

The UNMC Alumni Association Impact of the Innovation Funds

Fiscal Year '22: July 1, 2021 – June 30, 2022

MAKING AN IMPACT

There was not one health care provider who wasn't impacted by the COVID -19 pandemic; and UNMC's alumni continued their dedicated service as the second year of the pandemic endured. In turn, the UNMCAA has adapted accordingly to meet the changing needs of our constituents. Our work over the last year evolved to include more in-person activities than the year before, while re-affirming a commitment to virtual engagement offerings to meet the needs of those who are unable to participate in person either by choice or distance. Building alumni pride online is now more important than ever.

One of the highlights of the last year was the continued growth of the online community, Alumni Connections. Just past the conclusion of the fiscal year, *Alumni Connections* eclipsed 1,000 users comprised of students, alumni, and faculty. The UNMCAA offered hybrid-format events and engaged more constituents with innovative digital publications and digital media strategies. In all, the UNMCAA has once again adapted to the changing environment in an effort to best meet the needs of the University's greatest asset – alumni – and help advance the University's mission.

The work we do is only possible because of the generosity of our alumni and friends and the support they give to the seven UNMC Innovation Funds. Read on to learn more about how the Innovation Funds make an impact.

UNMCAA MISSION AND VISION

Engage alumni and support UNMC. | Informed, inspired and invested alumni and friends.

UNMCAA STRATEGIC GOALS

Prepare students and new alumni to be engaged.

Engage alumni with UNMC and each other.

Impact institutional priorities.

Empower alumni partners to achieve measurable outcomes.



Highlights of UNMCAA Work

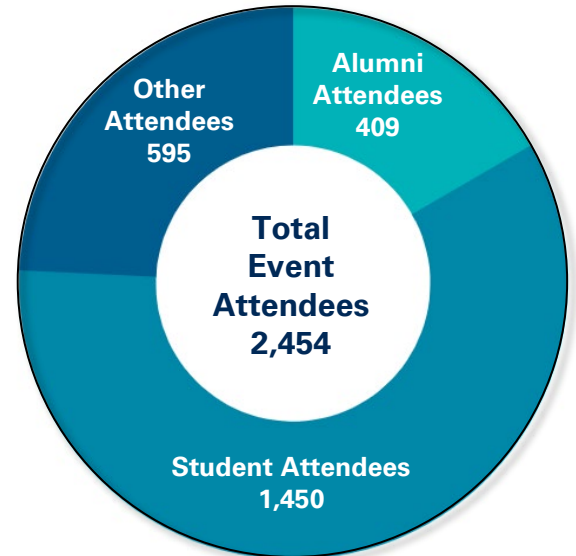
- **24** in-person events and **15** virtual events
- Conducted a special month-long “Get Involved” campaign using texting, email, social media, and mail.
 - **36,492** emails were opened from **7** emails, across four weeks.
 - **136** contact information updates submitted.
 - **10.23%** increase in new users in the online community, *Alumni Connections*.
 - **1.41%** growth in social media followers/members
- The Connections Project Blog had **1,292** views of content on YouTube, **4,213** on Facebook and **258** on Instagram for a total of **5,763** views.
- **5,983** views of the UNMCAA YouTube Channel (a **33%** growth over the prior FY) and **103** hours of watch time.
- **35** alumni and friends recognized with awards.
- **26** email newsletters produced.
- **1,500+** students participated in alumni-supported professionalism and matriculation ceremonies and **1,330** engagement contacts occurred through hosted or sponsored events.
- **23** parents, spouses and family members of medical students engaged through the COM PFA advisory board and **530** are connected through the PFA network.
- More than **240** retirees are connected through the retiree association.
- **89** volunteers on **7** alumni councils and **6** councils have student representatives.

Top Connections Project Blog Video



Reflections on
Friendship from
UNMC Best Friends

649 Views



Alumni Connections Online Community



881 users



275 messages were exchanged



100 community members connected with another user



53% of users were active in the community

If you would like to make an impact for today’s students, a College or the Alumni Association, consider a gift to one of UNMC’s Innovation Funds.

www.nufoundation.org/unmcfund



@unmcfund



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