



Be The BEST

A Strategic Road Map for the
University of Florida Alumni Association



We are committed to a higher standard of excellence

We are forward focused

We seek out diversity

We persevere

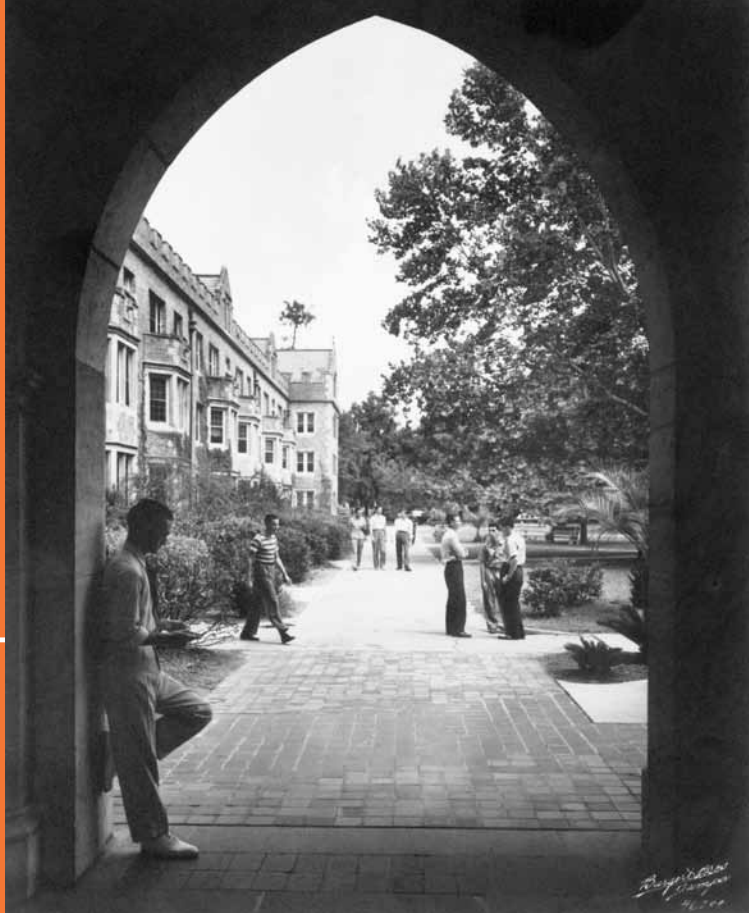
We don't command excellence, we build it

We set the example

We are movers and shakers

We are here ...

For The Gator in You



The Quest for Excellence

Since 1906, the University of Florida Alumni Association (UFAA) has been committed to serving the needs of alumni, while simultaneously supporting the university's quest for excellence. With a student body representing more than 130 countries, the association is uniquely poised to strengthen the university's efforts to expand its global reach and impact. This mesh of academia and global community creates a balance of subtle sophistication that defines the university. The Gator Nation® is both proud and powerful; a strong combination for learning and growth. Now is the time for the UFAA to strive to reach its highest potential in becoming the ultimate connection for all Gators.





The Opportunity to Surpass

The UFAA has the unique opportunity to reposition itself within The Gator Nation®, engage the approximate 320,000 alumni who are not a part of the association and provide greater service to its members. By raising its standards of services, the UFAA will create more relevant association activities, hold events for maximum return on investment and increase its visibility with key audiences through strategic branding and communications.

Our Position

The UFAA exists to fuel the Gator in you.

An active and engaged alumni base provides a university's momentum, serves as its voice, influences political and societal decision-makers, is its strongest cheerleader and most loyal supporter.

Regardless of what makes each individual's experience as a Gator unique, Gators come together to form an unbreakable bond that forever lives inside each of us. Fueling this bond – becoming more relevant to the Gator in you – is essential to meeting our association goals.

For some, the Gator in you can be described as the understood connection when meeting a fellow Gator and exchanging a “Go Gators” greeting. For others, it's pride in what you've accomplished, or the memories that take you back to a place and time you'll never forget. It's the confidence you have during your first interview or the desire to continue the legacy.

Everything we do as an association, we do to fuel the Gator that lives in each of us.

The Future is in the Present

Winning for the alumni association is not just about being No. 1.
A win for the alumni association is being No. 1 for Gators.

A cornerstone to a great university is its alumni and friends.
This shift in focus is vital to enhance the relevancy of the UFAA to
The Gator Nation®.

As deeply committed leaders, it is our duty to make an impact and
fulfill our promise to fuel the Gator in every UFAA member.

Essential to meeting the association's goals, every thing we do will be
designed to fuel the shared bond that lives inside all Gators.

Every alumni communication, benefit or program will be designed
for the Gator who joins because of the pride in his or her
accomplishments, or because he or she is interested in new ideas;
for the Gator who just took his or her first college course; for the
die-hard Gator fan or the one with no interest in athletics at all; for
the Gator parent who wants to better understand the admissions
process; or even for the Gator studying halfway around the world.

This strategy will enable a shift in focus and culture at the UFAA.





Fueling Gators is critical to the successful execution of our strategic plan and the long-term success of the alumni association. This strategic shift in focus at the UFAA starts now. We are here to fuel the connection to the University of Florida and the quest for excellence that forever lives inside each of us. We are here for the Gator in you.

The alumni association's strategic road map for growth is based on six strategic initiatives:

***B**uild Alliances*

***E**xpand Student Engagement*

***t**he*

***B**roaden Gator Engagement*

***E**mpower Leadership*

***S**trengthen Communications*

***T**ransform Membership and Philanthropic Support*

These initiatives frame core priorities that will position the UFAA as an essential part of the Gator experience, propelling the UFAA to its rightful place as one of the best alumni associations in the nation.





Strategic Initiatives

- **Build Alliances** – The UFAA shares partnerships with the UF Foundation and numerous key campus units. Enhancing current partnerships and building new strategic alliances will position the UFAA as a “go to” resource to strengthen the bond between The Gator Nation® and the university.
- **Expand Student Engagement** – As of Fall 2011 there are 11,000 students who are members of the Student Alumni Association. Increasing engagement through interactive programs to 50 percent of the undergraduate student body (approximately 17,500 students) will foster stronger relationships between students, alumni and parents and infuse a culture of support.
- **Broaden Gator Engagement** – The UFAA engages Gators by degree and Gators by choice through reunions, events, outreach activities, Gator Clubs® and Affiliate Groups. Expanding engagement and providing meaningful services that enhance experiences will allow the UFAA to capitalize on the synergy of The Gator Nation® and inspire Gators to give, serve and be recognized as the best.
- **Empower Leadership** – Hundreds of alumni and students serve in leadership roles on behalf of the UFAA and its associated groups. Empowering those leaders to serve as advocates will enhance the quality of their experiences as volunteers and move The Gator Nation® to respond to the university’s needs and priorities.
- **Strengthen Communications** – The UFAA will incorporate a new communications plan that integrates The Gator Nation® brand with a call to action that inspires UFAA membership and promotes service as a core value. A variety of communication vehicles are currently in place to connect and inform alumni and friends.
- **Transform Membership and Philanthropic Support** – Currently, almost 46,000 alumni and friends are dues-paying UFAA members. However, there are approximately 373,000 living alumni. The UFAA aspires to double its membership by 2017 and provide meaningful opportunities to participate in philanthropic activities with the university, specifically through annual giving.

Over the next five years, we are committed to fueling Gators worldwide, directly strengthening the University of Florida and ensuring that the needs of The Gator Nation® are anticipated and addressed. This plan sets our course to become the No. 1 alumni association in the country.



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