

Impact of the Innovation Funds

JULY 1, 2022 - JUNE 30, 2023



Alumni Councils

Seven alumni councils with 81 volunteers met regularly to plan engagement strategies in alignment with campus priorities.



Students

More than 1,500 students participated in alumni-sponsored professionalism and matriculation ceremonies. These events symbolize a welcome to their profession and introduce students to their role as future alumni.



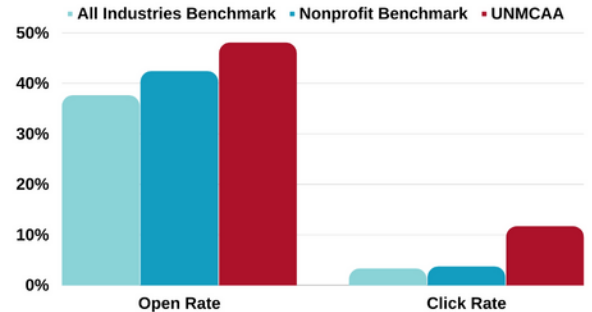
Online Community

UNMC Alumni Connections hit a milestone 1,000 users and ended the year with 1,382 alumni, students and faculty/staff users. This led to an average of 82 active users each month and 245 messages exchanged. The community facilitates customized connections between students and alumni for networking, mentoring and more.



Social Media

UNMCAA social media followers grew to a total of 7,269 across Facebook, Twitter/X and Instagram - an increase of 30%. Among the 870 posts published, followers engaged nearly 7,000 times through likes, comments and shares. These interactions help to build pride, share information, and engage alumni where they already spend time online.

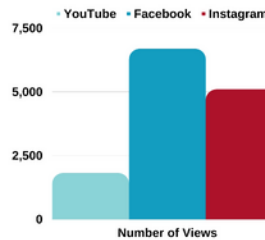


Newsletters

The UNMCAA produced 30 email newsletters for alumni with strategically aligned news from the colleges and University. The average open rate was 48.08% and the average click rate was 11.69%. These newsletters are strategically customized to serve as the main conduit for alumni to stay informed about news from their College and learn about opportunities to engage.

Connections Project Blog

On the Connections Project Blog, UNMC alumni shared real-world advice with students. Across all platforms, the blog received 13,598 views, and the most viewed post was *The Importance of Mental Health*.



"The UNMC Innovation Funds are critical to the work the UNMCAA does in engaging alumni, supporting students, and building the pipeline of future alumni donors. The support from the Innovation Funds enables the UNMCAA to provide opportunities for alumni to build their connection to UNMC."

Catherine Mello, UNMC Alumni Director

Constituent Groups

The UNMCAA engaged external constituents with the University, including 530 family members of medical students through the Parents & Family Association as well as 290 UNMC retirees through the Retiree Association.



Events

The UNMCAA hosted 34 in-person and nine virtual events with a total of 3,085 alumni, student and guest attendees. The student engagement contacts are through UNMCAA hosted or sponsored events including professional development activities like mock interviews, networking and more.

Class Notes

Four hundred and twenty-one alumni submitted news to be included in UNMC's Connect Magazine and the UNMCAA's Special Edition of Class Notes.



Awards

Twenty-one alumni and friends were recognized for their distinguished accomplishments through the UNMCAA's awards program.

