

Impact of the INNOVATION FUNDS

July 1, 2024 - June 30, 2025



EVENTS

The UNMCAA hosted 49 events; 36 in-person and 13 virtual, with 2,293 attendees, including alumni, students, and guests. Student-focused events offered professional development opportunities like mock interviews, CV workshops, and networking, helping build early alumni connections.

ENGAGEMENT

257 alumni emails were sent, including 23 newsletters featuring university and college updates. These reached 81,297 alumni and generated 5,119 clicks—keeping graduates informed and connected.

274 alumni submitted updates for UNMC Connect Magazine and the UNMCAA's Special Edition of Class Notes, strengthening community ties.

312 alumni completed the University of Nebraska's Annual Alumni Survey, helping shape future engagement efforts.

AWARDS

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

ONLINE COMMUNITY

UNMC Alumni Connections reached 1,944 users and facilitated 182 personalized message exchanges for networking, mentoring, and more.

CONSTITUENT GROUPS

The UNMCAA engaged external constituents through the College of Medicine Parents & Family Association, which connected 589 family members, and the Retiree Association, which reached over 300 UNMC retirees, fostering ties to the University.

EMERGING ALUMNI FOCUS GROUPS

The UNMCAA partnered with the Collective Genius, a national research firm, to gain insights into emerging alumni engagement strategies. Thirty-seven alumni and 19 students joined these sessions for a total of 56 participants, representing all six colleges and the Graduate Studies program.

ALUMNI COUNCILS

The alumni office facilitated seven alumni councils made up of 87 volunteers who met regularly to plan engagement strategies aligned with campus and college priorities. Six councils included student representatives, ensuring student voices were part of the conversation.

STUDENTS

More than 1,500 students participated in alumni-sponsored professionalism and matriculation ceremonies, welcoming them to their profession and introducing them to their role as future alumni.

SOCIAL MEDIA

Social media activity increased by 8.3%, with engagement up 15% on Facebook and 3% on Instagram. The UNMCAA's follower base grew to 7,943 across Facebook, X, and Instagram—a 2.8% increase. These platforms continue to foster pride, share timely updates, and connect alumni where they already spend time online.

