



# ALUMNI ENGAGEMENT: A FACULTY AND STAFF TOOLKIT

UMBC.  
alumni  
ASSOCIATION

The UMBC Alumni Association and Office of Alumni Engagement 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 90,000 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 questions about this toolkit, contact Stanyell Odom, Director of Alumni Engagement, at 410-455-2632 or [stanyell\\_odom@umbc.edu](mailto: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](mailto: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](http://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](http://alumni.umbc.edu/campusupdate) to send the update.
- **If you would like to invite alumni to update their own information**, encourage them to fill out the form at [alumni.umbc.edu/update](http://alumni.umbc.edu/update). They may also send an email with their information to [alum@umbc.edu](mailto: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](http://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](http://alumni.umbc.edu/campusupdate).

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## ALUMNI EVENTS

Our office hosts a number of alumni events; stay up to date by visiting [alumni.umbc.edu](http://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 3-6 months before an event so we can consult with you and provide suggestions on best practices for alumni engagement.

If alumni attend your event, please send us a list afterward at [alum@umbc.edu](mailto: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 graduates have been connected and engaged with the campus.

## HONORING ALUMNI

The UMBC Alumni Association presents annual awards in October to honor alumni and faculty for their professional and personal achievements and service to the University. Alumni are recognized in the following categories:

- **Outstanding Alumni of the Year** in engineering and information technology, humanities, natural and mathematical sciences, social and behavioral sciences, and visual and performing arts
- **Distinguished Service**, and
- **Rising Star** (undergrad graduate from the last decade)

For more information about these awards and to submit a nomination, visit: [alumni.umbc.edu/alumniawards](http://alumni.umbc.edu/alumniawards).

## ALUMNI ENGAGEMENT GRANT PROGRAM

Our office funds programs and events that engage alumni in meaningful ways. If your department or program is interested in organizing a program that would include or highlight alumni, contact us at [alum@umbc.edu](mailto:alum@umbc.edu) as a first step and one of the alumni engagement team members will follow up with you to learn more.

## ALUMNI COMMUNICATIONS

The Office of Alumni Engagement communicates with alumni through emails, The Retriever Roundup - a digital monthly alumni news source, *UMBC Magazine*, social media, and limited print pieces. If you have engagement opportunities to promote to alumni, we are happy to work with our alumni development and communications team to help with promotions. Also, please note:

- If your office produces communications that are shared with alumni, please add us to the distribution list at [alum@umbc.edu](mailto:alum@umbc.edu).
- Add, follow, or like the UMBC Alumni Association social media linked below.
- 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](http://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 Carl Fowlkes, Director of Annual Giving, at [cfowlkes@umbc.edu](mailto:cfowlkes@umbc.edu). Questions about major gifts and planned gifts can be directed to Mike Buccino, Director of Major Gifts, at [mbuccino@umbc.edu](mailto:mbuccino@umbc.edu).

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UMBC Alumni Website: [alumni.umbc.edu](http://alumni.umbc.edu)  
UMBC Magazine: [magazine.umbc.edu](http://magazine.umbc.edu)  
UMBC News: [news.umbc.edu](http://news.umbc.edu)  
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