FY 2009 – 2010

Year-End Report

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Executive Director, Alumni Association &
Director, Alumni and Constituent Relations
FY2009-2010 Year-End Report

Alumni and Constituent Relations

OVERVIEW

We continue our focus to inspire and cultivate alumni affinity and involvement and to enhance the image and reputation of the University of Memphis. This report details key aspects of the Alumni Association’s accomplishments and advancement within the Alumni and Constituent Relations area in FY2009-2010.

ALUMNI ASSOCIATION // Membership

Membership Initiatives

The University of Memphis Alumni Association represents over 116,000 living alumni world-wide. The mission statement of the University of Memphis Alumni Association states that it engages alumni, former students and friends in three challenges: advocating the ideals of the University, advancing its welfare and fostering life-long relationships with the institution. The Alumni Association takes pride in the continued growth of alumni participation and giving. Participation has increased at every level and stands at an institutional high with increased alumni, friend and donor engagement.

- **FAM – Future Alumni of Memphis**
The FAM, or Future Alumni of Memphis, was launched as an opportunity to involve students in the Alumni Association. Organized to create the culture of giving to the University through a lifetime of involvement, the FAM was met with an overwhelmingly enthusiastic response with over 1500 members since its birth on February 13, 2010. The FAM is the largest and fastest growing paid organization on campus. Set as a feeder organization for the Alumni Association, signature events for the FAM include the fall Costume Cruise and the spring Blue & Gray Ball. Future projects will include fund raising for the University, a mentoring component and Alumni Breakfast Series.

- **UMAR – University of Memphis Association of Retirees**
The University of Memphis Association of Retirees joined forces with the Alumni Association this past year. The relationship has been mutually advantageous. Through this collaboration, membership with UMAR has increased while the wide range of activities coordinated by UMAR has increased the Association programmatic offering.

- **Associate Members**
In May 2010, the National Executive Board of Directors created the Associate Membership. Associate Memberships are complimentary one-year memberships given to graduates in the
hope that they will use their Association benefits effectively and continue their membership and relationship with the Association. This program is scheduled to be reviewed in three years for effectiveness and its success is tracked through renewals.

- **Frosh Camp Alumni**
  The University of Memphis Frosh Camp Counselor Alumni has aligned with the Alumni Association to better serve their constituents and advance their goals. The Frosh Camp Alumni group is open to any past counselors and any past Frosh Camp participant. The group is highly motivated and is currently exploring fundraising projects that support Frosh Camp. The Association is excited about the possibilities that this group of past student leaders brings to the Association.

**Membership By The Numbers**

A strong membership program is crucial to the long-term growth and success of the University of Memphis Alumni Association. The chief components of our program bring focus to alumni engagement, Association recognition and value in membership. A major emphasis and investment has been made to build membership at the University of Memphis through expanded alumni staff and an extensive restructure of the entire program beginning in 2003.

![Membership Growth Chart](image)

**Chart 1: UMAA – Membership Growth**

NOTE: FY10 total represents estimated members as of May 18, 2010.
Member Engagement
Since 2003, the Alumni Association has celebrated national growth from 13 clubs and chapters to over 70 clubs, chapters and areas of participation. Annually, the Alumni Association hosts over 250 events, and its clubs, chapters and areas of participation host more than 225 meetings.

The Guild of 1912
The Association is focusing on preserving resources and encouraging our alumni and friends to make gifts to the University and the Alumni Association. Not only will these efforts help with the budget, such gifts advance the University rankings in the U.S. News and World Report. This next year, the Guild of 1912 is being created. Many other Universities call this program “sustaining membership” whereby funds go directly to the operating fund of the Association.

Vision Forum
The Vision Forum was created in 2003 and is held as needed to coordinate the efforts of Association Clubs, Chapters and areas of participation. This event is for Association members only, and the Vision Forum held in August 2009 was filled to capacity with over 200 participants and a waiting list of over 50.

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tr>
<td>2003</td>
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<td>2009</td>
<td>7,434</td>
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<tr>
<td>2010</td>
<td>10,313</td>
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</tbody>
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Table 1: Alumni Membership Growth by the Numbers
NOTE: FY10 total represents estimated members as of May 18, 2010.

The Vision

• **Membership Goals**
Alumni Association membership has increased from 1,117 to 10,313. The Association achieved its goal of reaching 10,000 members by 2012 two years ahead of time and is striving to complete a goal of 12,000 members by 2012.

• **National Executive Board of Directors**
In FY09, we continue to implement and refine our National Executive Board of Directors to truly represent the face of our University. The Executive Board is designed to enhance our relations with integrated stewardship and alumni cultivation. The National Executive Board of Directors is poised to advance the Association into the exciting activities of the University’s Centennial Celebration.
• **Club and Chapter Leadership**
  As we ready the Association for the 2012 Centennial Celebration, we are continuing to build and strengthen our clubs, chapters and areas of participation. Leadership workshops are being organized to prepare each area for the celebration and creation of special activities.

### ALUMNI AND CONSTITUENT RELATIONS // Programs and Recognition

#### Involved Programming
The Association funds numerous scholarships, recognizes and rewards outstanding faculty, assists in recruiting top students to the University of Memphis, sponsors events for home and away athletic events, underwrites Homecoming and reunions and brings the University to its members through events at dozens of alumni Clubs and Chapters across the nation. It all adds up to keeping alumni involved with the U of M and making the University a stronger institution.

By involving the Association in activities whereby other University departments are involved, those relationships advance the Association.

• **Cecil C. Humphreys School of Law – New Building Grand Opening**
  The opening of the Law School downtown was the largest black-tie event at the University and also the largest that the Alumni Association has directed.

  *Alumni Involvement and Attendance* – Chaired by Judge Diane Vescovo and Judge Butch Childers, the opening Gala involved more than one hundred alumni volunteers and numerous other friends of the University.

  *Monies Raised* – Monies raised through the University of Memphis Cecil C. Humphreys School of Law Alumni Chapter rose to approximately $185,000.

• **University Center Opening**
  The Young Alumni Committee assisted in hosting the inaugural activities for the opening of the University Center.

• **Athletic Partnership**
  The Association continues its partnership with the Athletic Department to bring our fans, friends and family fun events! The Association is currently working on a extended partnership with Athletics for more Association visibility at games.

  *Game Day* – Out of town events, as well as in town events, continue to engage our alumni and friends around the country.

  *Tiger Tour* – Nashville, Jackson and Memphis. Next year’s wish list includes Atlanta.
**Blue and Gray Tailgate** – The Association teamed up with Athletics to welcome our new football coach at the spring game. The pre-game was attended by hundreds of Association members.

- **Recruitment Partnership**
  The FY09-10 began an essential partnership with the U of M’s recruitment office. The Alumni Association is committed to assist in recruitment efforts.

- **Out of Town Association Travel** – The Association visits with perspective students and parents at alumni events. Every alumni event is a recruitment opportunity!

- **Out of Town Receptions** – The Association is working with out of town alumni to host events in their homes and office buildings for newly admitted students.

- **Alumni Ambassadors** – The Association is working with out of town alumni to educate them on how to effectively represent the University of Memphis at recruitment fairs held at high schools.

### Recognition of Excellence

- **Distinguished Alumni Awards**
  - **Distinguished Alumnus**
    Ron Hart (BBA ‘81, MBA ‘83), Managing Director of Investments, Morgan Stanley Smith Barney; syndicated columnist and author
  - **Distinguished Alumnus**
    Theopolis Holeman (BSET ‘71), Group VP of U.S. Operations, Spectra Energy
  - **Outstanding Young Alumnus**
    Tre Hargett (BBA ‘91, MBA ‘92), Tennessee Secretary of State
  - **Distinguished University Friend**
    Rita Sparks, Commodities Broker & Founder, Sparks Companies
  - **J. Millard Smith Illustrious Service to the Association**
    Bobby Wharton (BSET ‘75), President and owner, G&W Diesel Services, Inc. and Co-owner of Pro-Fire Equipment, LLC

- **Parent’s Club Parent of the Year**
  - **Parent of the Year**
    Carolyn Worles, mother of Michael Clark, Jr.

- **University of Memphis Association of Retirees (UMAR)**
  - **Traces Award**
    Robert “Bob” Yates
• **True Blue Tradition Award**
  
  True Blue Tradition
  
  The Mighty Sound of the South/Dr. Albert Nguyen and Dr. Kraig Williams

• **Audiology and Speech Language Pathology**
  
  **AuSP Outstanding Student Award**
  Anna Kharlamova (AuD ’10)
  
  **AuSP Outstanding Alumna Award**
  Dr. Constance Dean Qualls (PhD ’98), Professor and Chair, Speech-Language Pathology, State University of New York at Buffalo State College, and Spring 2010 Visiting Professor of Communication Disorders, Texas State University-San Marcos and ASHA Vice President for Science and Research

• **University College**
  
  **Outstanding Service Award**
  Susanne Darnell (MA ’70), former Dean of University College
  
  **Outstanding Alumna**
  Mary Brignole (BPS ’99, MS ’02), University of Memphis academic counselor

• **Herff College of Engineering**
  
  **Outstanding Engineering Alumni Award**
  Ron Driggers (BEE ’84, MS ’86, PhD ’90), Superintendent, Optical Sciences Division, US Navy

• **Loewenberg School of Nursing**
  
  **Nursing Outstanding Alumna**
  Paula Dycus (BSN ’97), Administrative Director of Professional Practice and Research, Methodist Le Bonheur Healthcare, Inc.
  
  **Nursing Outstanding Alumna**
  Paula Spears (BSN ’81), Executive Director, The Nursing Institute of the Mid South

• **Fogelman College of Business & Economics**
  
  **Outstanding Alumnus**
  Ben Watkins (BBA ’78), Member, Watkins Uiberall, PLLC
  
  **Entrepreneur of the Year**
  Gary Wunderlich (MBA ’95), Chief Executive Officer, Wunderlich Securities
  
  **Outstanding Young Alumnus**
  Chris Chu (BBA ’00), Strategic Sales/Co-Founder, EVS Corporation
  
  **Distinguished Friend of the College**
  Joseph DeVivo, President, Orthopaedics, Smith & Nephew
• **College of Arts and Sciences**
  **Outstanding Alumnus**
  James Morse (BS ‘90, MS ‘93), Manager of EH&S and Laboratory, Ciba Corporation
  **Outstanding Alumnus**
  Keith Prewitt (BA ‘81), Deputy Director, United States Secret Service
  **Outstanding Alumnus**
  Dr. Thomas Appleton (BA ‘71), Professor, Eastern Kentucky University
  **Outstanding Young Alumna**
  Meah King (BA ‘02, MAT ‘05), English Teacher, East High School
  **Outstanding Friend**
  Maurice Elliott, Chief Executive Officer Emeritus, Methodist Le Bonheur Healthcare

• **Department of Journalism**
  **Charles E. Thornton Award**
  David Waters (B.A. ’81), Columnist, *The Washington Post*
  **Charles E. Thornton Award**
  Kini Kedigh Plumlee (B.A. ’76), Communications Specialist/Editor, *Le Bonheur Magazine*
  **Herbert Lee Williams Award**
  Jerry Klein (B.A. ’94), Owner/Principal, Kossman/Klein & Company

**ALUMNI AND CONSTITUENT RELATIONS // Marketing Initiatives**

Recognized by a more formal structure designed to support alumni and friends of the University, the U of M Alumni Association has taken vital steps to implement procedures and policies in step with “best practices” in the field. A dynamic and robust marketing plan is an essential part of any successful Alumni Association.

• **Membership Matters Redesign**
  Working with CS2 and the University Marketing Department, the Association is pleased to have a Membership Matters layout for the *University of Memphis Magazine* that we feel reflects the spirit and image of the Association.

• **Monthly Email Redesign**
  In FY09, the Association staff redesigned the monthly email campaign to reflect the current trends in the marketing industry utilizing more white space and cleaner lines. The Association staff designed the new format after researching several examples offered by other institutions. Another change is the sending of the piece through the Association’s own means and the University system; thereby, the system has been upgraded.
• **Social Media Creation**

We are very pleased to have a working marketing plan using the social media avenues of Facebook, Twitter, LinkedIn and blogging. These avenues are very popular with the Association’s affiliate student groups – Student Ambassador Board, Future Alumni of Memphis and our young alumni.

• **True Blue Bus**

A gift from the Jabie and Helen Hardin Trust, the True Blue Bus serves as an Association showpiece. The bus was taken on its maiden voyage this past year, and it has been accepted by the University family as a MUST at Association events. The marketing opportunities have been phenomenal.

• **Display Pieces**

The Association created several marketing pieces for events this past year to include a speaker’s backdrop, athletic backdrop and University background conversational piece. These pieces have proved so successful, that the Association is investing in two more – one for the Future Alumni of Memphis and one reflecting the Centennial Campaign images.

• **myMemphis**

The online community, myMemphis, was established for alumni and friends to connect with classmates, update information and view Association members-only benefit codes for our enhanced Association benefits package.

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**CENTENNIAL CAMPAIGN // Alumni Association TIGERS AROUND TOWN**

An important element of our work this year is the continuation of preparation for a major initiative for the Centennial Campaign – the University of Memphis Alumni Association’s Tigers Around Town. We are currently directed toward the completion of the prototype arriving in August and will culminate with the University’s 2012 Centennial Celebration on 9.10.11 at 12 Noon for the kickoff event showcasing the Tigers on Campus.

A timeline was developed, and we continue to make progress toward our goals. The plans include alumni, campus and community involvement beginning with the creation of the original statue image by a U of Memphis student. We continue to track our progress with regard to the approaching Centennial event on 9.10.11 at 12 Noon.

**TRUE BLUE IN 2012**

As the Association sets goals in the current economic climate, we confront market uncertainties that have unfortunately been a consideration for the past few years. Our overall efforts will again be directed toward membership advancement, building the operational budget of the Association and heightened Association visibility with the approaching Centennial in 2012.