

STRATEGIC PLAN FOR ALUMNI ENGAGEMENT

Building Connections that Drive Philanthropy



THE UNIVERSITY
OF ARIZONA



DEAR WILDCATS, CAMPUS PARTNERS, ALUMNI, AND COMMUNITY MEMBERS,

We are honored to share with you the University of Arizona's Strategic Plan for Alumni Engagement: *Building Connections that Drive Philanthropy*. This plan represents a bold and collaborative vision for the future of our alumni engagement efforts, and we are excited to embark on this journey with all of you.

At the University of Arizona, we recognize that our alumni are more than graduates—they are ambassadors, advocates, mentors, and philanthropic partners who play a vital role in shaping the future of our institution. A thriving alumni engagement program is essential to our long-term success, fueling affinity, advocacy, volunteerism, and philanthropy. It strengthens our ability to fund scholarships, research, and innovation, ensuring that Wildcats continue to make an impact locally and globally.

This strategic plan is built on a foundation of shared values: community, pride, passion, legacy, and fun. It is guided by our vision of being *Wildcats for Life* and our mission to foster authentic relationships and lifelong partnerships between alumni, the university, and the community.

This plan is more than a roadmap—it is a call to action. It is a commitment to building a culture where alumni engagement is recognized as a shared responsibility across our university community. Together, we will create meaningful experiences, deepen relationships, and inspire investment in the University of Arizona's mission and future.

We invite each of you—our campus partners, current Wildcats, alumni, and community members—to join us in this effort. Your support, enthusiasm, and collaboration are essential to achieving our goals and ensuring the University of Arizona continues to thrive for generations to come.

Thank you for your dedication to the Wildcat legacy. Together, we will build connections that drive philanthropy and create a lasting impact.

Bear Down!

Sincerely,

JP Roczniak
President and CEO
University of Arizona Foundation

Jonelle Vold, JD
Senior Vice President
University of Arizona Foundation

EXECUTIVE SUMMARY

A thriving alumni engagement function is essential to the University of Arizona’s long-term success. Engagement fuels affinity, advocacy, and volunteerism—directly strengthening the philanthropic pipeline. This plan positions alumni engagement as the starting point of sustainable fundraising by aligning programs, data, and experiences that convert connection into impact. Our focus: expand reach, offer valuable experiences and education to students and alumni, deepen relationships, and reliably progress alumni from awareness to advocacy and giving. We will orchestrate experiences, content, and volunteer pathways that deepen affinity and inspire investment. This plan aligns alumni engagement with development to measurably grow participation, retention, and pipeline maturity.

To achieve these goals, we must build a culture where alumni engagement is recognized as a shared responsibility across the University, reinforcing its essential role in driving long-term institutional success. This collaborative approach ensures that engagement efforts are integrated, impactful, and aligned with the needs of both the University and the mission of the UofA Foundation.

WHY ALUMNI ENGAGEMENT MATTERS

- Alumni are ambassadors, advocates, mentors, and philanthropic partners.
- A robust engagement program ensures a steady pipeline of committed donors across annual, leadership and major giving.
- Prioritizing engagement strengthens the University’s ability to fund scholarships, research and innovation.
- Alumni engagement should encompass all stages of alumni life.
- Prioritizing recent graduates (GOLD – Graduates of the Last Decade) builds lasting connections with the University of Arizona, fostering loyalty and laying the groundwork for future support.
- Strategic touchpoints, such as milestone events like the 50th reunion, provide opportunities to engage alumni when philanthropic interest is often highest.
- Alumni and special events are a critical engagement lever in the university’s advancement ecosystem and one of our strongest opportunities to build affinity.



VALUES

Community: A united Wildcat network where every supporter, student, and alum feels connected and empowered to make an impact.

Pride: A profound sense of belonging and respect, rooted in the traditions and values that define the University of Arizona.

Passion: Relentless enthusiasm for championing Wildcat success and advancing our shared mission with purpose and energy.

Legacy: Building a lasting influence that honors the past, enriches the present and shapes the future for generations of Wildcats.

Fun: Embracing the joy of being a Wildcat—celebrating traditions, achievements and experiences on campus and beyond.

VISION

Wildcats for Life: devoted to the UofA

MISSION

The University of Arizona alumni experience is built on fostering authentic relationships and lifelong partnerships between alumni, the university and the community. We empower Wildcats to contribute to a thriving and enduring legacy.



➔ STRATEGIC PILLARS

1. **Unify campus and Philanthropy & Alumni Engagement (PAE) partnerships.** Strengthen communication and collaboration to drive shared success.

We are committed to improving coordination, transparency, and shared understanding across colleges, schools, and the UofA Foundation. Stronger internal communication is essential not just for smoother operations, but for building an engagement effort that genuinely supports fundraising, enrollment and the University's presence in key regions. When campus partners work together, alumni engagement becomes more strategic and better aligned with the institution's most pressing needs.

By improving how we collaborate, we can better engage alumni, strengthen the fundraising pipeline and build a more connected engagement ecosystem.

2. **Foster a culture of giving back.** Inspire service, volunteerism, and philanthropy among Wildcats.

We strive to cultivate a culture where Wildcats contribute their time, expertise and generosity in ways that strengthen the University and the communities it serves. As a land grant institution, the University of Arizona is committed to serving the community; this commitment extends to all Wildcats where service plays a vital role in creating deeper ties among alumni, donors, students, community and campus partners. It also opens pathways for leadership and philanthropy.

By promoting a culture of service, we can activate passionate supporters, build community impact, and create new avenues for alumni to deepen their relationship with the University.

3. **Be a lifelong partner.** Deliver evolving experiences and resources that keep alumni connected.

We aim to be a meaningful partner to Wildcats throughout their lives by offering experiences that reflect their evolving interests and life stages. We will explore flexible ways to share knowledge, spark curiosity, and strengthen alumni connections. The goal is to stay relevant and responsive as programs and expectations shift. Professional development opportunities are a key area of focus, which helps alumni stay competitive in a rapidly changing job market, reinforcing the University's role as a lifelong resource for growth and success. By offering career-focused programs, we strengthen alumni loyalty and demonstrate its commitment to their evolving needs.

Through this flexible approach, we will continue offering experiences that spark curiosity, strengthen influence, and keep Wildcats connected in ways that feel meaningful and relevant.

4. **Scale with excellence.** Optimize operations and technology to expand alumni engagement effectively.

We aim to build a high-performing, integrated engagement ecosystem that reaches all alumni efficiently and effectively. Operational excellence will ensure that processes, technology and data systems work seamlessly to support engagement at scale. By standardizing tools, streamlining workflows and leveraging analytics, we will create a foundation that enables personalized experiences, consistent communication, and measurable impact across the alumni lifecycle.



THE UNIVERSITY
OF ARIZONA

