A network of support

COVER PHOTO BY C. LAGATTUTA
PORTER WAVE SCULPTURE BY KENNY FARRELL, 1974

Alumni Council 2016–17
I have served on the UC Santa Cruz Alumni Council for the past nine years and am proud of how hard our board has worked to shape a new vision for all of our UC Santa Cruz graduates—our UC Santa Cruz alumni!

After reaching our 50th anniversary, we went to work replacing our traditional alumni association model with a new, inclusive, dues-free organization, which immediately expanded our alumni community from 9,000 dues-paying members to more than 100,000 alumni around the world.

From now on, the moment our students graduate, they will automatically become members of our UC Santa Cruz Alumni network. Moving in this bold new direction means no more dues and no more barriers, and all alumni will have access to the services and support of the network.

We recognize that our alumni have a wide array of affinities with UC Santa Cruz and we endeavor to support those affinities, whether they are to a college, a division, a student program, or elsewhere. Our hope is to connect our alumni where their passion is strongest.

Through surveys, you told us that you want to give back by helping students with their transition from graduation to career. We want to support that request and connect more of you to each other and to students than ever before.

This strategic plan outlines our vision for the future of your alumni network. It is an opportunity for us to tell you where we want to focus and how we want to grow, strengthen, and invigorate our UC Santa Cruz community.

Donna Mekis
President, UC Santa Cruz Alumni Council
Rachel Carson College (formerly College Eight) ’84, anthropology; M.A. ’91, education
A network of passion

Graduates from class of 2016 joining the Alumni Network.
In 2014, Gallup conducted a poll of 30,000 college graduates from across the nation to determine the impact of the collegiate experience on postgraduation success and well-being.

This survey found that the odds of alumni feeling emotionally attached to their alma mater was 8.7 times higher if they felt well prepared for life outside of college. The odds were 8.1 times higher if they felt their college community was passionate about the long-term success of its students.

Also in 2014, UC Santa Cruz alumni were surveyed by both the UC Office of the President and the UC Santa Cruz campus. In both surveys alumni identified career support as being important. Alumni expressed their interest in being supported through the key career transitions in their lives, as well as being connected to an alumni network.
A network of trailblazers

Students revel at a weekend dance party in 1965 outside the 64 trailers on the East Field that served as temporary dorms.
Establish the Alumni Council’s role in relationship to the campus.

Guide the work of the Alumni Council in partnership with university staff.

Define the relationship between the alumni network and the campus.
A network of service

Jacob Martinez
(Oakes, ’05, ecology and evolution), founder and executive director of Digital Nest. He received the Tony Hill Memorial Award for his community service in Santa Cruz County in 2015.
Our vision, values, and pillars

Vision

From the moment you choose UC Santa Cruz, you join a vast, open community that will support you for the rest of your life. With the power of your UC Santa Cruz education and the alumni network behind you, you can achieve your greatest aspirations.

Values

In all we do, we strive to uphold the following values through our programs and actions. We are:

- Passionate
- Open-minded
- Conscientious
- Curious
- Bold
- Diverse
- Innovative
- Spirited

Pillars

- Build a stronger alumni network that is both supportive of alumni and supported by alumni.

- Increase the quality of volunteer experiences throughout campus while increasing the number of volunteers.

- Connect alumni to students, programs, colleges, and academic hubs where their passion is strongest.
A network of inclusion

Alumni and faculty showing off Banana Slug pride at Alumni Weekend 2016.
Our goals and objectives

Alumni voice and culture

**Goal:**
With campus partners, we will create a campus culture in which students and alumni understand that this is a lifelong relationship. Foster a culture of inclusion in a network that supports and encourages students and alumni through the pivotal moments of their lives.

**Objectives:**
- Ensure that the voice of the alumni network is heard in critical university decisions.
- Invest in strategic partnerships with key university leaders.
- Inspire alumni to connect and engage with the UC Santa Cruz community.
- Create a campus space for alumni to call home.
- Promote Banana Slug pride by demonstrating the impact of a UC Santa Cruz education on the world.
A network of relationships

UC Santa Cruz alumni connecting and building new relationships at LA Dodgers vs. Giants, Summer 2016.
Our goals and objectives

Career

**Goal:**
Strengthen our alumni network throughout the UC Santa Cruz community for personal and professional advancement.

**Objectives:**
- Develop a culture of alumni volunteerism to achieve a strong and inclusive career support community.
- Create robust relationships between students and alumni.
- Leverage the network to support students and alumni as they face pivotal moments in their lives (internships, graduations, relocations, job changes, etc.).

Volunteers

**Goal:**
Identify, recruit, and cultivate engaged volunteers.

**Objectives:**
- Develop a pathway for alumni volunteers to be engaged in support of the UC Santa Cruz community and our students.
- Support volunteers in having meaningful experiences.
- Connect students to alumni volunteer opportunities to build a culture of future volunteerism.
- Develop alumni as ambassadors.
A network of partners

In 2015, the City of Santa Cruz partnered with UC Santa Cruz to celebrate our 50th anniversary.
Partnerships

While this plan outlines the work of the Alumni Council, we will succeed only by creating partnerships throughout campus and beyond. Our success is dependent on building a shared vision of a future in which alumni are an integrated campus constituency, adding value to the experiences of our students.

Our partnerships with the colleges, divisions, and student programs at UC Santa Cruz will facilitate a more robust connection between alumni and our campus. We, the Alumni Council, stand ready and willing to partner with any constituency who wishes to more greatly involve alumni in support of the success of our students and the campus community.
Alumni Council 2016–17

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