

# ***MAXIMIZING ENGAGEMENT***

Opportunities for Business Development  
with UCLA Alumni Association

*November 5<sup>th</sup>, 2016*

## ***Mission***

To enrich the lives of alumni  
and involve them in UCLA's future.

## ***Vision***

To be a vital partner in the success of UCLA  
through the significant engagement of alumni.

# CORE VALUES OF UCLA ALUMNI ASSOCIATION

**ADVOCACY:** We are leaders in advancing the quality and stature of UCLA. We encourage volunteer and philanthropic support of UCLA.

**EDUCATION:** We value students and are dedicated to their support and development. We believe in lifelong learning.

**DIVERSITY:** We value and engage diverse UCLA constituents.

**COMMUNITY:** We create and foster relationships among and between alumni, students and UCLA.

**INTERDEPENDENCE:** Led by self-governed volunteers, we are the voice of UCLA alumni.

**INNOVATION:** We are entrepreneurial; we actively identify and create new opportunities.

**EXCELLENCE:** We commit to the highest quality in all our endeavors.

# MORAL COMPASS TO BUSINESS DEVELOPMENT

**Advocacy**  
**Education**  
**Community**  
**Diversity**  
**Interdependence**  
**Innovation**  
**Excellence**



UCLA Alumni Association will evaluate business partnership opportunities with a *value congruency perspective*.

# CALIBRATING OUR MORAL COMPASS

We aim to benefit the individual alumnus, UCLA Alumni Association, UCLA and community—via business development partnerships.

**We recognize the direct link between *our core values and increased financial value.***

In considering our core values and potential partnerships we will:

Ensure the partnership supports the overall vision, mission and image of the UCLA Alumni Association.

Ensure the partnership is directly related to the association's core values, strategic goals, and demonstrates access and benefits to the overall UCLA community.

# CALIBRATING OUR MORAL COMPASS

UCLA Alumni Association welcomes funding from alumni and friends of the University, corporations and major trusts and foundations. Such support is a vital addition to funding received from the University.

The Association acknowledges that to be mutually beneficial, sponsorships may entail the generation of valuable consideration to the sponsor from association with the Association and its activities in the area being sponsored.

The Association values and will protect its integrity. It does not accept sponsorship when a condition of such acceptance would compromise these core values.

# **SIZE, SHAPE AND CHARACTER:** Membership Demographics

# MEMBERSHIP

2,143 | Blue

1,279 | Gold

79,333 | Life

454,092 | Member

**536,847**

**MEMBERS**

*444,092 | Degree Holders*

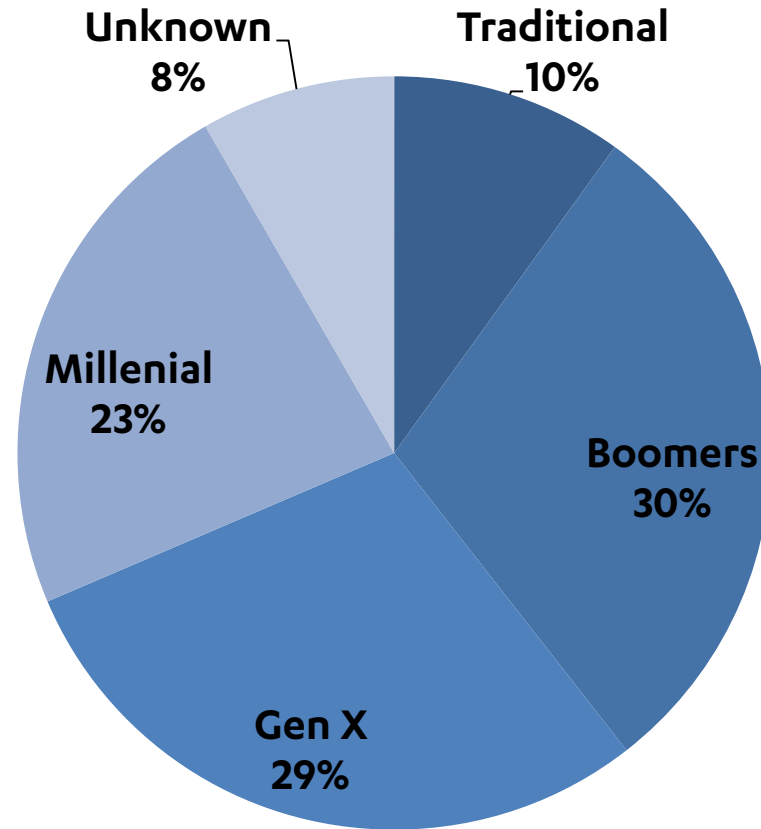




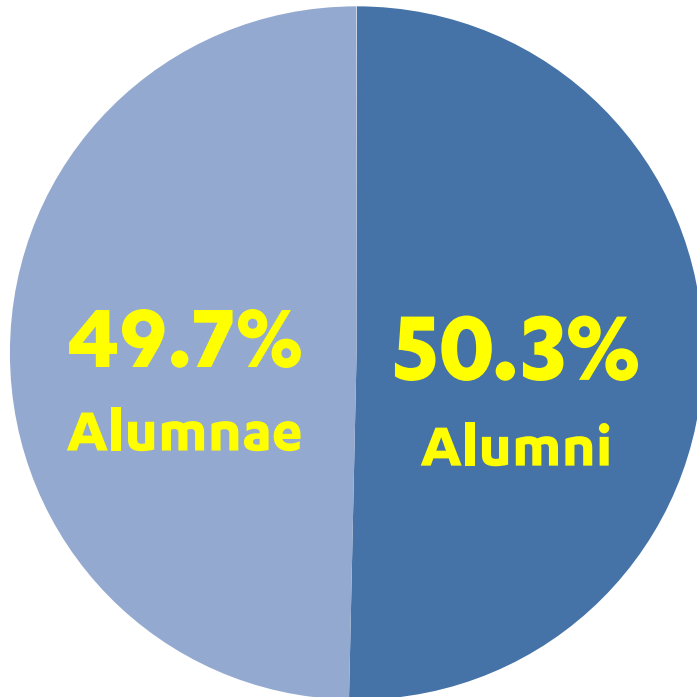
# MEMBERSHIP DEMOGRAPHICS: AGE

**50% of our alumni are under the age of 40.**

Popular programs include Living Globally, Bruin Foodies, and life-stage specific programming (Bruin Weddings).



# MEMBERSHIP DEMOGRAPHICS: GENDER



**Gender-based engagement is a growing area of programming that has garnered great interest-- particularly from alumnae.**



*TEDxUCLAWomen in 2015 earned a 365-DAY NPSR score of **87**.*

# MEMBERSHIP DEMOGRAPHICS: DIVERSITY

**Alumni of color  
make up roughly  
25% of the  
total alumni  
population**

## Race/Ethnicity

African American / Black	10,453	2.4%
American Indian / Alaska Native	1,626	0.5%
Asian	66,060	15.0%
Pilipino	4,713	1.0%
Latino	27,520	6.3%
Other	5,217	1.2%

*\*% of entire alumni population*

Nearly 30 years ago, UCLA was the **first university** to have founded an **LGBTQ** alumni association.

**~3,300** alumni self-identify as LGBTQ  
and are interested in LGBTQ engagement.

## **BRUIN CONNECTIONS:**

Regional, Affinity and Diversity Alumni Networks

# **BRUINS WORLDWIDE:** Regional Alumni Networks

*“UCLA reaches all across the globe. Connect with Bruins near you!”*

# 259,519 ALUMNI RESIDE IN CALIFORNIA

## TOP 5 COUNTIES

# 1 | Los Angeles County **183,638**

# 2 | Orange County **35,971**

# 3 | San Diego County **16,766**

# 4 | Santa Clara County **12,465**

# 5 | Ventura County **10,779**



**48%**

*in SoCal*

***46,104** alumni reside  
Northern California.*

# 28

## Regional Networks in California

Bakersfield

Channel Islands

Conejo Valley

Desert/Palm Springs

Fresno

Inland Empire

Lake Arrowhead

Long Beach Area

Los Angeles Downtown

Los Angeles Southeast

Los Angeles Westside

Monterey Area

Orange County

Pasadena

Reno/Lake Tahoe

Rose Bowl Bruins

Sacramento County

Salt Lake City

San Diego

San Fernando Valley

San Francisco Bay Area

San Gabriel Valley

San Luis Obispo County

Santa Barbara

Santa Clarita Valley

South Bay

Ventura County

Whittier Area

# 26

## **Regional Networks Outside of California**

**Albuquerque  
Arizona  
Atlanta  
Austin  
Baltimore  
Boston  
Charlotte  
Chicago  
Dallas  
Denver  
Hawaii  
Houston  
Iowa**

**Las Vegas  
Louisville  
Miami  
Michigan  
Minneapolis  
Nashville  
New Orleans  
New York Tri-State  
Oregon  
Philadelphia  
Raleigh-Durham  
Seattle  
Washington D.C.**



# 20

## Networks Around the Globe

Amsterdam

Barcelona

Beijing

France

Germany

Hong Kong

India (*New Delhi and Mumbai*)

Indonesia

Israel

Japan

Korea

Madrid

Mexico

Netherlands

Philippines

Shanghai

Singapore

Taiwan

Thailand

United Kingdom

Vietnam

# **BRUINS WITH SHARED PASSIONS:**

## Affinity Alumni Networks

*“As part of our membership you have unique access to our renowned network. Wherever you are in life, or the world, Bruins have your back.”*

# AFFINITY NETWORKS

## *29 ways our alumni connect through passion.*

Alumni Band  
Bruin Varsity Club  
VetNet/ROTC

### **CAMPUS**

Emeriti  
Retirees Association  
Faculty Staff Alumni  
Student Affairs Masters

### **LEGACY**

Order of the Golden Bruin

### **SERVICE**

Dance Marathon  
Unicamp  
Bruin Woods  
Community Service Commission

### **MEN**

Blue Shield

### **BRIDGES**

Parents  
Affiliates

### **LEADERS**

Campus Tour  
Orientation  
Daily Bruin  
ResLife  
Student Body Presidents  
Regent Scholars  
Internship Alumni  
Alumni Scholars Club\*  
Student Alumni Association\*

### **WOMEN**

Faculty Women's Club  
Gold Shield Alumnae  
Las Donas  
Prytanean Alumnae  
Westwood Women Bruins Club

# **BRUINS COMMUNITIES OF BELONGING:**

## Diversity Alumni Networks

*“The UCLA landscape is as diverse as the world itself. Explore, connect and contribute to alumni groups made up of Bruins with wide-ranging experiences.”*

# DIVERSITY NETWORKS

- American Indian Alumni of UCLA
- UCLA Armenian Alumni Association
- Asian Pacific Alumni of UCLA
- UCLA Black Alumni Association
- UCLA Lambda (LGBTQ) Alumni Association
- UCLA Latino Alumni Association
- UCLA Mixed Alumni Association
- UCLA Muslim Alumni Association
- UCLA Pacific Islander Alumni Association
- UCLA Pilipino Alumni Association

**Diversity Programs fosters meaningful connections among Bruins of diverse experiences across generations to support a strong and inclusive UCLA community.**



**10 UP AND COMING COMMUNITIES FOR OUTREACH**

# **UNDERSTANDING REACH:**

## Marketing Assets

# DIGITAL MARKETING

## Connect E-Newsletter (Monthly):

268,000+ Recipients / 42,500+ Opened / 16% Open Rate / 11% Click to Open Rate

## Content Segmented by Region

- Los Angeles
- Orange County
- Bay Area
- San Diego
- National
- International
- Young Alumni

## Sponsor Page:

1,100+ Pageviews / 950+ Unique

- Hosted in the alumni.ucla.edu Frame
- Promote your Affinity to the UCLA Brand (www.alumni.ucla.edu\YourCompanyName)
- UCLA Alumni Program Description (Exclusive Benefit Afforded to UCLA Alumni & Friends)
- Cal to Action (Contact Information)

**Dedicated HTML Email:** Micro-Targeted Email Blasts to 535,000+ UCLA Alumni

## Alumni Feature on Homepage:

1,267,000+ Pageviews

957,000+ Unique for a Year

## Membership Benefits Webpage Feature

- Members & Alumni Often Visit this Page to Take Advantage of the Exclusive “Member Only” Benefits and Services.

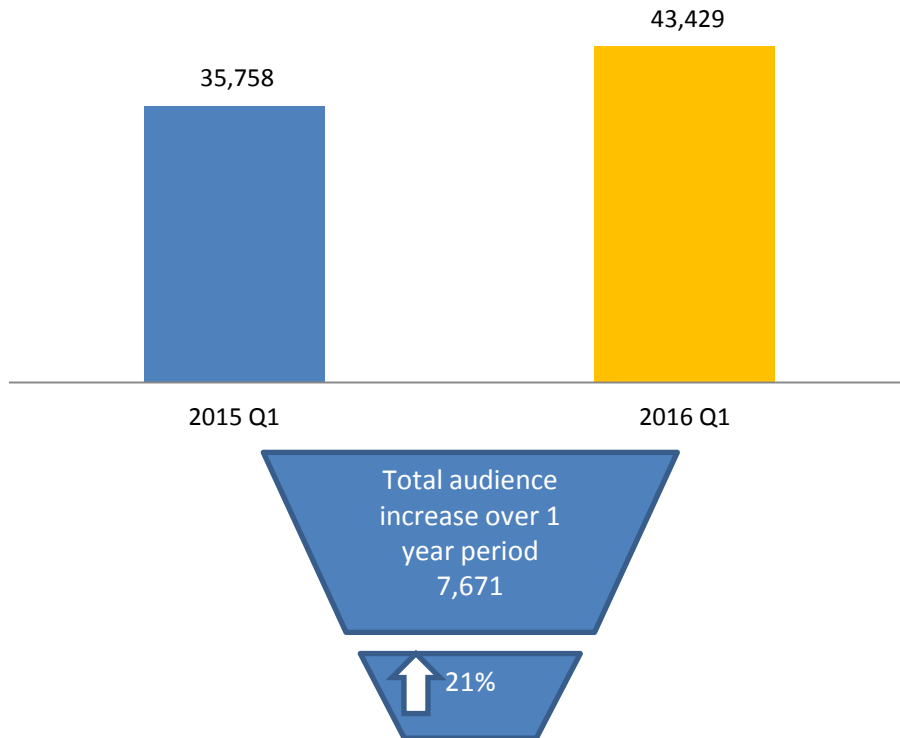
## Social Media:

- An Active community of more than 104,000 Bruins
- Nationally recognized for social media and engagement
- Active on Facebook, LinkedIn, Instagram, Twitter, YouTube & Google+

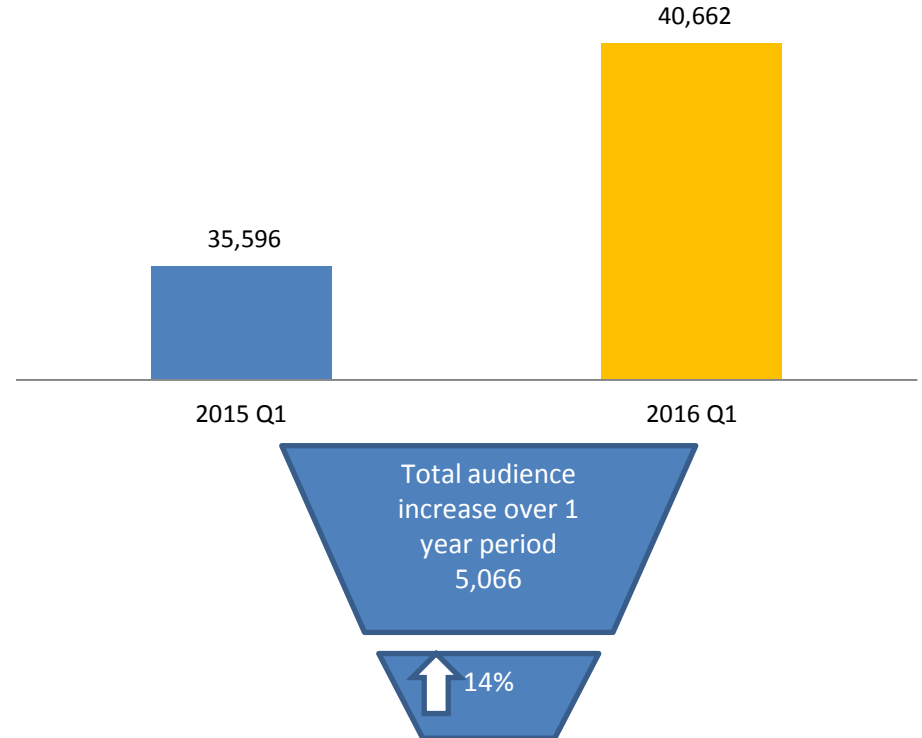
# DIGITAL MARKETING: SOCIAL MEDIA – ENGAGEMENT RATES

- Overall all social media channels have mild to moderate increases. Instagram has seen the most substantial increase of 92% in FY17 Q1 compared to FY16 Q1.

## Facebook Audience



## LinkedIn Audience

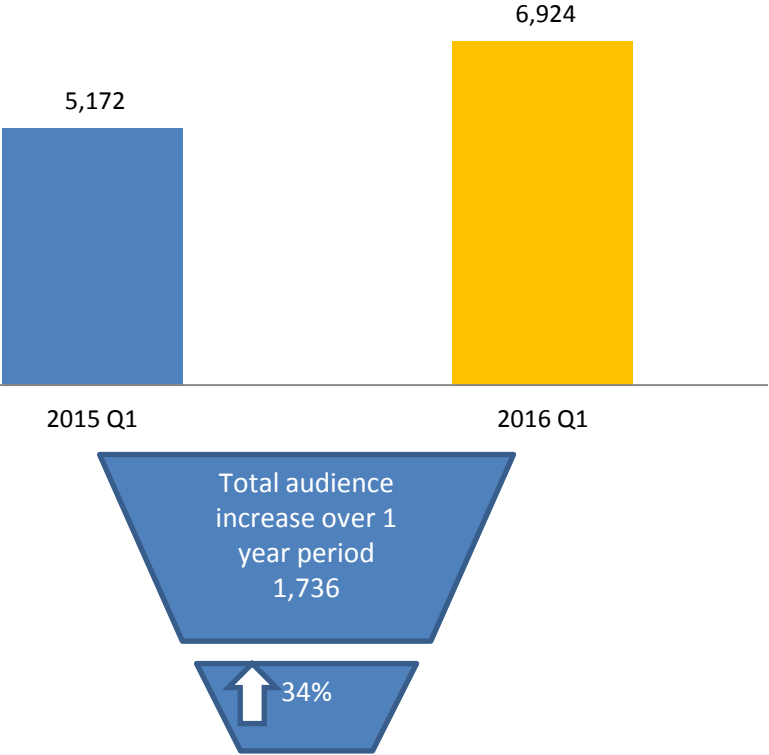


Total increase amounts measured over 1 year period.

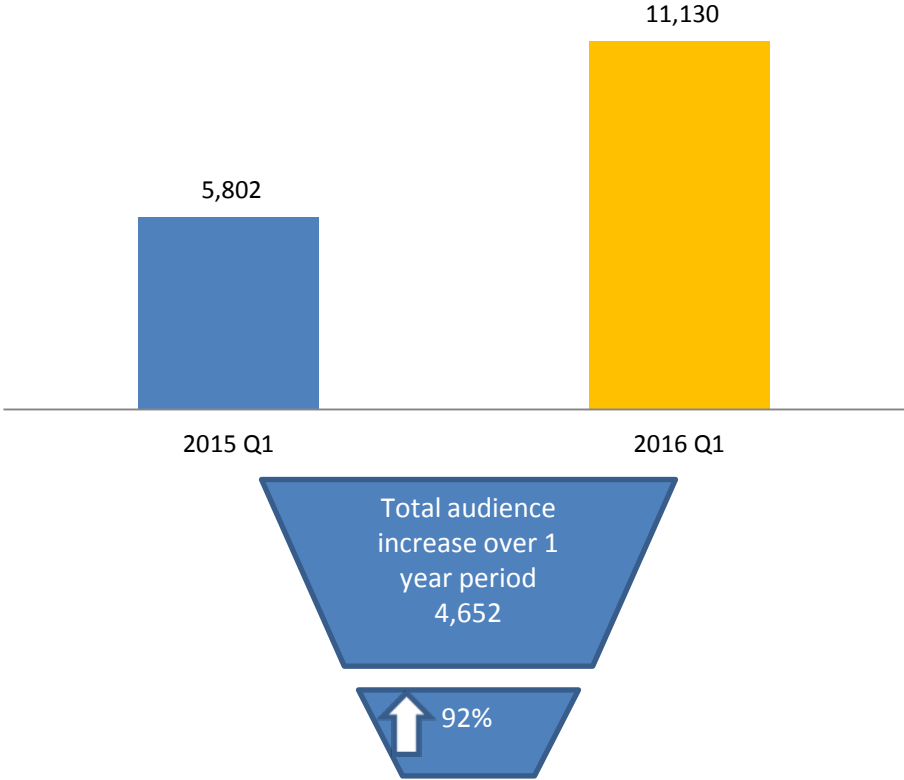


# DIGITAL MARKETING: SOCIAL MEDIA – ENGAGEMENT RATES

## Twitter Audience



## Instagram Audience



Total increase amounts measured over 1 year period.

# DIGITAL MARKETING-SOCIAL MEDIA: AUDIENCE



43,953  
likes



41,330  
members



11,565  
followers



7,070  
followers



612  
subscribers



**104,530**



# DIGITAL MARKETING-SOCIAL MEDIA: OPPORTUNITIES

**SOCIAL  
CONTESTS**

**ALUMNI  
CENTER  
MEDIA WALL**

**VIDEO  
PRODUCTION**

**LIVE  
TWEETING**

**SOCIAL  
MEDIA  
DISPLAY AT  
EVENTS**

**LIVE  
STREAMING  
EVENTS**

**GOOGLE  
HANGOUT  
SERIES**

# PRINT MARKETING

**Event Signage:** (Your Company) logo strategically placed on signs at various UCLA events throughout the year

**Event Invitations:** Personalized event invitations sent out to alumni featuring (Your Company) logo

**Event Collateral:** Opportunities for (Your Company) logo to be placed on various forms of collateral distributed at any of the UCLA Alumni Association events

**Event Promo Cards:** Promotional cards that are distributed prior to and at specific events featuring (Your Company) logo

**Event Program:** (Your Company) logo will appear at the top of the sponsors section of event programs indicating your premium sponsorship

**Membership Fulfillment Kit:** Promotional materials explaining member benefits

**Direct Marketing:** Mailings sent out to specific groups or all UCLA alumni which will be used to advertise (Your Company) sponsored events

# **BRINGING ENGAGEMENT TO LIFE:**

## Programmatic Assets

# PROGRAMATIC ASSETS: SIGNATURE EVENTS

## Fall (September – November)

- Back to School Snack
- Bruin Professionals Game Watching Party at the Rose Bowl
- Alumni Mentor Program: Student Orientation and Select a Mentor Workshop
- College/Sharpe Fellows Internship Program Interview Days
- Alumni Mentor Program: Mentor Program “Meet and Greet”
- Beat ‘SC Bonfire and Rally
- Bruin Bash
- Common Book
- Diversity Welcome Week Events
- Homecoming
- Interview With a Bruin
- Leader’s Conference
- Parents’ Weekend
- Volunteer Day
- Welcome to the City

## Winter (December – February)

- Alumni Mentor Program: Day of Service
- Bruin Professionals Holiday Party
- Coffee Socials
- Young Alumni Professionals Holiday Party
- Dinner for 12 Strangers (D12)
- Entertainment Networking Night
- Non Profit Networking Night
- Locks of Love, February
- Spirit Squad All-Access Reception

## Spring (March – May)

1. UCLA Alumni Awards
2. Bruin Day
3. Career Prep Externship Program
4. Interview With a Bruin
5. Student – Initiated Yield Admit Weekends
6. Young Alumni Career Forum
7. Culture Shows
8. I ♥ UCLA Week
9. Identity-Based Graduations
10. My Last Lecture
11. Spring Sing
12. UCLA Awards
13. Women’s Herstory Month

**50+ SEASONAL SIGNATURE EVENTS**

# PROGRAMATIC ASSETS: SIGNATURE EVENTS

## Summer (June – August)

- All Diversity Alumni Leaders' Retreat
- British 10K
- Grad Central
- Nachos & Networking
- Send-Offs
- True Bruin Traditions Keeper Reception

## Year-round

- Bruin in Residence Program
- EmPower Hour, *occurs 4-5 times a year*
- Mixin' It Up, *occurs 2-3 times a year*
- Scholarship Reading Sessions
- TEDXUCLAWomen
- UCLA Alumni Travel
- UCLA ONE
- Bruin Development Academy, Fall, Winter & Spring
- Life after the Degree Series, Fall, Winter & Spring

***1000+ EVENTS 2015-2016***

# UCLA ONE

Alumni Career Programs and Partnership UCLA launched the new UCLA ONE platform, (Opportunity, Network and Experience), designed to help Bruins do exactly what they are known for – helping other Bruins. The portal connects UCLA alumni volunteers with students as part of the UCLA Alumni Mentor Program. Over time UCLA ONE will become UCLA's exclusive portal for mentorship, professional networking, peer driven career advice and job leads.

Total # of individuals registered on UCLA ONE:  
(as of October 28, 2016)

# 10,186

5,901	Alumni
4,122	Students
137	Staff/Faculty
26	Parents





# DINNERS FOR 12 STRANGERS

Since 1968, Alumni Affairs has brought together alumni, students, faculty, and staff through the award-winning Dinners for 12 (D12) Strangers program. Alumni across the world open their homes to host Bruins they have never met before, creating intimate dialogues and expanding the UCLA community.

In 2010, the program expanded globally to cities including Hong Kong, London, and Mumbai. In 2016, alumni hosted 352 dinners, involving more than 3,700 Bruins worldwide.



**2016**

**352 Dinners**

**Dinner Hosts in**

**31 States & 21 Countries**

**3,700 Participants**

# SPACE IN JAMES WEST ALUMNI CENTER

Designed to provide alumni, donors and friends of the University a place to enhance intellectual, cultural and social functions, **over 600 events** were held this year. Two-thirds of those events were for Alumni Affairs and one-third for External Affairs and other University departments.

## Event Categories

- Trainings/Seminars/Workshops
- Information Meetings/Orientations
- Planning Meetings
- Fundraisers/Receptions/Mixers/Banquets
- Staff Meetings
- Conferences/Lecturers
- Interviews/Auditions
- Retreats
- Board Meetings
- Filming
- Fairs



***How can we connect our current and prospective partners with you?***

# CURRENT EXAMPLES OF EVENT PARTNERSHIPS

DELTA SPONSORED  
GAME WATCH  
PARTY WITH  
WESTSIDE BRUINS



## UCLA at Colorado Game Watch

Join LA Westside Bruins this Thursday as UCLA takes on the Colorado Buffaloes! All alumni, parents, families and fans are welcome at this event co-hosted by Delta Airlines!

**EVENT DETAILS**  
**Thursday, Nov. 3 at 6 p.m. PDT**  
 Q's Billiard Club  
 11835 Wilshire Blvd.  
 Los Angeles, Calif.

Delta Airlines is a Proud Supporter of the UCLA Alumni Association and will be providing:

- A \$500 Delta gift card opportunity drawing
- Cell phone chargers for those who open an account/register
- Hosted appetizers while supplies last

If you have questions about this event, please email Jennifer McKnew ([jmcknew@alumni.ucla.edu](mailto:jmcknew@alumni.ucla.edu)) or Anton Sipos ([antons@alumni.ucla.edu](mailto:antons@alumni.ucla.edu)).

LET THERE BE... The CENTENNIAL Campaign for **UCLA** [Learn More](#)



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 You're connected to more than 500,000 members worldwide and have access to exclusive member benefits.

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GTE SPONSORED  
GAME WATCH  
PARTY WITH  
WESTSIDE BRUINS



BUY TICKETS NOW @ [GTEPRESENTS.COM](http://GTEPRESENTS.COM)

Looking for the ultimate way to watch the UCLA Bruins dominate the California Golden Bears for the fourth year in a row? Join UCLA Alumni Los Angeles Westside Network and Gameday Tailgate Experience on Saturday, Nov. 26 at Busby's East to enjoy the game with fellow fans and our all-star lineup—television personality and DJ Brody Jenner, CBS sideline reporter and host of Big Ten Network's "Campus Catch" Jenny Dell and UCLA Athletics Hall of Fame member, former NFL quarterback Cade McNown! The viewing party features a four-hour select open bar, complimentary buffet, billiards, arcade games, miniature golf, a photo booth, a live DJ performance, high-definition projection screen and more than 20 flat screen HD TVs. It's the perfect way to watch the game!

Questions about the tailgate? Contact [info@gamedaytailgateexperience.com](mailto:info@gamedaytailgateexperience.com).

LET THERE BE... The CENTENNIAL Campaign for **UCLA** [Learn More](#)



View this email in your browser.  
 UCLA Alumni Affairs, James West Alumni Center, Los Angeles, CA 90095  
 You're connected to more than 500,000 members worldwide and have access to exclusive member benefits.

You are currently subscribed as [\[\[Email Address\]\]](#).  
 Unsubscribe from future UCLA Alumni sponsor offerings.  
 ©2016 UCLA Alumni Affairs



# CURRENT EXAMPLES OF EVENT PARTNERSHIPS

## WESTSIDE EVENT FOR DELTA WATCH PARTY

The screenshot shows a Facebook event page for 'UCLA Football Watch Party vs. CU'. The event is scheduled for Thursday, November 3, at 6:00 PM PDT at Q's Billiards, 11835 Wilshire Blvd., Los Angeles, California 90025. The event is hosted by UCLA Alumni Los Angeles Westside. The page includes details about the event, such as the location, time, and a description of the watch party. It also features a section for 'About the Venue' and 'Photos at Q's Billiards'.

**facebook** Sign Up | Email or Phone | Password | Log In | Forget account

### UCLA Football Watch Party vs. CU

Public · sports Game · Hosted by UCLA Alumni Los Angeles Westside

Thursday, November 3 at 6:00 PM - 9:00 PM PDT  
Tomorrow · 15-20° Sunny

Q's Billiards  
11835 Wilshire Blvd., Los Angeles, California 90025

**About** Discussion

**Details**

Join L.A. Westside Bruins this Thursday as UCLA takes on the Colorado Buffaloes! All alumni, parents, families and fans are welcome. This event is co-hosted by Delta Air Lines.

**EVENT DETAILS**  
Thursday, Nov. 3 at 6 p.m. PDT  
Q's Billiard Club  
11835 Wilshire Blvd  
Los Angeles, Calif.

Delta Air Lines is a proud supporter of the UCLA Alumni Association and will be providing:  
A \$500 Delta gift card opportunity drawing  
Cell phone chargers for those who open an account/register  
Hosted appetizers while supplies last  
They are also making a donation to the UCLA Westside Bruins Scholarships.

If you have questions about this event, please email Jennifer McKnew (mcknew@alumni.ucla.edu) or Anton Sipos (anton@alumni.ucla.edu).

**About UCLA Alumni Los Angeles Westside**

**UCLA Alumni Los Angeles Westside**  
University · Los Angeles, California  
The Westside Network (aka Westside Bruins) is the official alumni group of the UCLA Alumni Association for the West Los Angeles area.

**About the Venue**

**Q's Billiards**  
American Restaurant  
61 Likes

Go to Q's Billiards's Timeline

**Photos at Q's Billiards**

See All Photos

**QUESTS**  
Interested: 3 | going: 3 | shared with: 3

**INVITE FRIENDS**  
+ Add friends to this event

# LIST OF CURRENT & PROSPECTIVE PARTNERS

<b><i>BANKING/FINANCIAL SERVICES</i></b>	<ul style="list-style-type: none"><li>• BANK OF AMERICA</li><li>• SOFI</li><li>• UNIVERSITY CREDIT UNION</li><li>• WESCOM</li></ul>
<b><i>MERCHANDISE/RETAIL</i></b>	<ul style="list-style-type: none"><li>• ASUCLA BEARWEAR</li><li>• GORILLA MARKETING</li><li>• COFFEE BEAN</li></ul>
<b><i>TRAVEL</i></b>	<ul style="list-style-type: none"><li>• DELTA AIRLINES</li><li>• USI AFFINITY TRAVEL INSURANCE SERVICES</li></ul>
<b><i>SOLAR/SUSTAINABLE ENERGY</i></b>	<ul style="list-style-type: none"><li>• SUNPOWER</li><li>• CENTER FOR SUSTAINABLE ENERGY</li></ul>
<b><i>INSURANCE</i></b>	<ul style="list-style-type: none"><li>• MERCER CONSUMER/LIBERTY MUTUAL</li></ul>
<b><i>HOTEL/LODGING</i></b>	<ul style="list-style-type: none"><li>• LUSKIN CONFERENCE CENTER</li></ul>
<b><i>TICKETING</i></b>	<ul style="list-style-type: none"><li>• VIVID SEATS</li></ul>
<b><i>OTHER</i></b>	<ul style="list-style-type: none"><li>• FUNCTIONAL 45 TRAINING</li><li>• ON Q COMMUNICATIONS</li><li>• GAMEDAY TAILGATE EXPERIENCE</li></ul>

***Questions?***