

## ALUMNI AND CONSTITUENT PROGRAMS

The University of Memphis Alumni Association and its related programs continue our focus to inspire and cultivate alumni affinity and involvement and to enhance the image and reputation of the University of Memphis and the Association that serves our beloved University. Due to the upcoming Centennial Celebration, many of the Association's activities this past year have concentrated on the positioning of the Alumni Association for effective utilization during this historic time of our University's history.

Although the Association has coordinated its annual events, a great deal of the past year has centered around the planning of Centennial events and the manner in which all areas of the Association will honor the University's 100<sup>th</sup> birthday.

### CENTENNIAL INITIATIVES

The University of Memphis Alumni Association will host five **anchor** events. These anchor events will be the cornerstone of the Association's celebration of the University's Centennial Celebration as well as acting in part as weighted events for the overall University celebration. In addition, every area of the Association will participate in the Centennial Celebration through visible marketing initiatives and detailing. In some clubs, chapters and areas of participation, special one-time events are being coordinated. The anchor events include:

#### **Tigers Around Town – 9.10.11 @ 12**

To celebrate the University's Centennial, the Alumni Association "let the cat out o the bag" in September, introducing 100 life-size Tiger statues. Each statue was uniquely decorated with artwork by local artists, students and alumni. The goal of **Tigers Around Town** is to not only recognize the Centennial of the University of Memphis, but to impressively illustrate the city's rich history and relationship with the U of M. Tiger statues were sponsored by local fans, alumni and businesses and will be on display at selected locations around Memphis beginning in early 2012 and remaining through the year.

It is our hope that **Tigers Around Town** will not only bring many alumni back to campus but that it will also help build awareness of the integral relationship between the University and the city of Memphis.

#### **Reunion Weekend – April 20-22, 2012**

The Alumni Association has denoted April 20-22 of 2012 as Reunion Weekend. With the upcoming Centennial, it is our hope that through our work with academic departments and colleges, alumni groups and student organizations all efforts will be focused toward one weekend in the spring where all may gather on campus and attend several reunion events.

#### **Events of Reunion Weekend**

Reunion receptions, dinners and gatherings are currently being planned by several clubs, chapters and related areas of participation. All have one focus – to celebration the University's Centennial. Other activities for that weekend include the unveiling of the symbolic bronze tiger

monument, tribute to the University's Centennial coordinated by the University of Memphis Association of Retirees, the Blue and Gray Football Game and the Student Leadership Awards.

### **Spring Commencement – May 5, 2012**

Although each Commencement Ceremony is special to those involved, the May 2012 Spring Commencement will be the largest held in University of Memphis history. During the ceremony, the University of Memphis Alumni Association is coordinating an effort to have a representative of each class walk and be recognized. As well as each past president of the Alumni Association presented with a commemorative medallion specifically designed for the Centennial Celebration.

### **Distinguished Alumni Awards – June 9, 2012**

With the Centennial Celebration pageantry, the Distinguished Alumni Awards for 2012 promises to be something extraordinary. Although each Distinguished Alumni Awards is the premiere black tie affair of the school year, the Centennial Gala will be unique in its design and program.

To be held on the plaza on campus, the 2012 Distinguished Alumni Awards will not only celebrate the University's best and brightest, it will also highlight the University's accomplishments throughout its one hundred years. Former Presidents of the Alumni Association will be recognized, special presentations will be made for service to the Association and each school/college will be highlighted.

### **Homecoming – Fall 2012**

The Centennial Homecoming will be held in the fall of 2012. A date has not been set due to the unavailability of the 2012 football schedule. The University of Memphis Alumni Association anticipates the traditional Homecoming activities will be coordinated and additional activities added due to the unavailability of the football schedule.

## **GOALS**

### ***Membership – Reach 12,000 Alumni Association Members by December 31, 2012***

A strong membership program is crucial to the long-term growth and success of the University of Memphis Alumni Association. The chief components of our program bring focus to alumni engagement, Association recognition and value in membership. A major emphasis and investment has been made to build membership at the University of Memphis through expanded alumni staff and an extensive restructure of the entire program beginning in 2003.

### ***Programmatic Effort – Evaluate and revise each program, event and activity to visibly reflect the celebration of the University's Centennial.***

Programmatically and visually, it is important to represent the University and its celebration. The Alumni Association is currently in the process of redesigning marketing pieces, invitations, banners, programs and awards within each area to reflect the Centennial Celebration.

## CHALLENGES

A dynamic and robust strategic plan is an essential part of any successful Alumni Association. The Executive Board of Directors of the National Alumni Association is currently in the process of revising the long term and short term strategic plan with the following two challenges in mind.

## RECORDS BROKEN

The Alumni Association saw record attendance and participation in several Club and Chapter events this past calendar year. Each of the events, which are held annually, is considered the signature event for their respective Club or Chapter:

- The Pillars of Excellence awards dinner hosted by the Law Alumni Chapter cleared its highest revenue in event history.
- The Young Alumni True Blue 5K held every fall around the University of Memphis campus registered its highest number of race participants this past year with 470 runners.
- The Luther C. McClellan Alumni Chapter raised its highest total revenue at the Homecoming Step Show this fall.
- The Fogelman College of Business and Economics Alumni Chapter recorded the highest number of paid attendees for its annual Alumni Day.
- The Band Alumni Chapter held its largest Bandmasters Championships with nearly 40 area high school programs participating in the Mid South's premier marching competition.
- The Fogelman College of Business and Economics Alumni Chapter had its highest participation in their annual golf tournament with 33 teams and over 140 golfers.
- The Student Ambassador Board Mudball had its highest number of teams entered with 32.

Again, thank you for your support! We hope to break even more records next year during the Centennial Celebration, including our goal of reaching 12,000 members by December 2012. [Click here](#) to help us and JOIN TODAY!