



*Welcome to our On Campus
Alumni Luncheon*

Event Center, Retriever Room
January 28, 2020



WELCOME!

- Learn more about the UMBC Alumni Association
- Check out the Annual Fact Sheet
- What is Alumni Engagement vs. Alumni Relations
- Meet the Staff
- Engagement Pathways
- Giving Day

OCA Get Involved!

January 28, 2020



UMBC alumni About the ASSOCIATION

Founded in 1970, the **UMBC Alumni Association** is the official representative body for more than 80,000* alumni. All graduates are automatically members for life and for no membership fee. The goal of the association is to serve the interests of alumni through ***educational, charitable, social, and cultural programs and involve alumni in the advancement and support of UMBC.***

The association is governed by a **Board of Directors** who work with staff in the **Office of Alumni Engagement** to keep alumni connected and engaged with one another, current students, faculty and staff, and the university.

**as of August 2019*

OCA Get Involved!

January 28, 2020

Alumni and Campus Fact Sheet

- Produced annually in November/December
- Great resource for a big picture look at Alumni Demographics and Student/Campus Info
- Surprising Facts

OCA Get Involved!

January 28, 2020

Alumni Engagement vs. Alumni Relations

The Council for the Advancement and Support of Education (CASE) defines **Alumni Engagement** as

Activities that are valued by alumni, build enduring and mutually beneficial relationships, inspire loyalty and financial support, strengthen the institution's reputation and involve alumni in meaningful activities to advance the institution's mission.

OCA Get Involved!

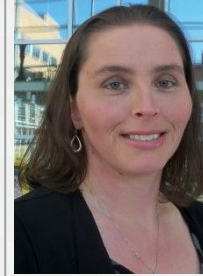
January 28, 2020



Stanyell Odom
Director of Alumni
Engagement
stanyell_odom@umbc.edu
5-2632



Jessica Wyatt
Assistant Director of
Alumni Engagement
jwy@umbc.edu
5-1524



**Bernadette
Darby**
Program
Management
Specialist
darbyb@umbc.edu
5-3703



**Dana Fusco '14,
M.P.S.'16**
Assistant Director of
Alumni Professional
Networks
dfusco1@umbc.edu
5-6279



**Poulomi
Banerjee '16**
Development and
Alumni Coordinator
poulomib22@umbc.edu
5-8051



Sara Lerma Jones
Associate Director of
Alumni Engagement and
Volunteer Programs
slj@umbc.edu
5-2276



Engagement Pathways

The office of alumni engagement serves as a resource to (re)connect alumni to each other, and to engage them with the campus and current students. We endeavor to provide continuous support for UMBC alumni as they **ATTEND, VOLUNTEER, UPDATE, SHARE, HIRE, and GIVE** in support of the UMBC community.

OCA Get Involved!

January 28, 2020



Engagement Pathways - ATTEND

Come back to visit! Join us for upcoming events, games, performances, and lectures.

To learn more about upcoming offerings, visit:

- Alumni Events Calendar – alumni.umbc.edu
- UMBC Athletics and General Events – tickets.umbc.edu
- UMBC Arts & Culture Calendar – artscalendar.umbc.edu

OCA Get Involved!

January 28, 2020



Engagement Pathways - VOLUNTEER

Throughout the year, we turn to alumni for a variety of volunteer opportunities, such as:

- Speak to prospective students at local and regional admissions receptions
- Participate in career panel discussions
- Serving on one of our alumni boards and chapters

To learn more take a few seconds to complete our online volunteer interest form at **alumni.umbc.edu/volunteerform**.

OCA Get Involved!

January 28, 2020



Engagement Pathways - UPDATE

Help us identify where our UMBC alumni are now and make sure you're receiving the latest news and upcoming event information by updating contact and employer information at

alumni.umbc.edu/update

OCA Get Involved!

January 28, 2020



Engagement Pathways - SHARE

Help extend our reach by promoting UMBC and the UMBC Alumni Association within your social networks.

Facebook – UMBCpage | UMBCAlumni | UMBCAthletics

Twitter – UMBC | UMBCAthletics

Instagram – UMBCLife | UMBCAthletics

YouTube – UMBCtube | UMBCLife | UMBCAthletics

LinkedIn – UMBC Alumni Network

OCA Get Involved!

January 28, 2020



Engagement Pathways - HIRE

The Career Center welcomes the opportunity to work with alumni from all degrees, majors, and industries to connect your employer to UMBC students who are intelligent and motivated to succeed.

Visit **careers.umbc.edu** for more information.

OCA Get Involved!

January 28, 2020



Engagement Pathways - GIVE

Your donation to UMBC isn't just a gift, it's also an investment—in the students of tomorrow, and in your own degree! Alumni participation in giving is vital to our success and allows us to keep building the kind of university you can be proud of.

Supporting your favorite cause on campus is easy, fast, and secure.

Give today at **support.umbc.edu**.

OCA Get Involved!

January 28, 2020



UMBC

BLACK & GOLD

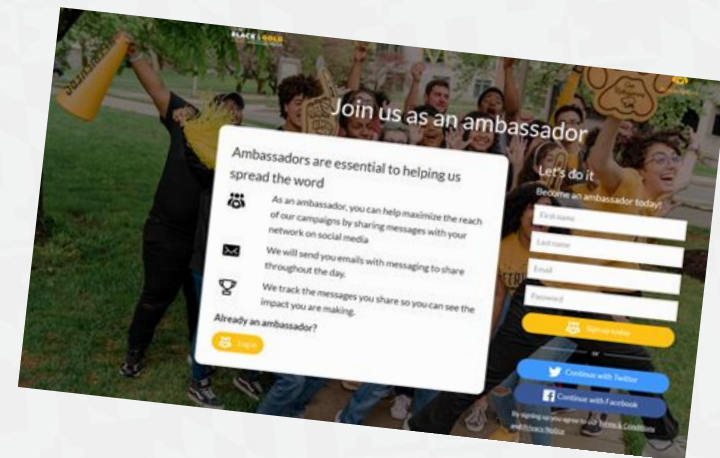
GIVING DAY // FEBRUARY 27, 2020 RUSH

OCA Get Involved!

January 28, 2020

Pre-Giving Day: Awareness

- 01/28 Email “Become an ambassador” to alumni
- 01/28 Social Media posts & targeted ads
- 02/07 Email “Become an ambassador” to staff, faculty, and students
- 02/20 Email “Reminder: Giving Day 2020” to alumni, parents, & friends
- 02/26 Email Wear black & gold tomorrow



OCA Get Involved!
January 28, 2020

Pre-Giving Day: Awareness

- INET
- Bus Stop advertisements
- Doorknob Hangers
- Breeze Way advertisements
- Postcards



OCA Get Involved!
January 28, 2020

On Giving Day

- Join us on Main Street: 10 am to 2 pm
- Wear black and gold!
- Win prizes
- Engage with students and fellow alumni
- Share, post, & give!



OCA Get Involved!

January 28, 2020

Past Giving Days

Giving Day	Goal	Donors	Revenue
February 28, 2019	1,000	1,554	\$106,906
February 28, 2018	350	836	\$63,377

OCA Get Involved!
January 28, 2020



THANK YOU FOR YOUR GENEROSITY!
1,554 DONORS
 DONATED 1,679 GIFTS & \$106,906

HOME...

1,226 GIFTS

FROM MARYLAND DONORS



Support from

Across the NATION...

33 STATES

1 TERRITORY & 1 DISTRICT



Around the WORLD.

16 COUNTRIES

Barbados
 Bermuda
 Canada
 Czech Republic
 Denmark
 France
 Germany
 India
 Indonesia
 New Zealand
 Russia
 Saudi Arabia
 Serbia
 South Africa
 United Kingdom
 Yemen

When we REACH TOGETHER.

ALL HANDS ON DECK

42% ALUMNI DONORS

88% FACULTY & STAFF DONORS

19% PARENT DONORS

9% STUDENT DONORS

9% FRIEND DONORS

When we EXTEND BEYOND.
 We see the IMPACT of the UMBC Community

1,224 GIFTS

BETWEEN \$5 - \$99.99

38 GIFTS

BETWEEN \$500 & ABOVE

415 GIFTS

BETWEEN \$100 - \$499.99

#blackandgoldrush



FEBRUARY 28 TRENDING TOPIC STATEWIDE ON TWITTER

3,012,022 TWITTER IMPRESSIONS FROM 2/27/2019 TO 3/1/2019

TOP 5 DONOR DESIGNATIONS

- 1 ATHLETICS
- 2 ALUMNI ENDOWED SCHOLARSHIP FUND
- 3 SCHOLARS PROGRAM
- 4 COLLEGE OF ENGINEERING AND INFORMATION TECHNOLOGY
- 5 STAY BLACK AND GOLD EMERGENCY FUND

February 28 on-campus INVOLVEMENT.

HEADQUARTERS COMMONS MAIN STREET

493 STUDENTS ATTENDED THROUGHOUT THE DAY

159 STUDENTS REGISTERED FOR THE QUEST 4 TRUE GRIT

26 TEAMS PARTICIPATED

84 STUDENTS CONQUERED THE QUEST



OCA Get Involved!
 January 28, 2020



UMBC
BLACK & GOLD
GIVING DAY // FEBRUARY 27, 2020 RUSH

Giving Day 2020: Goal



1,800

OCA Get Involved!
January 28, 2020



UMBC
BLACK & GOLD
GIVING DAY // FEBRUARY 27, 2020 RUSH

Giving Day 2020

Questions?

OCA Get Involved!
January 28, 2020



UMBC

BLACK & GOLD

GIVING DAY // FEBRUARY 27, 2020 RUSH

OCA Get Involved!

January 28, 2020



SAVE THE DATE

February:

- 2/5 Annapolis Alumni Networking Reception
- 2/8 Alvin Ailey Dance Theater Performance
- 2/15 Spirit Group Alumni Day
- 2/29 Women's Basketball Game and Reception

March:

- Admissions Receptions (dates TBA)
- Postcard Writing Luncheon (date TBA)

April:

- 4/10 Athletic Hall of Fame Dinner
- 4/16 Sweeten Up Your Network
- Various Career Month events

May:

- 5/20-5/21 Golden Anniversary of 1st Graduating Class
- 5/29 15th Annual Wine Tasting and Silent Auction

Summer:

- 6/9 Eng & IT Networking Event
- UMBC Night at Oriole Park (date TBA)

OCA Get Involved!

January 28, 2020



AND LASTLY....

We launched an **ALUMNI VIRTUAL BOOK CLUB!**

Sign up at pbc.guru/umbc

ALUMNI ENGAGEMENT GRANT PROGRAM

oia.umbc.edu (go to engage alumni and scroll to AEG program)

We're creating an online **ALUMNI BUSINESS DIRECTORY!**

Stay tuned for updates!

OCA Get Involved!

January 28, 2020



THANK YOU!

alumni.umbc.edu

alum@umbc.edu

410-455-2904