



UCLA Alumni



2019-20 Impact Dashboard

July 1, 2019 to June 30, 2020

2019-20 Highlights



Measuring our **progress and impact** as it relates to our **six strategic objectives**:



Maximize constituent engagement

Alumni engagement increased by 30% compared to 3Y average



Increase visibility, awareness + connectivity

43,224 Bruins are part of the UCLA ONE online community



Invest in volunteer leaders

119 alumni participated in the Alumni Leadership Conference

Increase philanthropic support

80% of alumni leaders are donors



Increase revenue

Charged admission at 96 events to offset program expenses



Enhance the constituent experience

Offered 1,320 unique opportunities for Bruins to connect in FY20

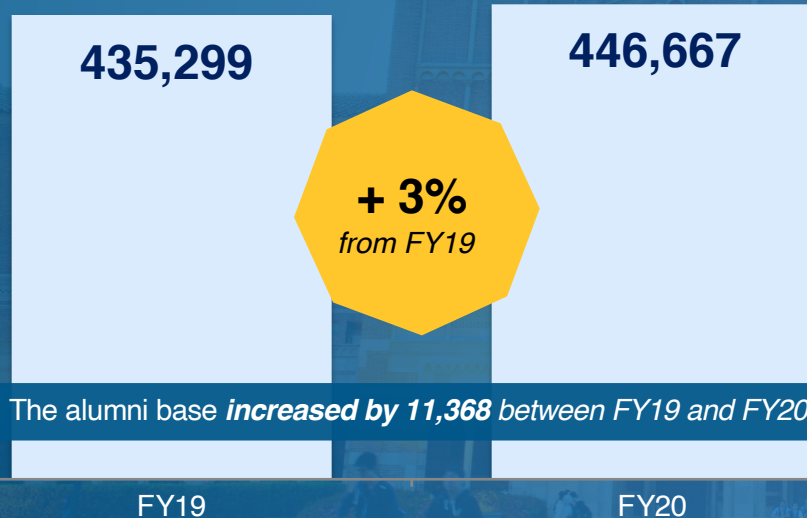


Our Growing Alumni Community

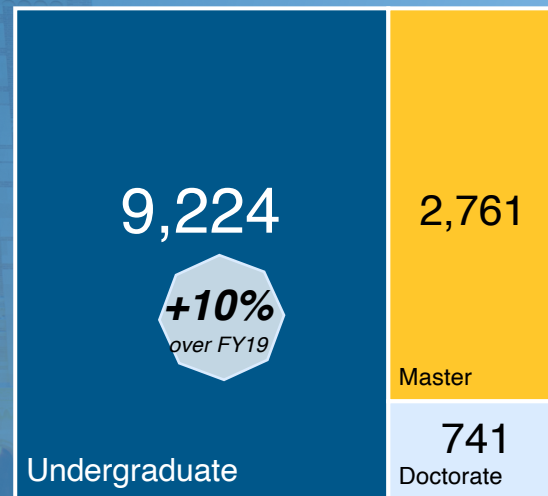


Total # of Alumni*

**Living degree holders of record with active address.
Note: this count does not include certificate holders.*



New Alumni by Degree Type



New alumni added to CRM 7/1/19 to 6/30/20

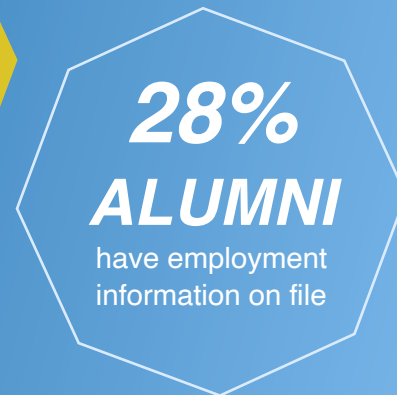
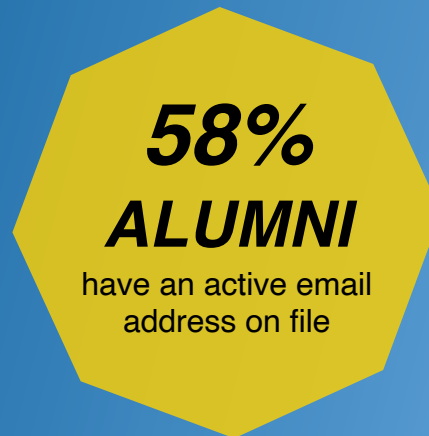
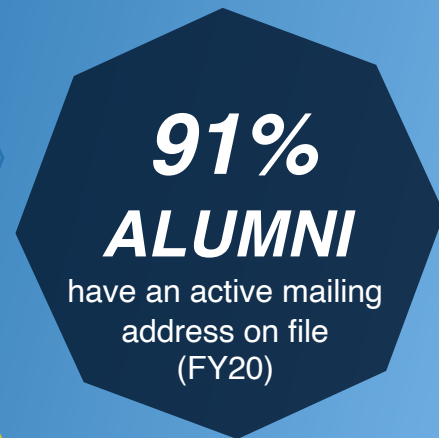
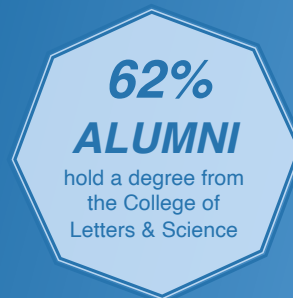
Note: The number of new alumni and the increase in total # of alumni reported are distinct due to changes in living alumni and active address record status.

Alumni Community Stats



Location	Alumni Count*
Los Angeles County	192,584
Southern California (excluding L.A. County)	89,374
Northern California	50,783
Outside CA	88,573
International	6,446
Unknown	41,122
Total Alumni	487,788

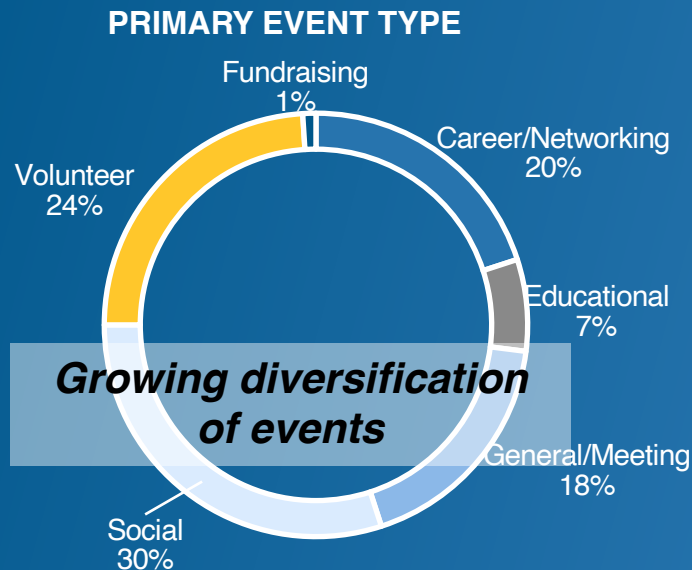
**Living degree holders as of 7.2020
Note: this count does not include certificate holders*



Alumni Events – Overall Participation



Participation tracking improved by 8% over FY19



66
EVENTS with
CAMPUS
PARTNERS

Hosted
318
EVENTS
with 100+
attendees

93%
of events tracked
individual
participation

~1,220
TOTAL
EVENTS

1,136
TRACKED
EVENTS*

Tracked events = events where individual attendees are recorded.

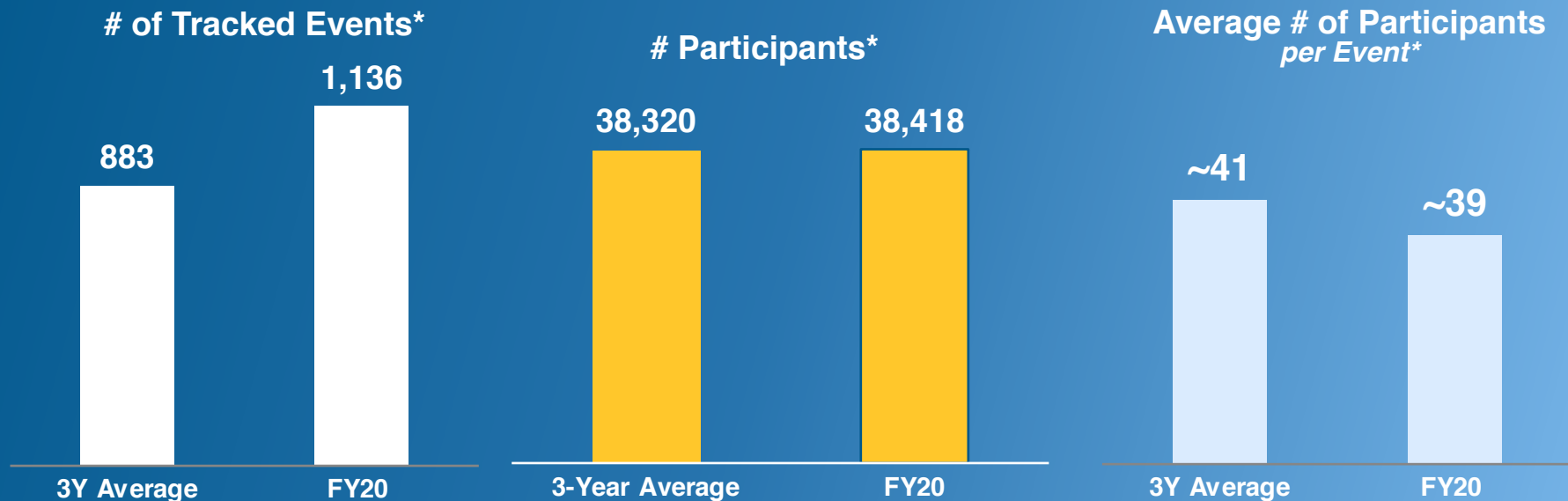
Hosted events on 304 days in FY20=
83% of days included opportunities for Bruins to connect

Alumni Events – Tracked Participation*



*Events where unique attendees are recorded.
This is not a complete count of all Alumni Affairs events

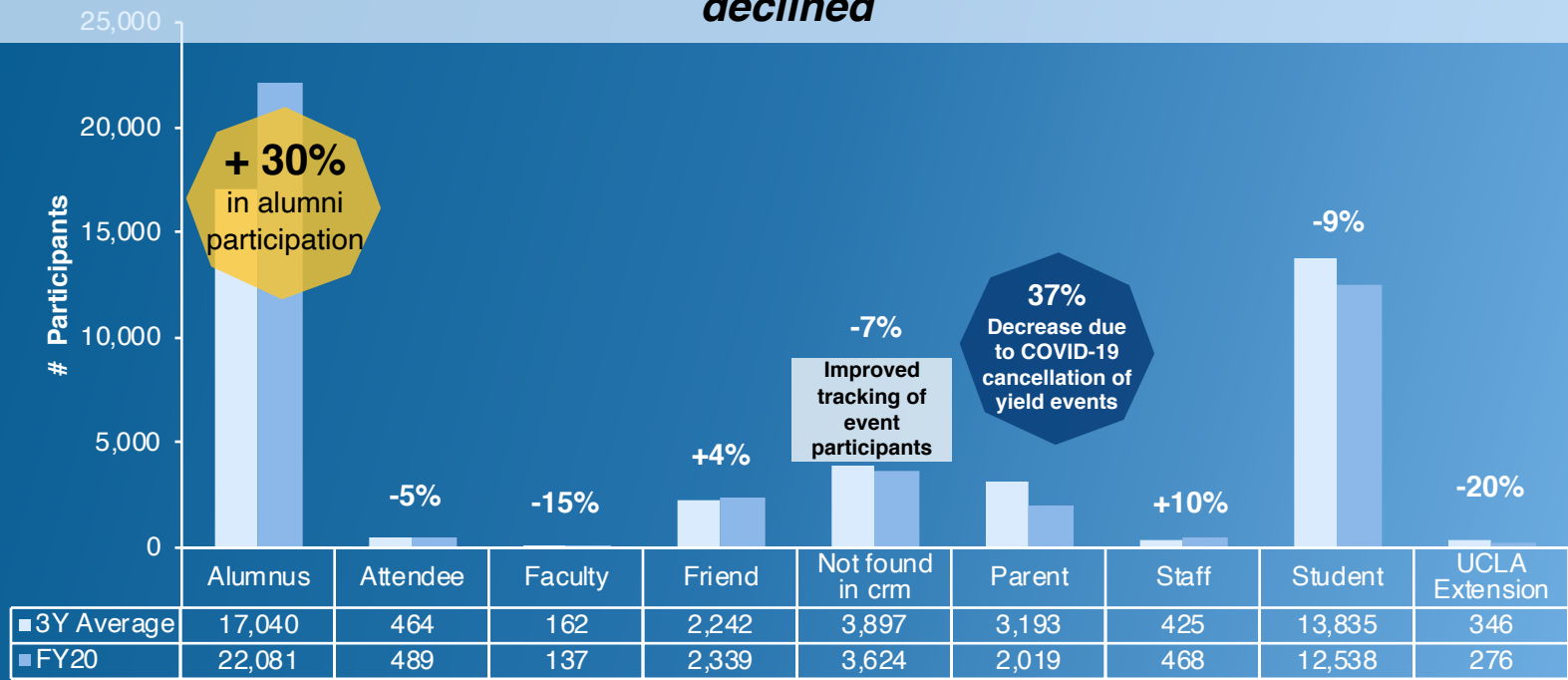
Event participation continues to rise, up 7% over last year



Alumni Events – Tracked Participation by Primary Constituency



Alumni participation is 30% higher than 3-year average; parent + student participation has declined



Alumni Events – Tracked Participation by Program Area



*Note: 2 DP groups are on hiatus this year contributing to a decline in events and participation

SAP&FE = Student Alumni Programs & Family Engagement

Event participation trends

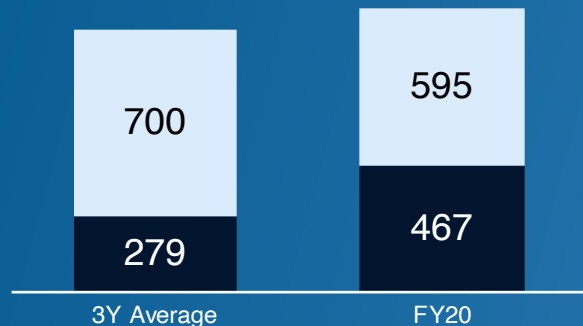


Repeat participation continues to increase significantly over the 3 year average

ENGAGING FUTURE ALUMNI

67% INCREASE

in the number of events engaging students over 3Y average



■ Events without Students ■ Events with Students

Repeat participation is **14% higher on paid events** compared to unpaid

47%
of participants are under 35

51%
PARTICIPANTS are alumni

56%
OF PARTICIPANTS reside outside of LA county

9,663
REPEAT PARTICIPANTS

45% repeat participation rate, up 44% over 3Y average

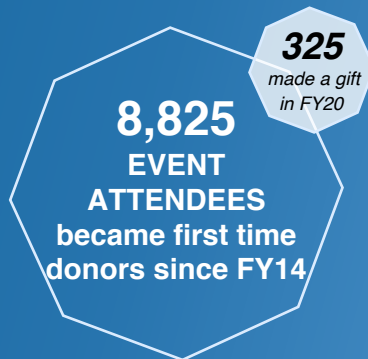
6,403
Attended 2+ events

Consistent with 3Y average

Event participation and donor trends



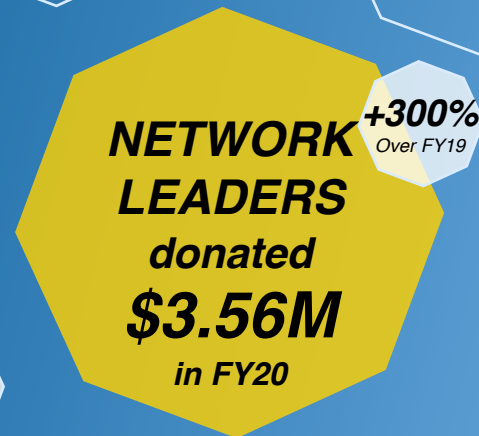
*Current donor = gave a gift in FY19 or FY20



Alumni Event Participant Giving**	
Giving Range	Participant Count
Under \$1K	28,664 (32%)
\$1K – \$9K	8,882 (10%)
\$10K - \$99K	3,205 (4%)
\$100K - \$999K	860 (1%)
\$1M+	124

**Lifetime giving ranges of Alumni Affairs event participants FY14-FY20

+16%
Over FY19



Highlights: Volunteer Leadership Engagement

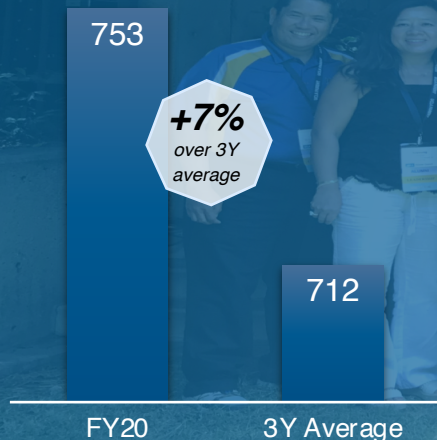


The number of alumni volunteer leaders continues to grow

Alumni Leaders

753
ALUMNI
LEADERS

85
STUDENT
LEADERS



Alumni Association Board Member Engagement

Count

Board Members attending 1 event

38 (100%)

Board Members attending 2+ events

33 (87%)

**BOARD
MEMBERS**
supported a
greater range of alumni
events by attending
**14 more
distinct events**
compared to
FY19

Highlights: Volunteer Engagement



Volunteers play a critical role in advancing the mission of UCLA

UCLA
Volunteer Day
2,500+
VOLUNTEERS
94 PROJECTS
globally

611
EVENTS WITH
VOLUNTEERS

43% increase in FY20
compared to
3 year average

7,284
VOLUNTEERS
in FY20

17% increase in FY20
compared to
3 year average

**DISTINCT
VOLUNTEERS** **4,201**

3,500

20%
INCREASE
over 3Y
average

3Y Average

FY20

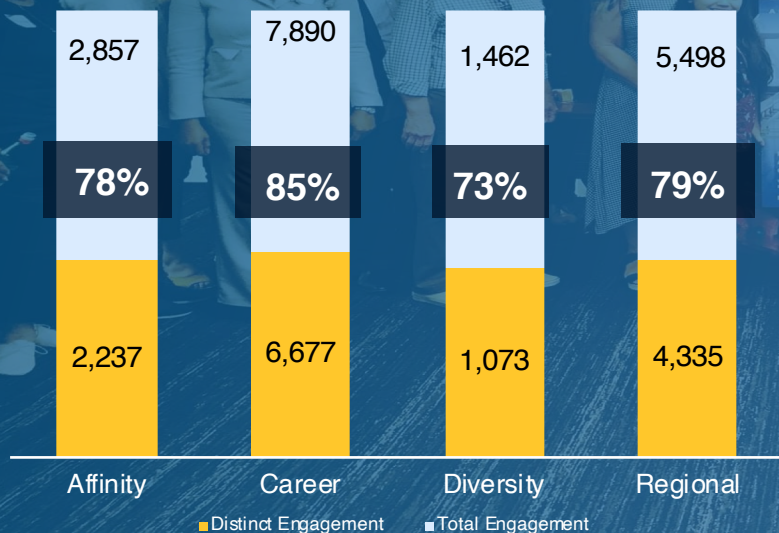
Highlights: Network Engagement



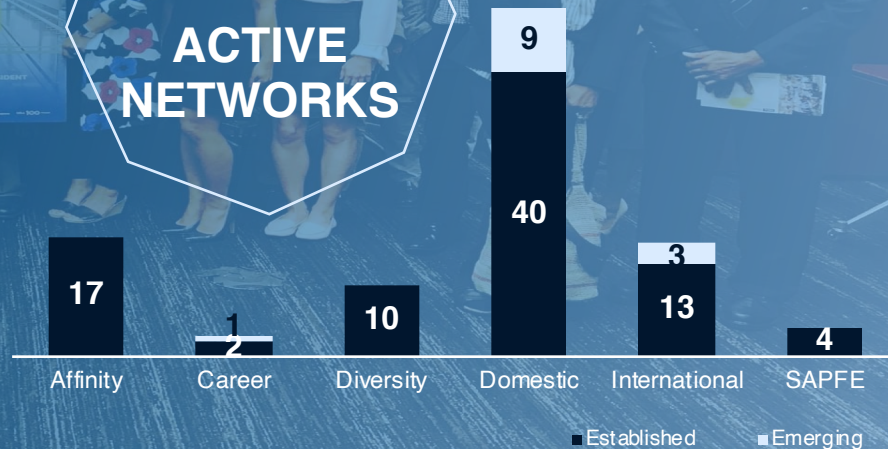
Targeted programming engages participants who would not otherwise be engaged

Distinct Engagement

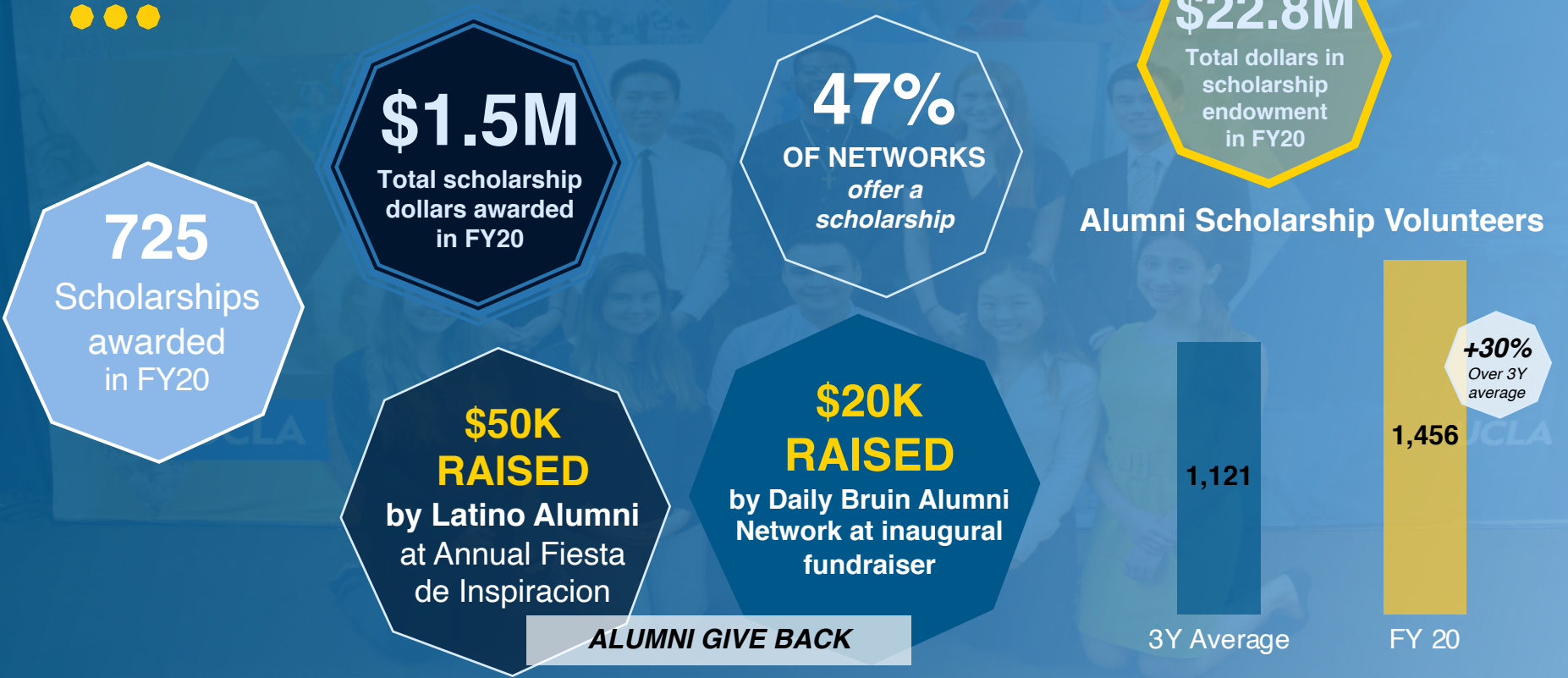
% only engaged through this program area



86
ACTIVE
NETWORKS



Highlights: Alumni Scholarships



Highlights: Student + Alumni Engagement



2,020

STUDENT MENTEES

UCLA Alumni Mentor Program

977

ALUMNI MENTORS

38%

INCREASE
over FY19

5,700

viewers
Spring Sing
17K page views

60 Networks
hosted New Bruin
Send-Offs
2,000+
participants



6,000
STUDENTS
*Introduced to
UCLA Alumni
via New Student
Orientation*

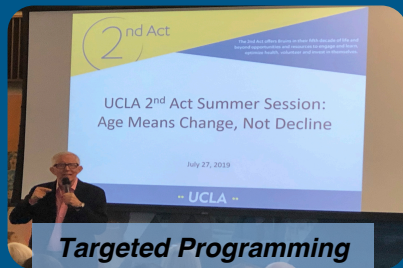


**377 D12 hosts +
356 locations worldwide**

D12 = Dinners for 12 Strangers

**Beat 'SC
Tailgate
& Rally
2,000**

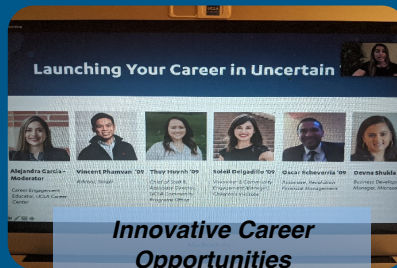
Making an impact



Targeted Programming



Social Justice Movement



Innovative Career Opportunities



Global Reach

2nd Act held
5 events engaging
1,081 participants

First Gen Network
grew by **30%** (total
of 4,426 members)

Arthur Ashe U.S.
Open social justice
awareness event

Our Stories, Our
Impact, 3 exhibit
events

Board leadership and
17 networks engaged
in conversation for
reform

Job Search Starter Kit

Young Alumni
Career Launchpad

Job Ready

VetNet Career
Webinars

3 Centennial events in
Asia
with **418 attendees**

16 networks held
UCLA Common Book
discussions

Responsive Programming during a pandemic



Added 81 events in response to COVID-19 – engaged 3,518 brand new participants

Educational, Informative and Supportive

- Created online tools from small business funding to job search and increased traffic of 700+ views on the COVID-19 resource page.
- Bruin Success Podcasts increased to weekly and doubled views from FY19.
- Virtual transfer working nights shifted to a more personal and tailored six-part series.
- 3 *Career Conversations for the Pandemic* engaged 892 participants.
- Offered 36 health + wellness programs to nearly 3K participants.
- Social media supported the COVID Spark campaign, launched #BruinHeroes to thank Bruins on the frontlines.
- Donated 4K clinical facemasks to UCLA Health.
- One Bus, One Cause letter writing campaign to thank frontline hospital workers.



**UCLA is here to help
you cope**

Highlights: Online Engagement



43,224 Bruins on UCLA ONE

as of July 8, 2020

30,388
ALUMNI

14,324
ACTIVE USERS*

+109%
over FY19

33% of total
community

11,987
STUDENTS

+189%
over FY19

Business and Services, a self-service directory for Bruins, launched on UCLA ONE. Bruin business owners can advertise services, promote offers and list job openings for the Bruin community. Since April 2020, 60 business have been added to the platform.



Bart Consulting
Consulting - San Diego, United States

Career Coaching | Team Workshops

I help people grow—working with teams to improve effectiveness, and partnering with clients to navigate their individual... [Read more](#)

UCLA ONE annual growth rate has increased over last year

36% growth in FY20 compared to 25% growth in FY19

* UCLA ONE users who've logged into their account since July 1, 2019

Highlights: Online Engagement



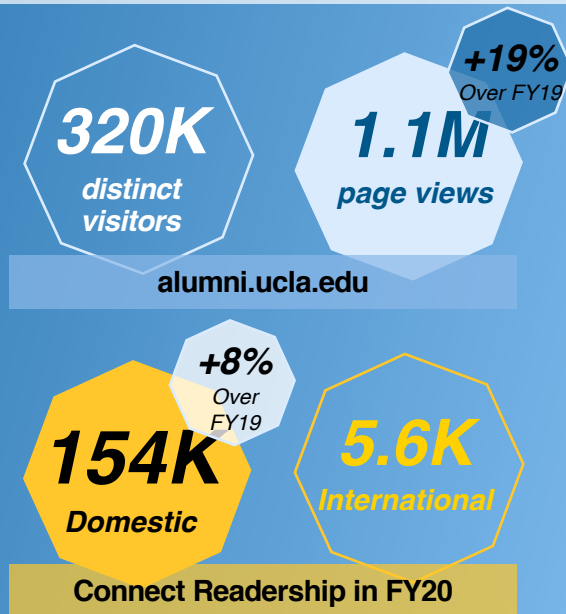
Alumni website, Connect newsletter and social media engagement increased since FY19



+43%
over
FY19

1,421
unique Social
Media attributes
recorded in
CRM

	Measured by	3Y Average	FY20	3yr % Change	3yr # Change
Facebook	Page Likes	46,486	48,195	4%	1,709
Twitter	Followers	8,987	11,163	24%	2,176
LinkedIn	Members	44,564	46,938	5%	2,374
Instagram	Followers	14,981	25,096	68%	10,115
YouTube	Subscribers	1,462	2,602	78%	1,140
Total	Engaged	116,480	133,994	15%	17,514



Highlights: Alumni Travel



59
TRIPS

19
TRIPS
CANCELLED
Due to COVID-19

32%
of tours
sold out

52%
REPEAT
TRAVELERS

1,241
TRAVELERS
in FY20

40%
ALUMNI
TRAVELERS
*are active donors***

30
VIRTUAL REUNIONS
connected **445**
travelers to
hosts, faculty and tour
directors from around
the world!

\$502K
FY20 revenue

*We've enjoyed 10 trips with UCLA Alumni Travel. They have **all been First Class**. We have always **enjoyed the participants** on these trips and have **appreciated the fine attention to details** to ensure that the trips are memorable ones.*

Jim Spielmann '65, MBA '66 & Joyce Spielmann

**Active donors = given a gift of any amount to UCLA since 7.1.19

Highlights: Alumni Giving + Business Development



Business Development

91%

of \$1.79M
revenue goal



408 business listings in the **Bruin Business Directory**, an initiative launched in FY20 to support the Bruin community

14,254
ALUMNI
gave \$100 to \$999
in FY20

5,245
ALUMNI
gave \$1K+
in FY20

Received \$241k in support* in FY20

69%

of \$300k
Alumni Support Fund
giving target

Sustaining Donor program
launched to increase giving to
the Alumni Association Support
Fund.

*Anticipated revenue, before expenses
Alumni = UCLA Degree holders

Highlights: Recognition



CASE = Council for the Advancement and Support of Education
ASAP = Associated Student Advancement Programs





This year marked continued progress in
**increasing alumni engagement,
diversifying range of events and
creating innovative opportunities for
Bruins to connect**

