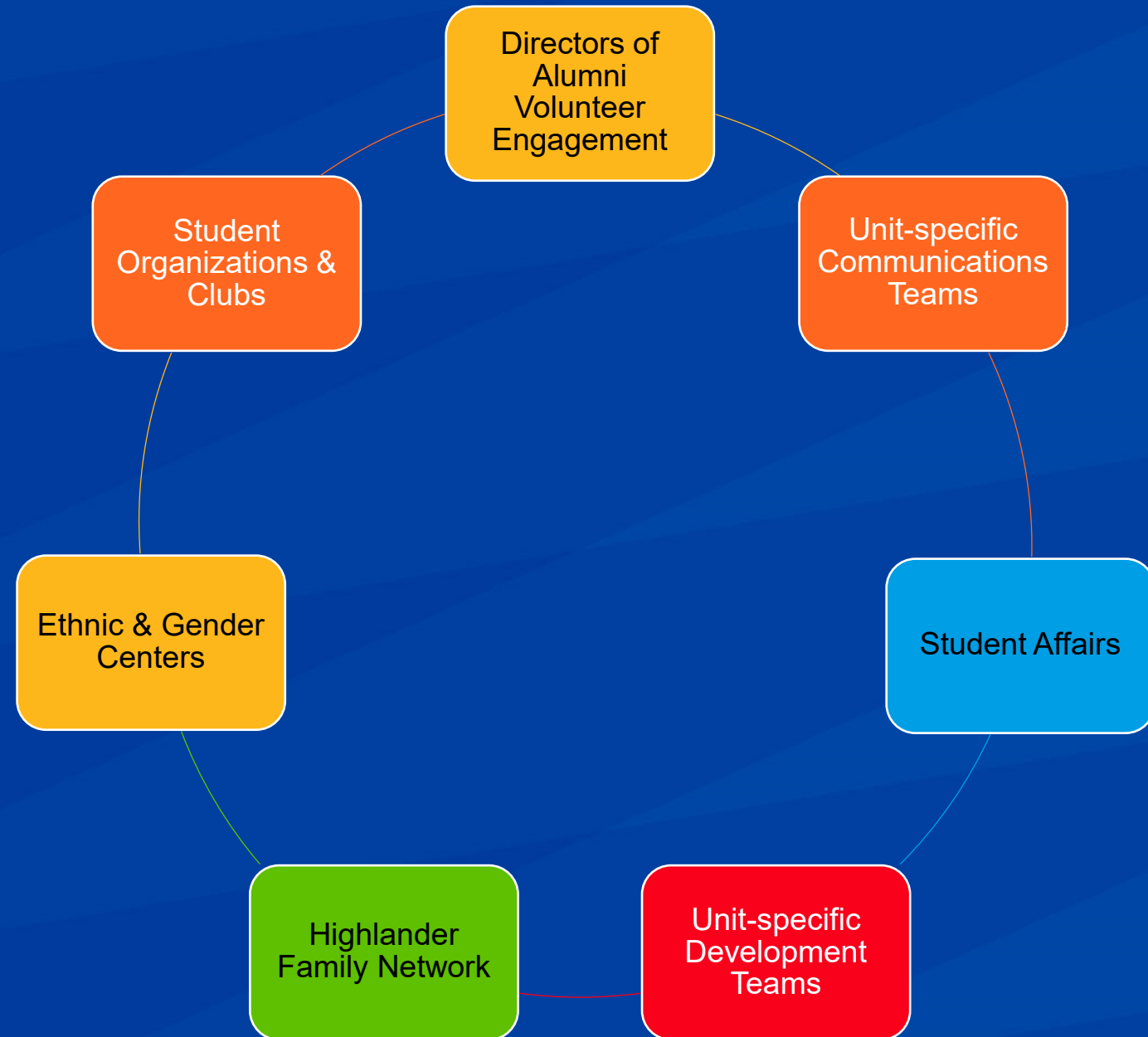
5) [Make a gift](#) to a part of campus that you care most about.

If you have any questions about our regional alumni networks, feel free to reach out to Tracy Telliard, Director of Alumni Volunteer Engagement, at tracy.telliard@ucr.edu.



Campus Partnership

Who is looped in?



Examples of Campus Partnerships: Off Campus



**OC Network: Tanaka
Farms Pumpkin Patch**
CNAS



**Sacramento Regional
Dinner**
UCR Health



**Los Angeles Regional:
Academy Museum of
Motion Pictures**
CHASS / Theatre / Eaton

Examples of Campus Partnerships: On Campus



Senior Sendoff



Homecoming



Black Alumni Chapter Gala

Building the Community



Do you have stories that we can share?

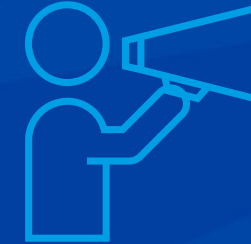
Can we share news about your great work or volunteer opportunities in our alumni communications?



Can alumni enhance your year-end celebration?

Are alumni volunteering with your unit already?

Do you have a need for alumni volunteers?



Can you amplify our message and share information about the resources offered by Alumni Engagement?

Can we share your message on our channels?

Key Takeaways

- Many of our alumni are young, local, and want to support current students
- The Alumni Engagement team has grown and is positioned to increase campus partnership
- Alumni can be your audience or enhance your program

Let's work together!

Questions?

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 facebook.com/ucralumni

 @ucralumni

 UCR Alumni

THANK YOU

