



U of M Alumni Association &
Alumni and Constituent Relations

2007–08 Annual Report

Tammy Hedges
Executive Director, Alumni Association
& Director, Alumni and Constituent
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University of Memphis Alumni Association & Alumni and Constituent Relations

Executive Summary

The University of Memphis Alumni Association, lead by President Martin Zummach, takes pride in the continued growth of alumni participation and giving during the past five years. Participation has increased at every level and, at FY08, stands at an institutional high with increased alumni, friend and donor engagement. Organized by a more formal structure designed to support alumni and friends of the University, the U of M Alumni Association has taken vital steps to implement procedures and policies in step with “best practices” in the field.

Our identification statement says it best – *The University of Memphis Alumni Association: Advancing, Connecting and Engaging the University of Memphis family.*

True Blue Tradition

“Every great city has a great University, and every great University has a great Alumni Association.”

*University President, Dr. Shirley C. Raines
Spring 2004, Vision Forum*

Membership

The University of Memphis Alumni Association enjoys the largest membership in its history. Prior to 2003, the largest membership on record is 2440. The current number of Alumni Association members total 5018, an all time high representing a 41% increase over last year.

By the numbers...
largest paid Alumni Association membership in
University of Memphis history by nearly 2600 members.

Membership Growth

2003	2004	2005	2006	2007	2008
1117 members	1644 members	1871 members	2508 members	3567 members	5018+ members

By the numbers...

Current membership of the Alumni Association has increased by approximately 400% since the restructure and new appointments in 2003.

Through the Alumni Association and its Clubs and Chapters, up to 38 student scholarships and book scholarships are given totaling over \$44,000.

By the numbers...

Since 2003, Association growth through Clubs and Chapters has extended from 13 to 61 areas of participation and engagement.



ALUMNI GIVING PERCENTAGE

FY03	FY04	FY05	FY06	FY07	FY08
2.40%	3.90%	5.20%	5.60%	6.50%	7.00%

Notable Association Events

- Young Alumni 5K held on campus - attendance 300+ runners.
- Distinguished Alumni Awards coordinated to include a pre-event reception at the location of the new law school – attendance 750+.
- During the NCAA Basketball Tournament, the Alumni Association hosted over 120 watch parties and tournament activities to include national coverage by CNN and regional coverage by each local television station and print medium. – attendance 5000+ at Championship Game Pep Rally.
- The Homecoming parade route was changed to give alumni and friends a better view of campus – 3500+ participants.
- Travel and events surrounding all football games and bowl activities.
- Targeting the Jackson, Tennessee area, *Boots, Brims & BBQ* was an event sponsored by the Alumni Association and the Office of Government Relations with the involvement of athletics and recruitment – 250+ guests.
- For the first time, the Alumni Association was invited to participate in the Spring Tiger Tour held at Nashville, Jackson, Southaven and Memphis.
- A highly successful pre-game event was held in Nashville before the Memphis basketball game. Attendance was 600+.
- The Nursing Alumni Chapter held its first outstanding alumni luncheon with over 100 guests.
- Family Weekend sponsored by the Parents Club was re-instated as a University tradition. The first held in nearly ten years.
- Nashville Golf Tournament raised funds for scholarships - 150+ guests.
- Houston and Dallas Clubs joined forces to create the Texas Tigers Scholarship Fund.
- Official University of Memphis class ring design and inauguration events.

By the numbers...

**322+ Events held by the Association
and its' Clubs and Chapters**

313 Club, Chapter, Committee and Association Meetings

Awards and Acknowledgements

The University of Memphis Alumni Association has been awarded several distinctions this past year. Among those distinctions:

- **Gold Award** in the Special Publication category given by the College Public Relations Association for the 2008 Distinguished Alumni Awards invitation.
- **Award of Excellence** for Special Events from CASE District III for the 2007 Distinguished Alumni Awards “If It Ain’t Blue; It Ain’t True.”
- **Award of Excellence** for Constituency Organizations Programs from CASE District III for the 2007 “Boot, Brims & BBQ” coordinated with Government Relations and involving Athletics and Recruitment.
- **Special Merit Award** in Design for Print from CASE District III for the 2007 Distinguished Alumni Awards Invitation – “If It Ain’t Blue; It Ain’t True.”
- **Special Merit Award** in CD-ROM and other Electronic Communications from CASE District III for the 2007-2008 “Growing Your Association in a FLASH” featuring highlights of the University and Association.

Acknowledgement of alumni and friends is an important component of the Association. This year, it was our honor to acknowledge the efforts and talents of the following alumni and friends:

- **University of Memphis Alumni Association Distinguished Alumni Awards:**
 - Distinguished Alumni – Douglas Edwards (BBA’74), Cathy Ross (MBA’84), William Sanderson (BBA’68, JD’71)
 - Distinguished Friend – Larry Papasan
 - Outstanding Young Alumni – Johanna Edwards (BA’01)
 - J. Millard Smith Illustrious Service to the Association – Bruce Harber (BPS’91)
- **U of M Alumni Association True Blue Tradition Award** – gratefully acknowledging our dear alumnus and friend, Thomas Boggs (BA’72)
- **U of M Alumni Association Parents of the Year** – Bruce and Amy Hagan
- **U of M Alumni Association Outstanding Out of Town Club/Chapter** – Nashville Alumni Club; President, Mike Dodd (JD’01)
- **U of M Alumni Association Outstanding Affinity Club/Chapter** – Band Alumni Chapter; President, Jeremy Stinson (BA’02, MA’06)

- Continue building membership to reach 2012 goal of 10,000 members.
- Adopt e-community for alumni during fall 2008.
- Create more communication mediums for alumni and friends.
- Build affinity revenues.
- Implementation of Tigers Around Town sponsored by the University of Memphis Alumni Association in anticipation of the 2012 University Centennial Celebration.

As an Association, we confront market uncertainties: however, our overarching goals, will remain the same. We will continue to focus on membership growth, the strengthening of the Association through focus on clubs and chapters and the expansion of communication with our alumni and friends.