

ADVOCACY & AWARENESS GOAL: ADVOCATE FOR THE UNIVERSITY

Objective 1:

Promote the UC Advocacy Network and encourage participation in UC-wide communication campaigns.

Objective 2:

Participate in UC Day/UC Merced Day in Sacramento ensuring the inclusion of the alumni voice.

Objective 3:

Advocate on behalf of UC Merced for UC-wide efforts.



ENGAGEMENT & OUTREACH GOAL:

CREATE MEANINGFUL PATHWAYS FOR ENGAGEMENT

Objective 1:

Participate in and promote campus-wide events and activities in partnership with campus units, including admissions and student affairs, among others.

Objective 2:

Provide alumni opportunities to support student initiatives. (e.g. guest speakers, panels, mentorship, SAA activities, etc.)

Objective 3:

Recruit alumni volunteers to support alumni and campus-wide events.



EQUITY, JUSTICE, & INCLUSIVE EXCELLENCE GOAL:

CELEBRATE INCLUSIVE EXCELLENCE

Objective 1:

Develop diverse engagement programming to engage all alumni, both locally and regionally. (in partnership with UC groups, including CLAA, BAC, and others)

Objective 2:

Oversee group accountability and shared governance among the UCMAA and board of directors to ensure representation, equity, and inclusion of all alumni. (e.g. marketing materials/branding, committees, nominations, etc.)

Objective 3:

Partner with campus leaders to support Equity, Justice, and Inclusive Excellence (EJIE) initiatives on campus, as it relates to student needs.



GIVING & GRATITUDE GOAL: INSPIRE PHILANTHROPY

Objective 1:

Develop an Alumni Ambassador program to support the Boldly Forward campaign.

Objective 2:

Increase stewardship efforts to engage and acknowledge alumni donors and supporters. (e.g. phone calls, hand-written notes, Thank View videos, etc.)

Objective 3:

Design alumni giving program(s) to support Boldly Forward campaign. (e.g. "Give your Class Year" giving program to help support Journey Fund)

