



FROM ADVANCEMENT OFFICE TO ADVANCEMENT COMMUNITY

Campus Partnerships Moving UMBC Toward Our Goals

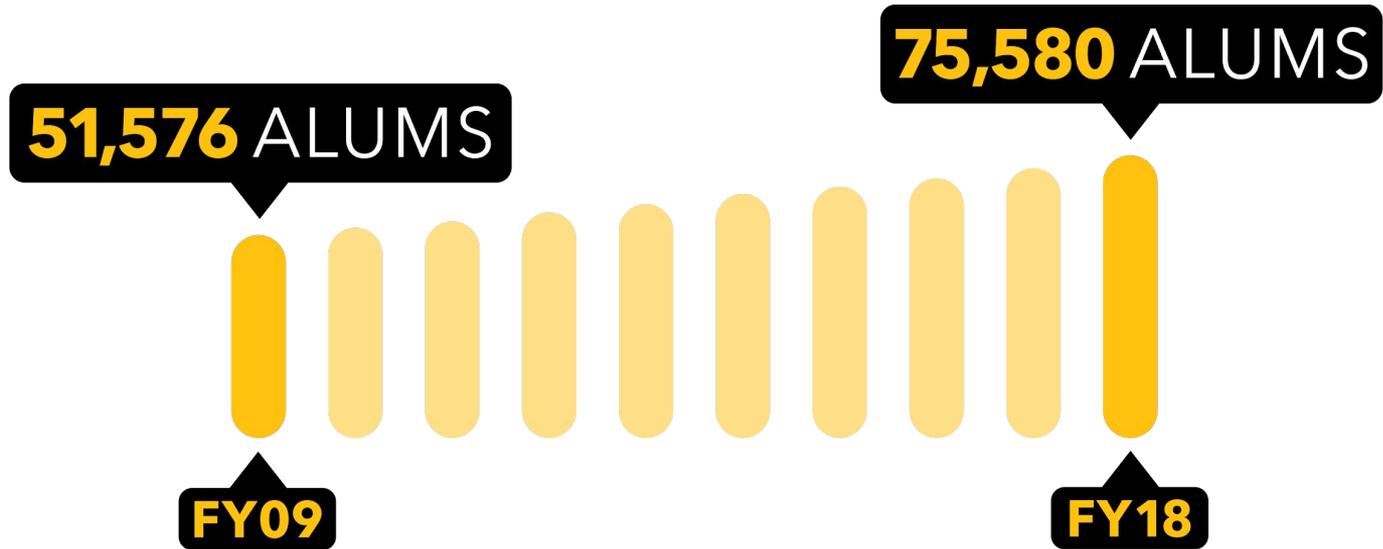
Introduced by Greg Simmons, VP Institutional Advancement

UMBC

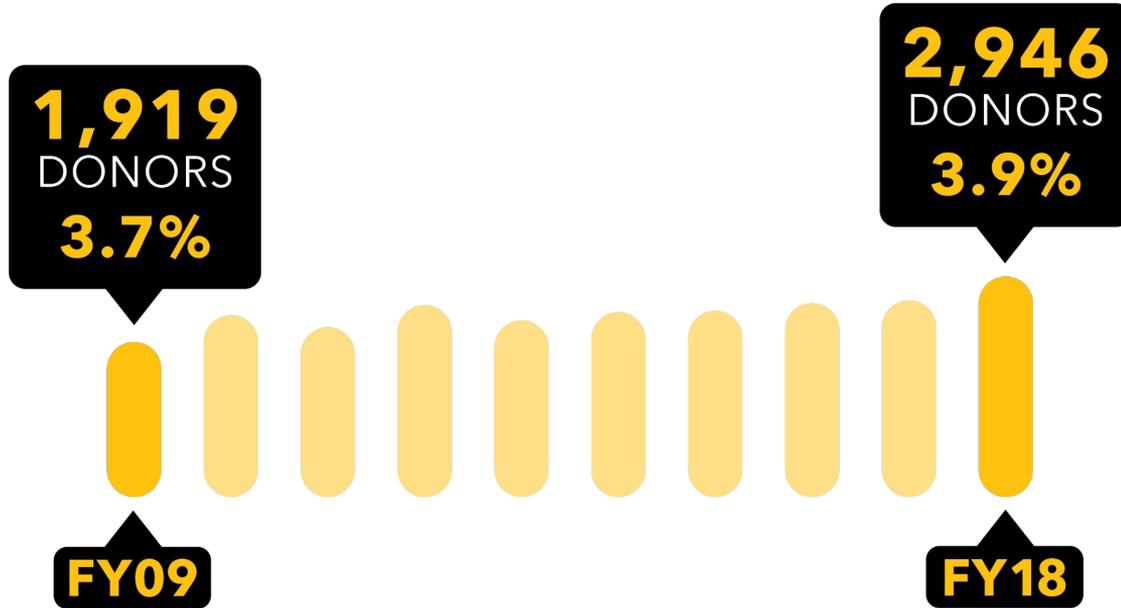
University Retreat

August 22, 2018

ACTIVE ALUMNI OF RECORD COUNTS BY YEAR



ALUMNI DONORS & PARTICIPATION % PAST 10 YEARS BY YEAR



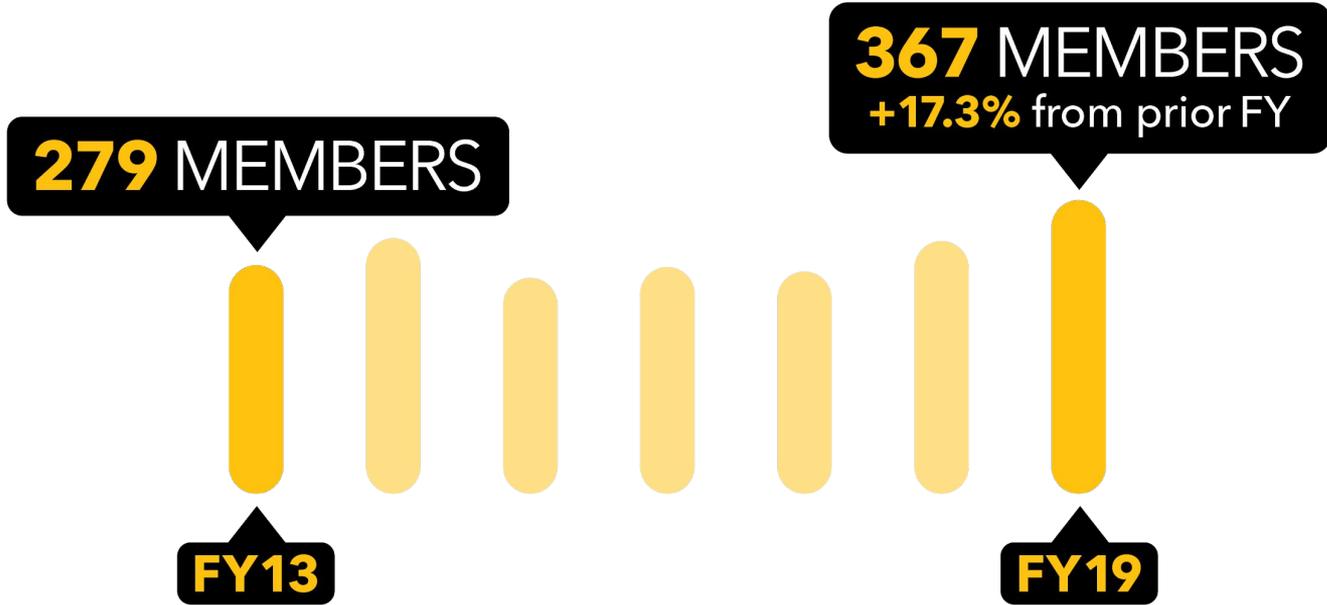
ALUMNI GIFTS/PAYMENTS OVER PAST 10 YEARS BY YEAR



GIFTS/PLEDGES FOR THE GRIT & GREATNESS CAMPAIGN BY YEAR



THE HILLTOP SOCIETY (HOUSEHOLD) MEMBERSHIP COUNTS BY YEAR



THE 1966 SOCIETY (HOUSEHOLD) MEMBERSHIP COUNTS BY YEAR



VALUE OF THE UMBC ENDOWMENT



UMBC MAIN FACEBOOK PAGE METRICS

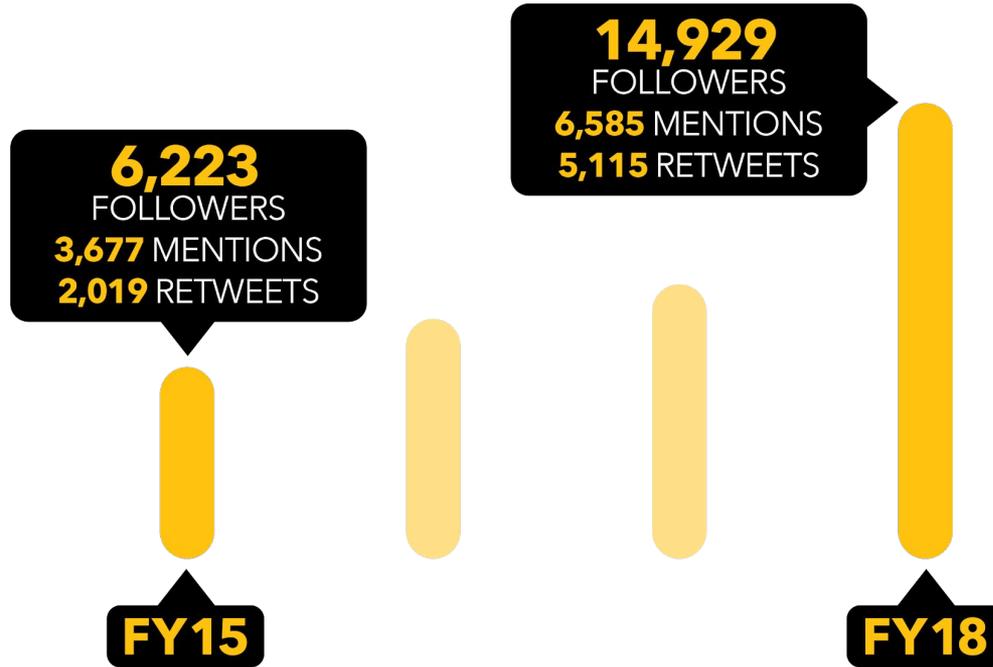
12,267 LIKES
237,921
ENGAGED USERS
REACH: **2,952,178**

FY15

21,989 LIKES
495,596
ENGAGED USERS
REACH: **5,125,149**

FY18

@UMBC TWITTER METRICS





UMBC
May 30 · 🌐



Thanks to factors like amazing alumni and faculty achievements and innovative research, UMBC has again been recognized as one of the top schools in the nation and worldwide! #UMBCproud



NEWS.UMBC.EDU

New global ranking lists UMBC in the top 3.5 percent of universities worldwide

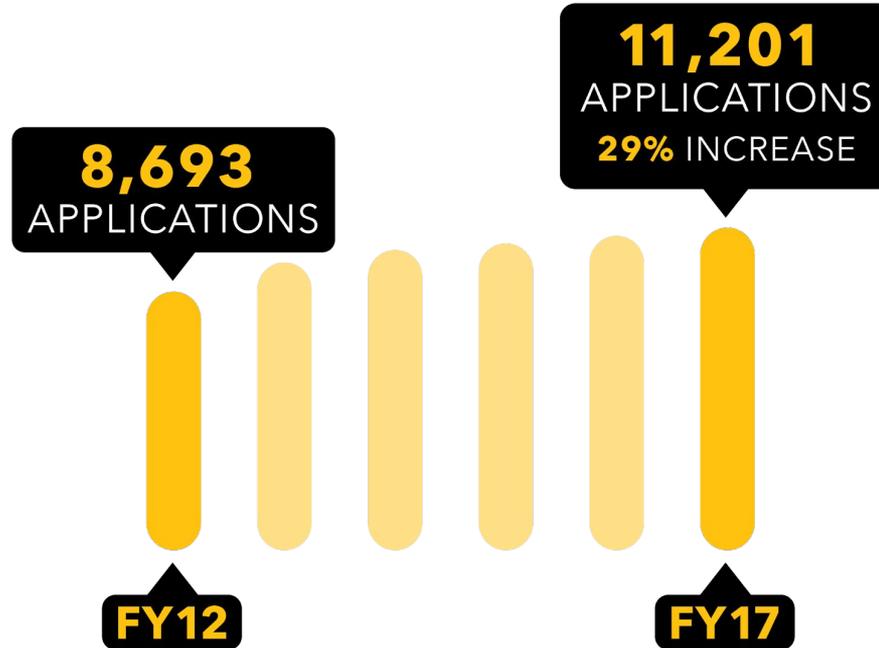
36,741 people reached

Boost Post

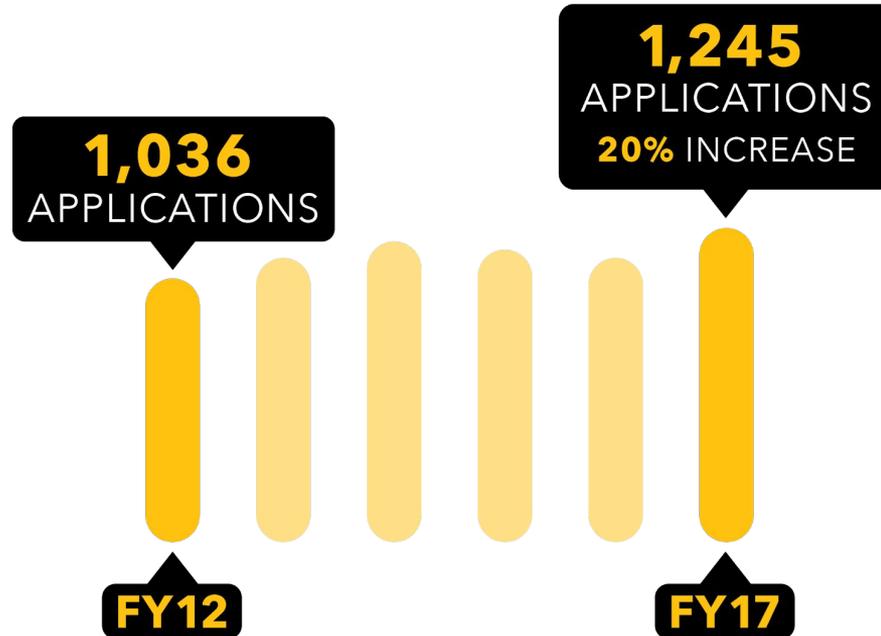
784

15 Comments 486 Shares

APPLICATIONS: UNDERGRADUATE



APPLICATIONS: APPLIED MASTER'S PROGRAMS





Alumni Engagement

50th Anniversary and Beyond

Stanyell Odom

Preminda Jacob

Karl Steiner

UMBC

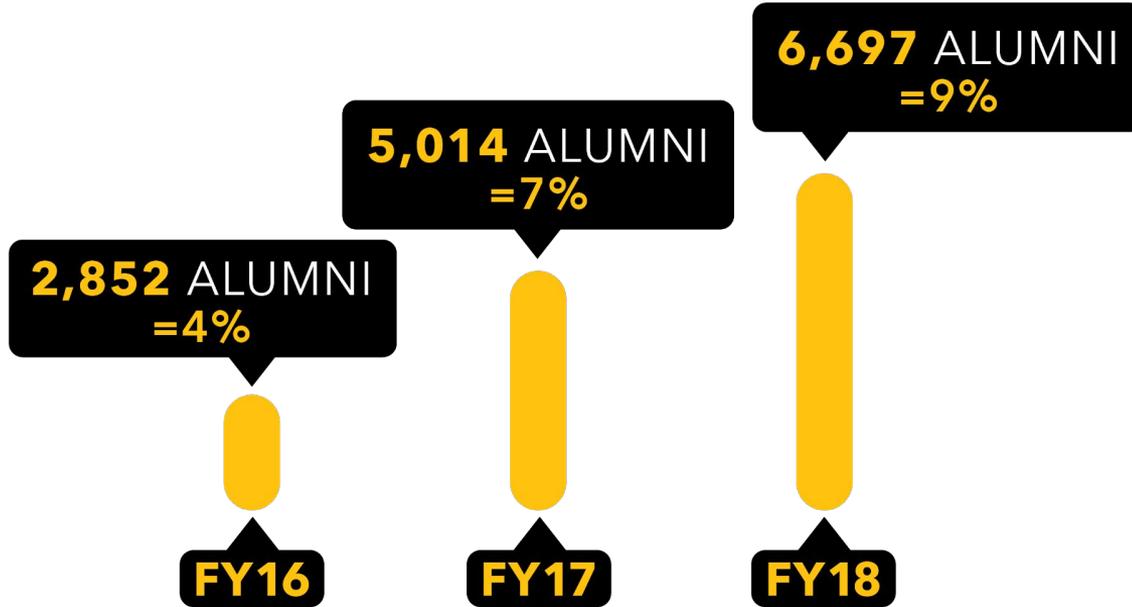


GET INVOLVED, STAY INVOLVED

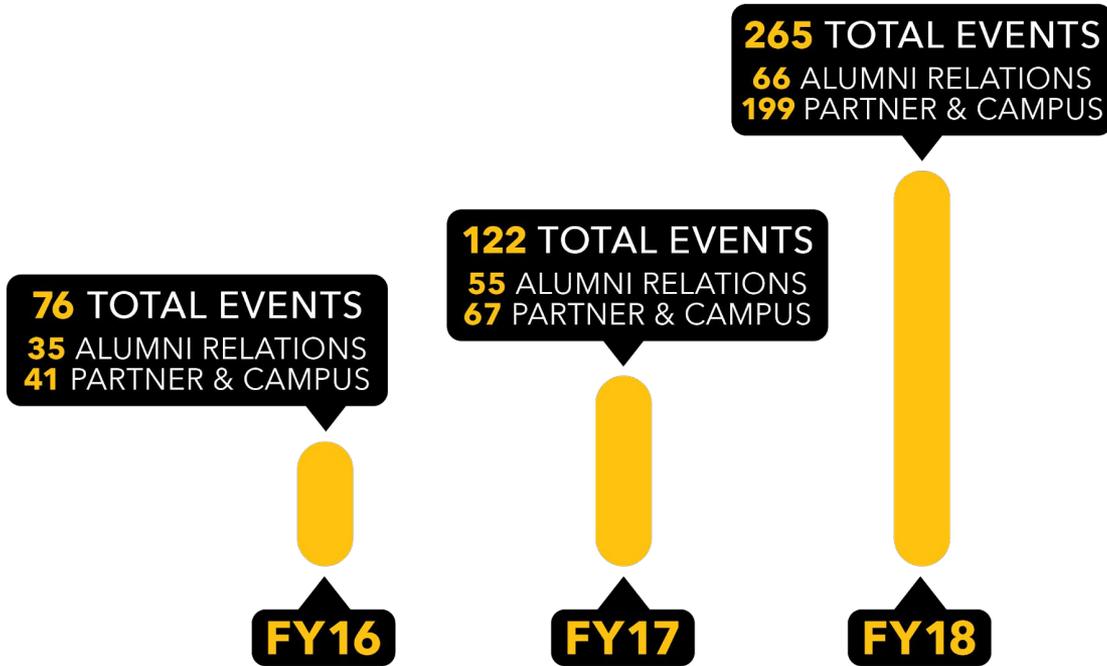
ATTEND • GIVE • HIRE • SHARE • UPDATE • VOLUNTEER

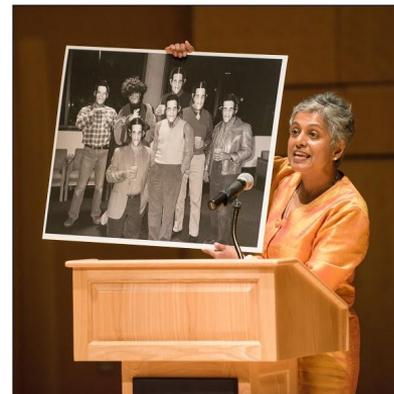
The office of alumni relations serves as a resource to (re)connect alumni to each other, and to engage them with the campus and current students. We endeavor to provide continuous support for UMBC alumni as they **ATTEND, GIVE, HIRE, SHARE, UPDATE, AND VOLUNTEER** in support of UMBC students and goals.

TRACKABLE ENGAGEMENT



PARTNER AND CAMPUS EVENTS









Branding & Marketing

Lisa Akchin
Dale Bittinger
Julie Gilless

UMBC



Our Vision

Our UMBC community redefines excellence in higher education through an **inclusive culture** that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by **welcoming** and inspiring **inquisitive minds** from all backgrounds.



We Value

- Inclusive Excellence
- Collaboration
- Innovation
- Impact



Value Proposition

WELCOME TO OUR COMMUNITY OF INQUIRING MINDS

where...

We make big breakthroughs by asking more of ourselves and the world.

We inspire one another to reach our full potential and make an impact.

We collaborate across diverse perspectives to fuel true innovation.

Themes

Reach Together.

Curiosity and determination know no limits at UMBC. Our collaborative culture both challenges and supports everyone to push boundaries and make big breakthroughs as they ask important questions and deliver new solutions.

Explore Every Angle.

Paths to excellence emerge from our inclusive community that values people in all their complexity—their perspectives, knowledge, ideas, and experiences. If you are looking for an environment of openness, generosity, and constant learning where you'll build lifelong relationships, you've come to the right place.

Claim Your Future.

Grit—defined by hard work, courage, and commitment—goes a long way at UMBC and beyond. Students who join our community learn to *claim* their futures, not simply to check the boxes. They ask more from their college experience, and discover personal strengths and campus support to unlock amazing networks and careers.

Extend Beyond.

Our culture of collaboration forges true partnerships to advance knowledge, economic prosperity, civic engagement, and social justice. Through research, internships, athletic competition, careers, and other experiences beyond the campus, we have far-reaching impact close to home and around the world.





PEEL HERE

WELCOME TO UMBC,
where we all stick together!
We hope someday you'll create,
reach, build, learn, and have fun
together with us, too.

For now, **share your Retriever
sticker** on social media with
#RetrieverNation.

**GO RETRIEVERS-
RETRIEVERS LIKE YOU!**



Thank you #RetrieverNation.

You've made us proud and now UMBC wants to celebrate our alumni.

This fall 2018 only, UMBC is awarding all newly admitted alumni with a **\$1,000 scholarship** toward their first semester of graduate studies tuition in any master's or graduate certificate program. UMBC is also waiving the application fee, so now is the time!

UMBC offers over 60 master's and certificate programs in a range of disciplines, including some of our newest program offerings: Data Science; Entrepreneurship, Innovation, and Leadership; Technical Management; and Integrated Product Development and Manufacturing. **APPLY NOW. No Application Fee.**

gradschool.umbc.edu/retrievernation



UMBC

Returning Alumni Scholarship

Over 60 graduate programs, including
**Cybersecurity, Public Policy,
Data Science, Aging Studies.**

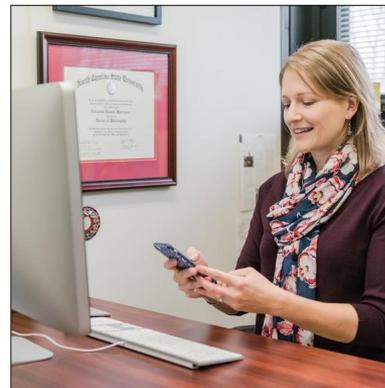


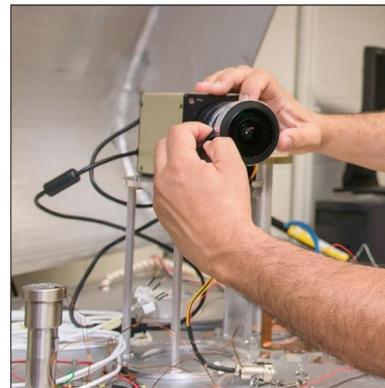


Communications

Dinah Winnick
Christine Mallinson
Vanderlei Martins

UMBC







Grit & Greatness Campaign

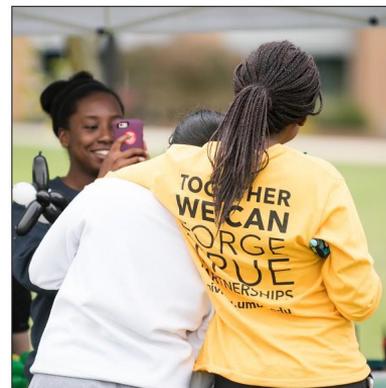
Greg Simmons

Jessica Hammond-Graf

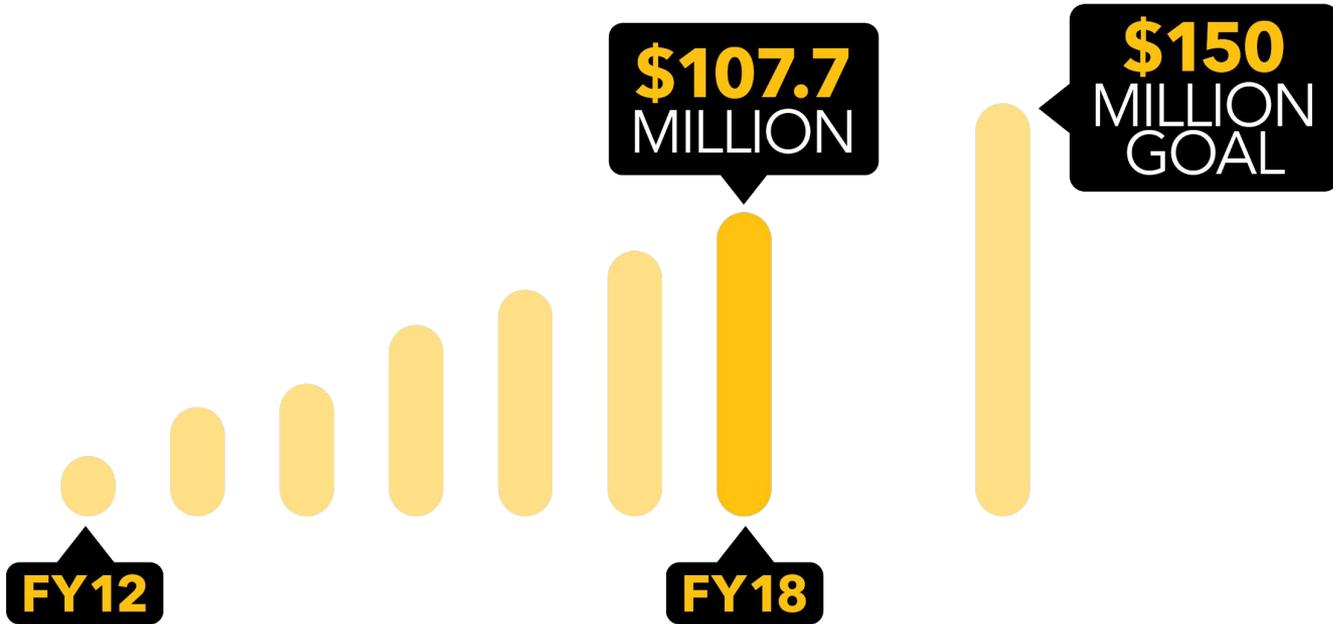
Keith Harmon

Bill LaCourse

UMBC



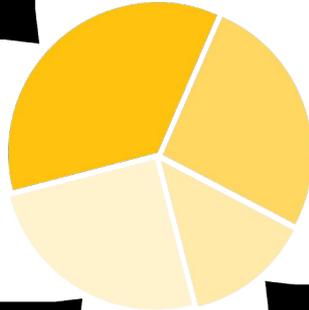
TOTAL PROGRESS (GIFTS/PLEDGES) TOWARD \$150 MILLION GRIT & GREATNESS CAMPAIGN GOAL



GIVING DESIGNATIONS

ATHLETICS
287 DONORS
\$23,821
IN REVENUE

FUND FOR UMBC
212 DONORS
\$16,777
IN REVENUE



OTHER DESIGNATIONS
200+ DONORS
\$50,000+
IN REVENUE

COLLEGES
107 DONORS
\$7,317
IN REVENUE

- 1,088 GIFTS
- 1,043 DONORS
- \$98,675.98
IN REVENUE



UMBC Athletics 
@UMBCAthletics

Follow

Only two days left before you can join us and the rest of @UMBC for UMBC Giving Day! February 28th, 2018!



9:22 AM - 26 Feb 2018

1 Retweet 4 Likes



  1  4



UMBC Athletics 
@UMBCAthletics

Follow

UMBC GIVING DAY: Here's Abbie Day from @UMBC_ACSA to explain why you should be a part of the #blackandgoldrush and donate to Athletics!



8:06 AM - 28 Feb 2018

1 Like 

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Moving Forward

Greg Simmons

UMBC

