



PROUDLY UNB

ALUMNI ENGAGEMENT STRATEGY

2020-2025



PROUDLY ENGAGING UNB ALUMNI FOR 150 YEARS

The Associated Alumni of the University of New Brunswick was founded in 1862 by a group of graduates interested in “the promotion of sound education and the advancement of the interest of the university.”

We became an official organization by an Act of Legislature on March 28, 1870, with the first meeting of the association held on June 20, 1870.

One hundred and fifty years later, the UNB Associated Alumni remains committed to our alumni and our alma mater. It reflects a diverse worldwide community of more than 91,000 living alumni.



91,000+
ALUMNI
AROUND THE WORLD

ALUMNI LIFE STAGES

50%

32%

18%

EARLY CAREER &
YOUNG FAMILIES

MID-LIFE

SENIOR



We help connect alumni with each other, with their alma mater and with the current generation of UNB students – it's a way to celebrate our past and shape our future.

STUDENTS FOR A SHORT TIME, ALUMNI FOR LIFE

The road to engagement begins as students – it's the first step in the alumni lifecycle. We are building a culture of pride, celebration, connection and contribution on our campuses to prepare students for their roles as active and supportive alumni in the future.

THE ALUMNI IMPACT

Collectively and individually, UNB alumni are making an impact in their communities and are changing the world. And we're advancing UNB and our students: through becoming mentors, volunteering and paying it forward.

Since 1967 the Associated Alumni and Alumnae have supported over 5,000 students with over \$4.1 million in scholarships and awards.



MISSION

In support of UNB we:

- engage alumni by nourishing pride;
- foster connections between alumni, students and UNB; and
- enable contribution.

VISION

A proud, inspired and motivated community of alumni and students engaged in the life and success of UNB.



PILLARS

Our pillars align with our mission and give us the foundation on which all activities, programs and services are built.



CELEBRATION

We will engage alumni and students by nourishing pride, celebrating accomplishments and telling our story.



CONNECTION

We will foster connections between alumni, students and UNB to encourage mentorship, professional development and lifelong learning and growth.



CONTRIBUTION

We will work to create a dynamic environment that enables alumni contribution in the form of time, talent and treasure.

OUR GOAL: TO DEEPEN AND BROADEN ALUMNI ENGAGEMENT



MEASURING SUCCESS: BY 2025, WE WILL

INCREASE OUR OVERALL
ALUMNI ENGAGEMENT
INDEX SCORE TO

62%

INCREASE THE
PERCENTAGE OF
ENGAGED ALUMNI TO

20%

OUR GUIDING PRINCIPLES

The following principles will guide the activities of the UNB Associated Alumni:

- We will support the advancement of UNB by being a key player in telling our story widely and proudly.
 - We will investigate best practices to reach and communicate effectively with our alumni audience as its members move through their full lifecycle (student, young alumni, mid-life alumni, senior alumni).
 - We will use rich data from alumni surveys to inform us of alumni behaviours and attitudes, and use this information to offer effective programs and services.
 - We will be innovative in communicating with alumni segments based on their affinity, demographics, behaviours and preferences.
 - We will work closely with UNB faculties to help them tell their story of innovative teaching, research, student and alumni successes.
- We will support UNB faculties in connecting students with alumni through experiential learning and mentorship opportunities, and in engaging targeted alumni audiences through celebrations and strategic events.
 - We will arm alumni with our story so that they can be a part of it and share it with others.
 - We will create and implement programming and services that are optimally positioned to reach our engaged and somewhat engaged alumni, and deepen their engagement.
 - We will put a high focus on outstanding stewardship of our alumni who give their time, talent and treasure to UNB.
 - We will work collaboratively with our Development and Donor Relations colleagues to capture new opportunities and shared resources to deepen the engagement of supporters and potential supporters of the university.
 - We will regularly review our programs and their results to ensure we adapt to changing demands and needs, always with a focus on our mission and objective.

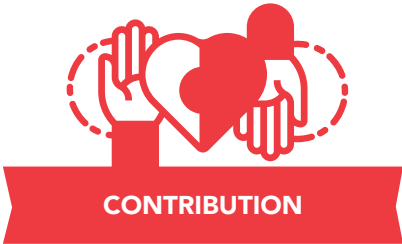


STRATEGIC PRIORITIES

Our strategic priorities are rooted in our pillars of Celebration, Connection and Contribution and will guide our work over the next five years.

Our five strategic priorities:

- Tell our story to increase awareness and pride among alumni.
- Celebrate alumni, students and UNB milestones and achievements.
- Foster a culture of connection and contribution among students and alumni.
- Deepen relationships with engaged and somewhat engaged alumni.
- Obtain the best possible data to make evidence-based decisions and optimize effectiveness.



STRATEGIC PRIORITY #1



Tell our story to increase awareness and pride among alumni.

- Adopt impact-based storytelling practices that are based on alumni-focused key messages, thereby helping us to be consistent in proudly telling our story.
- Strengthen digital marketing communications efforts, allowing us to share targeted, dynamic, and timely content with segmented alumni audiences across a variety of online platforms.
- Enhance communications by strategically segmenting alumni audiences through faculty, campus and affinity-based e-newsletters that share relevant stories of alumni, students, researchers and teachers.
- Encourage alumni to share their knowledge of, and experience at, UNB with prospective students.

STRATEGIC PRIORITY #2



Celebrate alumni, students and UNB milestones and achievements.

- Host strategic events, such as the Proudly UNB awards program, that foster UNB pride and encourage optimal participation.
- Support faculties in publicly, acknowledging and celebrating alumni and student achievements.
- Create special programs to surprise and delight alumni and students at milestone periods.
- Leverage UNB athletic, cultural and academic events to bring both alumni and students together to celebrate.

STRATEGIC PRIORITY #3



Foster a culture of connection and contribution among students and alumni.

- Enhance professional development, learning and networking programs through closer collaboration with UNB units already engaged in similar work.
- Support faculties and other UNB offices in developing experiences that connect students with alumni.
- Support chapter and group events that connect alumni in communities around the world.
- Collaborate with Development and Donor Relations on innovative cultivation and stewardship programs and events to develop a culture of contribution amongst alumni and students.

STRATEGIC PRIORITY #4



Deepen relationships with engaged and somewhat engaged alumni.

- Encourage first-time volunteering through a robust volunteer program.
- Inspire first-time donors to give by collaborating with annual giving on strategic digital campaigns to specific alumni segments.
- Foster first-time engagement through enhanced communications of offerings.
- Cultivate one-on-one relationships with key alumni.

STRATEGIC PRIORITY #5



Obtain the best possible data to make evidence-based decisions and optimize effectiveness.

- Methodically collect and analyze data to better understand our alumni, target our communications efforts, tailor our approach to micro-segments and a variety of affinity groups, and effectively measure our progress.
- Leverage social media platforms, such as LinkedIn, to learn more about our alumni and improve the quality and accuracy of our data.
- Focus on our strengths so we can invest effectively in our programs and services.
- Strategically align our financial and human resources in a way that optimizes our impact and return on investment.



FOCUS ON THE FUTURE

With a renewed focus on the future of our association, our strategic priorities will drive alumni engagement through:

- Faculty-based engagement
- Enhanced digital and online efforts
- Strengthened collaboration with partners
- Evidence-based strategic decision-making

STAY CONNECTED

UNB.ca/alumni

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#PROUDLYUNB