Alumni Leadership Assembly 2023

Meredith Gurley Johnson
Executive Director of Alumni Relations
VISION
Why we do what we do

MISSION
What we do

PRIORITIES
What we focus on

GOALS
What we accomplish

STRATEGIES
How we do it together

PATH OF COMMITMENT

AWARENESS

INTEREST

ACTION

LOYALTY

ADVOCACY

Should address each area

Should guide constituents down the path
OUR MISION
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
<table>
<thead>
<tr>
<th>Year</th>
<th>Communication</th>
<th>Experiential</th>
<th>Volunteer</th>
<th>Philanthropic</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td>81,546</td>
<td>23,354</td>
<td>1,864</td>
<td>40,420</td>
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<tr>
<td>2020</td>
<td>89,656</td>
<td>22,257</td>
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<td>41,114</td>
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<td>2021</td>
<td>83,516</td>
<td>20,562</td>
<td>2,802</td>
<td>51,273</td>
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<td>2022</td>
<td>91,376</td>
<td>20,454</td>
<td>2,486</td>
<td>52,971</td>
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<th>Year FY23</th>
<th>Communication</th>
<th>Experiential</th>
<th>Volunteer</th>
<th>Philanthropic</th>
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<tr>
<td>Q1 (10.18)</td>
<td>46,971</td>
<td>5,948</td>
<td>2,091</td>
<td>11,390</td>
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<tr>
<td>Q2 (1.18.23)</td>
<td>69,372</td>
<td>10,328</td>
<td>2,302</td>
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<td>(2.17.27)</td>
<td>72,617</td>
<td>12,058</td>
<td>2,424</td>
<td>23,564</td>
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<td>(2.22.23)</td>
<td>72,874</td>
<td>12,249</td>
<td>2,427</td>
<td>23,780</td>
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<td>Q3 (4. 18.23)</td>
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• 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?