

# Alumni Leadership Assembly 2023

**Meredith Gurley Johnson**  
Executive Director of Alumni  
Relations





*Should address each area*

*Should guide constituents  
down the path*





OUR MISSION

TO INSPIRE A  
CULTURE OF  
PHILANTHROPIC  
COMMITMENT  
TO GEORGIA.



# OUR PRIORITIES

## **What we focus on.**

Priorities help us focus the work we do in accomplishing our mission. They are broad themes that provide direction for developing goals and strategies.

Collaboration

DEI

Engagement

Partnership

Philanthropy

# ENGAGEMENT

**Create meaningful connections and experiences for UGA students,  
alumni, parents and friends.**



# **ENGAGEMENT**

- **Build a more engaged alumni community through diverse events, programs, volunteering, and student mentoring opportunities.**
- **Create a stronger pipeline of future engaged alumni through meaningful student activities.**



# PHILANTHROPY

**Connect the philanthropic aspirations of our alumni, parents and friends to the university's priorities.**

# PHILANTHROPY

- **Increase alumni giving to the university.**
- **Increase total dollars given to the university.**
- **Remove financial barriers for students, with consideration for underrepresented, rural, first-generation, and other underserved students, through scholarship support.**





# Where are YOU in the Strategy?

**Alumni Education:** Recruit and train volunteers to become ambassadors for the University.

- Alumni Board
- Alumni Councils
- Alumni Chapters
- Student Alumni Council

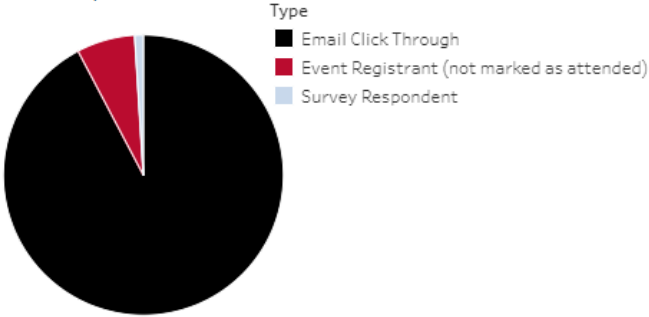
**Engaging:** Alumni and Students in meaningful ways that connect them to the University.

- Events and Programs
- Signature Programs: Bulldog 100, 40 Under 40
- Chapter events
- Council events



Communication  
761 to 71,471

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Engaged Alumni  
85,846

Category

Communication	72,874
Experiential	12,249
Philanthropic	23,780
Volunteer	2,427
Grand Total	85,846

Age Range

(All)

School Of Graduation

(All)

Year of Engagement Start Date

FY 2023

Alumni Type

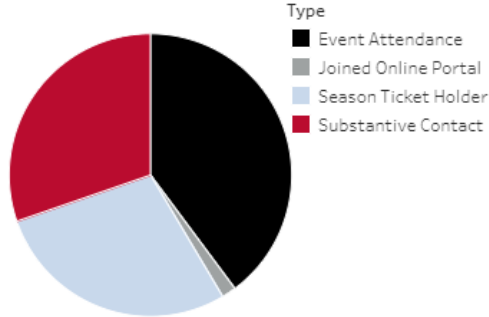
(All)

Region Code

(All)

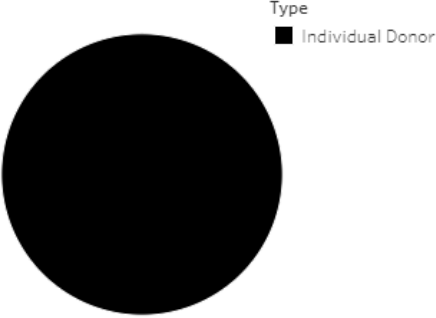
Experiential  
222 to 5,376

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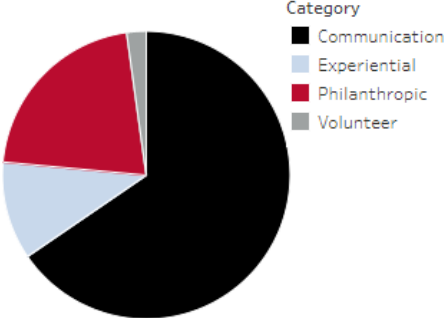
Philanthropic  
23,780

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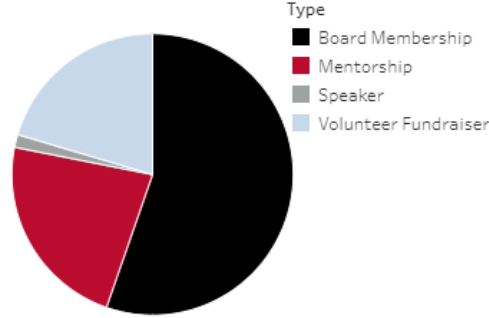
Engagement Mode Summary  
2,427 to 72,874

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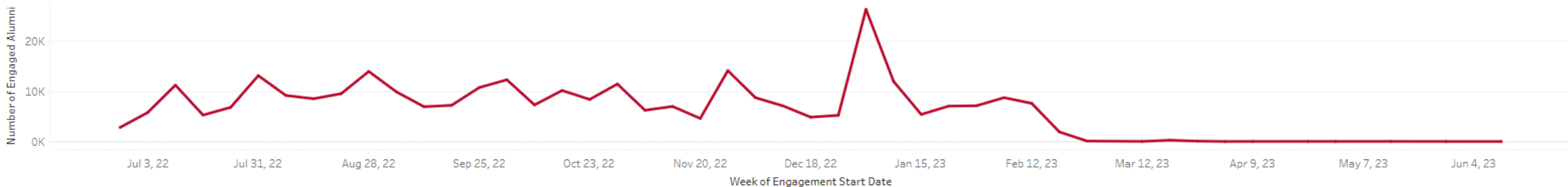


Volunteer  
46 to 1,726

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Engagements Over Time - All



Year	Communication	Experiential	Volunteer	Philanthropic
2019	81,546	23,354	1,864	40,420
2020	89,656	22,257	2,584	41,114
2021	83,516	20,562	2,802	51,273
2022	91,376	20,454	2,486	52,971



Year FY23	Communication	Experiential	Volunteer	Philanthropic
Q1 (10.18)	46,971	5,948	2,091	11,390
Q2 (1.18.23)	69,372	10,328	2,302	21,669
(2.17.27)	72,617	12,058	2,424	23,564
(2.22.23)	72,874	12,249	2,427	23,780
Q3 (4. 18.23)				





- What brings you here today?
- Is this your first Alumni event?
- Do you get the Bulldog Bulletin?
- Do you know about the UGA Mentor Program?
- Are you interested in joining our leadership team?
- What area of campus do you love most?
- When the students call for the annual fund, do you have a favorite fund you donate toward?

