The Alumni Perspective on Campus Events:
130,000 Reasons to Put on a Great Event

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Director of Programs and Chapter Development
UCI Alumni Association
UCI Alumni Association

- Founded in 1968
- Volunteer and Membership driven
Current priorities

• Data Management & Integrity

• Alumni Communications

• Alumni and Student Engagement
Alumni Engagement
Alumni Events – Key Concepts

1. Knowing your audience
Alumni Demographics

**Total Alumni:**
- Living, degreed: 123,888
- All living alumni: 136,237
- UCIAA members: 6,856

**Contact Information:**
- Addressable: 129,586 (95.1%)
- E-mail addresses: 55,084 (40.4%)
- Phone numbers: 52,677 (38.7%)

**Average Age:**
- Alumni: 39.2
- UCIAA members: 44.1
## Alumni Demographics

<table>
<thead>
<tr>
<th>Location</th>
<th>Alumni</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>97,840</td>
<td>5,645</td>
</tr>
<tr>
<td>Washington</td>
<td>1,716</td>
<td>90</td>
</tr>
<tr>
<td>Texas</td>
<td>1,383</td>
<td>83</td>
</tr>
<tr>
<td>New York</td>
<td>1,168</td>
<td>52</td>
</tr>
<tr>
<td>Oregon</td>
<td>1,114</td>
<td>43</td>
</tr>
<tr>
<td>Japan</td>
<td>44</td>
<td>5</td>
</tr>
<tr>
<td>Canada</td>
<td>29</td>
<td>5</td>
</tr>
<tr>
<td>Taiwan</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>South Korea</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>China</td>
<td>7</td>
<td>0</td>
</tr>
</tbody>
</table>
Alumni Demographics

Of 129,586 addressable alumni...

<table>
<thead>
<tr>
<th>Region</th>
<th>Alumni</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>So. California</td>
<td>83,861</td>
<td>67.7%</td>
</tr>
<tr>
<td>LA, SD, OC counties</td>
<td>74,928</td>
<td>60.5%</td>
</tr>
<tr>
<td>Orange County</td>
<td>40,470</td>
<td>32.7%</td>
</tr>
</tbody>
</table>
## Alumni Demographics

<table>
<thead>
<tr>
<th>School</th>
<th>Alumni</th>
<th>Degreed Alumni</th>
<th>Address</th>
<th>E-mail</th>
<th>Phone</th>
<th>UCIAA</th>
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<tbody>
<tr>
<td>ARTS</td>
<td>8,258</td>
<td>7,602</td>
<td>7,922</td>
<td>3,055</td>
<td>3,180</td>
<td>333</td>
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<tr>
<td>BIO</td>
<td>22,120</td>
<td>20,293</td>
<td>21,502</td>
<td>8,313</td>
<td>8,140</td>
<td>944</td>
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<tr>
<td>BUS</td>
<td>5,982</td>
<td>5,221</td>
<td>5,736</td>
<td>2,600</td>
<td>2,918</td>
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<tr>
<td>COMP LIT</td>
<td>460</td>
<td>458</td>
<td>426</td>
<td>125</td>
<td>216</td>
<td>33</td>
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<tr>
<td>EDU</td>
<td>837</td>
<td>494</td>
<td>824</td>
<td>321</td>
<td>356</td>
<td>19</td>
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<td>ENG</td>
<td>10,523</td>
<td>9,779</td>
<td>10,022</td>
<td>4,630</td>
<td>4,086</td>
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<tr>
<td>HUM</td>
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<td>14,880</td>
<td>15,230</td>
<td>6,086</td>
<td>6,273</td>
<td>655</td>
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<td>ICS</td>
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<td>7,030</td>
<td>3,558</td>
<td>2,855</td>
<td>483</td>
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<tr>
<td>MED</td>
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<td>4,510</td>
<td>4,485</td>
<td>1,311</td>
<td>2,061</td>
<td>258</td>
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<tr>
<td>PHYS</td>
<td>7,346</td>
<td>6,592</td>
<td>6,972</td>
<td>2,744</td>
<td>2,905</td>
<td>434</td>
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<tr>
<td>SOC</td>
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<td>30,421</td>
<td>31,094</td>
<td>14,263</td>
<td>12,211</td>
<td>1,611</td>
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<td>SOEC</td>
<td>15,672</td>
<td>14,768</td>
<td>15,150</td>
<td>6,970</td>
<td>6,069</td>
<td>731</td>
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<tr>
<td>OTHER</td>
<td>3,384</td>
<td>1,961</td>
<td>3,193</td>
<td>1,108</td>
<td>1,405</td>
<td>884</td>
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</table>
Alumni Events – Key Concepts

1. Knowing your audience
2. Event concept
UCIAA Signature Events

- Dinners for 12 Anteaters
- Homecoming
- Alumni Hospitality Tent at Wayzgoose
- Lauds & Laurels
- UCIAA Annual Meeting
More UCIAA Events

- Pageant of the Masters
- Alumni Advocacy Write-in
- Alumni Employee Luncheon
- Shocktoberfest
- Men’s Basketball Pre-game VIP Receptions
- UCI Care-a-thon
- Regional Alumni receptions
- Anteater Meet-Ups
- Alumni Outings
  - CTSOTA and Local Performances
  - Nature Hikes
  - Area Museums
  - ...and more!
Alumni Events – Key Concepts

1. Knowing your audience
2. Event concept
3. Collaboration
Collaboration

The Alumni Perspective
Collaboration

Homecoming
Collaboration

Lauds & Laurels
Collaboration

VIP Tent at Rally Alley
Collaboration

Students
Alumni Events – Key Concepts

1. Knowing your audience
2. Event concept
3. Collaboration
4. Effective marketing
Effective Marketing

Print Communications

Your UCI reaches 20,000 alumni and donors 4x annually
Effective Marketing
e-Communications

Tickets are limited!

Bernini @ The Getty

Anteaters from Orange County and surrounding areas are invited to take a chartered bus to The Getty Museum to view the works of Bernini.

- Mini-lecture during travel by UCI Baroque expert Lyle Massey, associate professor of art history
- "Highlights of the Getty Museum" gallery tour by Getty Museum teacher
- Lunch voucher for use at the Getty Cafe
- Self-guided tour of the Bernini exhibit

Saturday, Oct. 25

$40 for members
$50 for non members
(all attendees must have a ticket)

Depart: 9 a.m.
Est. return: 4 p.m.

We will meet at South Coast Plaza in the Bloomingdales' parking lot
R.S.V.P. online: www.alumni.uci.edu no later than Friday, Oct. 17.
Event is limited to first 40 attendees. Questions? Call: 949-824-ALUM
Effective Marketing

- Phone banking
- Web
- Social networking
- Word of mouth
- Direct invitations
- Via constituent groups
- On-campus (marquees, table tents, etc.)
Alumni Events – Key Concepts

1. Knowing your audience
2. Event concept
3. Collaboration
4. Effective marketing
5. Execution
Execution

• Biggest challenge?
  – Getting people in the door

• Incentives
  • Giveaways, raffle prizes
  • Speakers – prominent alumni or administrators
  • Unique event / value add
  • Food (!)
Alumni Events – Key Concepts

1. Know your audience
2. Event concept
3. Collaboration
4. Effective marketing
5. Execution
6. Follow-up
Follow-up

- Thank you notes to volunteers, special guests, collaborative partners
- Event synopsis/announcement to constituent groups
- Photo gallery on web
- Social networking – creating buzz
- Identify prospective volunteers/donors
- Event feedback surveys
- Ties into....
Alumni Events – Key Concepts

1. Know your audience
2. Event concept
3. Collaboration
4. Effective marketing
5. Execution
6. Follow-up
7. Data management
Data Management

Key component of any event

- Coding RSVPs/Attendees
- Tracking no-shows
- Metrics
  - Staff
  - Catering
  - Budget
Alumni Events – Key Concept Review

1. Know your audience
2. Event concept
3. Collaboration
4. Effective marketing
5. Execution
6. Follow-up
7. Data management
Questions?

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Thank you