

ALUMNI ENGAGEMENT: A FACULTY AND STAFF TOOLKIT

The UMBC Alumni Association and Office of Alumni Relations work with campus partners to serve the interests of the alumni community through programs and events and involve alumni in the advancement and support of UMBC.

The association is a non-dues paying organization and is open to all alumni including undergraduate and graduate alumni. We work to keep alumni connected and engaged with one another, current students, faculty, and staff, and the University as a whole. If you have any questions about this toolkit, contact Stanyell Odom, Director of Alumni Relations, at 410-455-2632 or stanyell_odom@umbc.edu.

ABOUT ALUMNI DATA

OIA manages the University's database of record for alumni information, and we are entrusted to ensure that it is distributed and used for legitimate purposes. We support departments/programs by providing the information they need, when they need it, for one-time use only. To ensure accuracy and data integrity, we advise against maintaining independent alumni databases. If you have questions about alumni data, contact Megan Rolenc, Director of Advancement Services, at rolenc@umbc.edu or 410-455-8118.

Requesting Data

Accessing up-to-date alumni data is critically important for many departments and programs. To request alumni data, visit alumni.umbc.edu/datarequest and complete an easy form. You will also need to fill out a data policy form signed and approved by a director or department chair before the request is considered complete. The average turnaround time is 10 business days from the date of the completed data request.

Updating Alumni Data

Online forms make it easy for faculty and staff to send alumni address updates and other information to Alumni Relations:

- **If you are faculty or staff**, go to alumni.umbc.edu/campusupdate to send the update.
- **If you would like to invite alumni to update their own info**, encourage them to fill out the form at alumni.umbc.edu/update. They may also send an email with their information to alum@umbc.edu. Also, if they have news to share, encourage them to submit a class note to the *UMBC Magazine* at alumni.umbc.edu/shareyournews.

ALUMNI CAMPUS VISITS

Are you looking to bring alumni back to campus to speak to a class? Catch up on their current career and professional success? Attend an event? Let us know in advance. By sharing this information, we can provide you with alumni swag, info about the UMBC Alumni Association, and more. We encourage you to share info about the alumni visit at alumni.umbc.edu/campusupdate.

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OFFICE OF ALUMNI RELATIONS

1000 Hilltop Circle
Baltimore, MD 21250
410-455-ALUM
alum@umbc.edu

SOCIAL MEDIA

 facebook.com/UMBCAlumni
 [@UMBCAlumni](https://twitter.com/UMBCAlumni)
 [UMBC Alumni Network](https://www.linkedin.com/groups?trk=hb_email&trkEmail=alumni@umbc.edu)
 [flickr.com/umbcalumni](https://www.flickr.com/photos/umbcalumni/)

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ALUMNI EVENTS

Our office hosts a number of alumni events; stay up to date by visiting alumni.umbc.edu. Additionally, we are interested in being a partner to your department/program as you plan alumni activities and events. Please contact our office at least six months in advance of an event; we can provide assistance, support, and consultation in a number of ways including:

- helping you access up-to-date alumni data for event marketing,
- communicating with alumni via our monthly e-newsletter and/or social media,
- creating an online calendar posting and/or registration page for your event,
- providing giveaways for alumni visiting campus, speaking, or volunteering at your event, and,
- tracking alumni engagement and trends.

If alumni attend your event, please send us a list afterward at alum@umbc.edu so we can update our alumni database. As we build profiles of our alumni activity, it is helpful for campus partners to be aware of all the ways an alum has been connected and engaged with the campus.

HONORING ALUMNI

The UMBC Alumni Association presents annual awards in October, traditionally during Homecoming weekend, to honor alumni and faculty for their professional and personal achievements and service to the University. Four types of awards are given: *Outstanding Alumnus/ Alumna of the Year*, *Distinguished Service*, *Rising Star*, and *Outstanding Faculty*. For more information about these awards and to submit a nomination, visit: alumni.umbc.edu/alumniawards.

ALUMNI COMMUNICATIONS

Our office regularly communicates with UMBC alumni primarily through electronic means. We are happy to provide guidance on how you might develop your own communications plan. Please note:

- When you collaborate with our office on an event, we can support your outreach efforts through our social media channels, website, or email marketing efforts such as our monthly e-newsletter.
- If your office already produces a newsletter sent to alumni, please add us to the distribution list at alum@umbc.edu.
- If you have social media pages, add the UMBC Alumni Association to your list. Please refer to the bottom of this toolkit for more info.
- Please include grad years and majors for alumni on departmental websites and other messaging. Also, if any members of your department or colleagues are alumni, we encourage them to include their grad year in their email signature line and business cards.
- For more information about alumni style including ways to reference alumni, listing of grad years and majors, publications and more, visit the UMBC Style Guide at styleguide.umbc.edu.

GIVING AND FUNDRAISING

UMBC's Annual Giving Program actively reaches out to alumni and parents throughout the year.

If you are interested in raising funds for your department or program, we can help with developing language, facilitating approval processes with the UMBC Foundation, and strategizing the best approach through direct mail, phone, or online engagement. For more info, contact Dayna Carpenter, Director of Annual Giving, at 410-455-3377 or dayna@umbc.edu. Questions about major gifts and planned gifts can be directed to Mike Buccino, Director of Major Gifts, at 410-455-2766 or mbuccino@umbc.edu.

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