

ANNUAL REPORT 2010



*numbers based on data collected through May and June 2010; subject to increase upon closing of end-of-year books.

UFAA

UFAA Mission Statement

The mission of the University of Florida Alumni Association is to support exclusively the University of Florida's mission of teaching, research, and service as determined by the University of Florida Board of Trustees by fostering and enhancing the relationship between the University of Florida and its alumni, students, and friends.



- ▶ Alumni on record total **more than 330,000** with **57,000 UFAA dues-paying members** (we are the largest alumni association in the SEC). We have alumni in every state and in more than 100 foreign countries.
- ▶ The Alumni Association is responsible for developing volunteer leaders in a **network of nearly 100 Gator Clubs®** in Florida, across the U.S. and around the globe.
- ▶ We host **Outreach programs that bring faculty and administrators on the road** to carry the University's message to alumni and friends.
- ▶ **Alumni Reunion programs** are organized and conducted and have been successful in bringing alumni back to Gainesville, with activities that are designed to **involve returning graduates with campus life**.
- ▶ **Affiliate groups** have been organized to represent the needs of shared interests on the campus, including the **Association of Black Alumni and the Association of Hispanic Alumni**.
- ▶ The award winning **Student Alumni Association (SAA)** has nearly **11,000 dues-paying members** and was developed to create networking opportunities between current students and alumni. This group offers **career networking, social events and special programming** and is governed by the Florida Cicerones, UF's campus ambassadors.



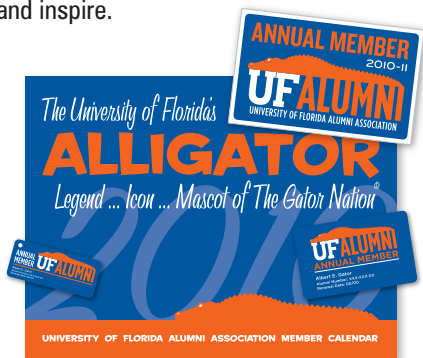
Awards & Recognition

UFAA recognizes alumni, students and friends for their many contributions to the university and society.

- ▶ Named **10 honorary Alumni**
- ▶ Recognized **11 distinguished alumni**
- ▶ Awarded **12 outstanding leadership awards**
- ▶ Awarded **23 two and four year scholars**
- ▶ Awarded **26 “Clubbie” Award statues**
- ▶ Recognized **over 200 volunteer leaders and programs**
- ▶ Hosted **5th Annual Outstanding Young Alumni Awards ceremony**
- ▶ Awarded **30 Outstanding Young Alumni Awards**

Communications & Web

Our goal is to keep alumni connected by promoting the university’s message and providing meaningful information to engage and inspire.



- ▶ **33,030 registered** users on **Gator Nation Network**
- ▶ Facilitated alumni survey with over **8,000 respondents**
- ▶ **Over 11,703 electronic communications** sent by volunteer leaders
- ▶ **15,801 Facebook Fans, 1,292 Twitter** followers and **5,327 Linked In** connections
- ▶ **1,325 emails sent to alumni** on behalf of UFAA
- ▶ **1,497 emails** sent to **Student Alumni Association members**
- ▶ **1,610,700 unique website visitors**
- ▶ **2,960,308 website page views**
- ▶ **26,182,164 website hits**



UF AA

Membership & Marketing

The membership program provides an opportunity for all alumni and friends to be connected and engaged, no matter how close or far you live from the University. All memberships are considered gifts, with life dues going into an endowment that will perpetually support the UF AA.



- ▶ **35,107 annual members**
- ▶ **11,246 life members**
- ▶ **10,956 SAA members**
- ▶ **6% overall membership increase** in FY 2010
- ▶ **7,403 traditions logged** by students through Tradition Keepers and the F Book
- ▶ **SAA named as Outstanding Student Organization**
- ▶ **\$100,672 in sponsorship** revenue generated
- ▶ **\$289,710 in affinity partnership** revenue generated





Club Relations & Affiliate Groups

By developing our volunteer leaders, Gator Clubs® and Affiliate Groups can support the mission of the UFAA and promote the university. The goals of our affiliate organizations entail engaging alumni and friends in local communities, promoting UF initiatives and raising funds for student scholarships.



- ▶ **100 active Gator Clubs internationally** and **2 Affiliate Groups**
- ▶ Hosted formal volunteer leadership training – **annual Leaders Weekend and Regional Seminars**
- ▶ **9 Regional Vice Presidents manage 9 regional territories** (made up of Gator Clubs) throughout the United States
- ▶ **Over 3,000 alumni and friends** volunteered with **65 Gator Clubs for International Gator Day**
- ▶ **Over 7,000 events hosted by volunteers** including fundraisers, golf tournaments, viewing parties, Outreach events, community service projects, Gator Gatherings and more
- ▶ **Association of Black Alumni** hosted **7 events** geared towards **13,995 Black Alumni**, opened an academic scholarship endowment and partnered with the UF Institute of Black Culture
- ▶ **Association of Hispanic Alumni** hosted **4 events** geared towards **20,801 Hispanic Alumni**, raised over **\$34,000 for student scholarships** and partner with the UF Institute of Hispanic-Latino Cultures
- ▶ **Over \$140,000** raised for the Florida Opportunity Scholarship Program by Gator Clubs and Affiliate Groups
- ▶ **Over 300 student scholarships** have been awarded by Gator Clubs and Affiliate Groups
- ▶ **Over \$2 million** exists in **Academic Scholarship Endowments** raised by volunteers

UFAA

Outreach & University Support

The OUTREACH program provides an opportunity for the University to share the excitement and intellectual quality of its campus with alumni and friends everywhere and to demonstrate that our University is indeed a state and nationwide resource.

- ▶ **41 events** held throughout the state and country
- ▶ **2,537** alumni and friends **in attendance**
- ▶ **20 videos** featuring UF Faculty and Staff available for **On Demand viewing**
- ▶ **Over 2,500 On Demand views** on the videos
- ▶ **18 communities hosted Outreach events**
- ▶ **Partnership** with **Career Resource Center**
- ▶ **Partnership** with **Gators for Higher Education**

Alumni Reunions & Special Events

UFAA reunions and events reconnect alumni by bringing Gators back to campus. Our creative programming is designed to inspire our guests and cultivate their dedication to the University of Florida.

- ▶ **Hosted more than 17,000 alumni and friends** at special events and reunions
- ▶ **\$17,411,804.76 cumulatively raised** from the **Class of 1959 through Grand Guard** and associated activities
- ▶ **Partnered with 16 colleges**, as well as Smathers Libraries, Florida Museum of Natural History, Harn Museum of Art and UF Performing Arts
- ▶ Held **20 special events** for alumni and friends
- ▶ Hosted more than **12,500 alumni and friends during football season** at Gator Nation Tailgates at home and select away games



Young Alumni Programs

These programs were established to identify the needs of alumni under the age of 35, a segment of over 110,000 alumni. The purpose is to strengthen their connection to the Gator Nation and dedicate programs that resonate with their interests, including community service, travel opportunities, social activities and career networking.



- ▶ **9 regional representatives** make up the **Young Alumni Council**
- ▶ Established **young alumni liaison on the UFAA Board of Directors**
- ▶ Integrated **Young Alumni “event in a box”** to Gator Clubs nationally
- ▶ Created **Young Alumni resource bank** on **Gator Club Admin Site**
- ▶ **3 Career Webinars** were hosted by the **Gainesville Young Alumni Committee**
- ▶ **Partnership** formed by UFAA with **Gainesville Chamber of Commerce** to facilitate **networking opportunities** with local young alumni
- ▶ Implementation of **Gator Aiders, Emergency Response Training, into International Gator Day**
- ▶ Addition of **Young Alumni Liaisons/Chairs into Gator Clubs**

UFAA



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