2012-2013 HIGHLIGHTS
The Association received a BRONZE AWARD from CASE Circle of Excellence NATIONAL Awards in the Special Events category for the 2011 Tigers Around Town project. **First time in history that the Association has been recognized nationally and only the second time in University history.**
The Centennial Distinguished Alumni Awards Gala was held on campus (the first time in decades) and distinguished ITSELF as the crown jewel of all Centennial events hosting more than 600 attendees.
Homecoming during the Centennial Celebration was not to be denied its’ birthday glory with a celebration of 100+ parade entries, an all time high for the event.
In September, membership within the Association peaked at an all-time University record reaching approximately 13,000 – breaking the Association membership goal of 12,000 during 2012.
After reviewing peer institutions, the U of M Office of Alumni and Constituent Relations revised its staff structure to better serve our alumni, students and friends of the University, a transition taking better than a year to complete.
The Association won an award of EXCELLENCE from CASE District III in the Special Events Category for the 2012 Distinguished Alumni Awards Gala. The event is currently being judged for the award on a national level.
The Hispanic Alumni Council has formed this year with a comprehensive calendar of events devoted to Hispanic alumni and students complete with the approaching realization of a student scholarship.

COMPREHENSIVE PROGRAM FACTS
Since 2003 clubs, chapters and areas of participation have grown from 13 to over 70, focusing energy toward increasing alumni involvement.
The Association, and its clubs and chapters, financially support over 45 student scholarships with increased efforts toward graduate scholarships.
Membership reached an all-time historic high of nearly 13,000 during our Centennial Membership Campaign, demonstrating widespread gains since our 1113 membership total in 2003.
Eleven faculty and staff excellence in research, teaching and advising awards are financially given each year totaling $22,000.
Alumni activities have grown well over 50% since the Association’s restructure in 2003, at times totaling nearing 300 events and activities per year.

SIGNATURE EVENT AND ACTIVITY SAMPLING
- Coordination of University Centennial five anchor events:
  - 100 Tigers Around Town
  - Centennial Homecoming - 100 parade entries
Centennial Reunion Weekend
Centennial Commencement Alumni Processional – 100 alumni representing each year
Centennial Distinguished Alumni Awards Gala

- Tigers Around Town - The Centennial 100 Tigers placed on campus and throughout Memphis.
- Distinguished Alumni Awards – Annually recognizing the best and brightest of the University’s notable alumni on the University level and within the college levels.
- Homecoming Parade, Pep Rally and Party.
- It’s Game Day – activities geared toward fans and alumni especially during football bowls and basketball tournaments.
- Vision Forum – Club and Chapter symposium to discuss University and Association initiatives.
- FCBE Alumni Day and Golf Tournament – business alumni events hosting 600 guests.
- School of Law Pillars of Excellence – law alumni event hosting 500 guests.
- Bandmasters – regional band alumni event hosting 10,000 guests.
- Education Hall of Fame – education alumni event hosting 250 guests.
- Young Alumni 5K – young alumni run on campus hosting over 500 runners.
- LCM Old School Stepshow – historical black alumni chapter hosting over 1500 guests.
- Tiger Tour – coordinated with Athletics showcasing UM coaches and incorporating alumni staff and student recruitment.

AWARDS AND RECOGNITIONS 2003-2013

AWARD OF EXCELLENCE from CASE District III in Special Events for the 2012 Centennial Distinguished Alumni Awards.

BRONZE AWARD from CASE Circle of Excellence NATIONAL Awards in the Special Events category for the 2011 Tigers Around Town. First time in history that the Association has been recognized and second time in University history.

GRAND AWARD from CASE District III in Special Events for the 2011 Tigers Around Town.

ADMINISTRATOR OF THE YEAR at the University of Memphis in 2008-2009 was presented to Tammy Hedges, Executive Director, Alumni Association and Director, Alumni and Constituent Relations.

GOLD AWARD in the Special Publication category from the Tennessee College Public Relations Association for the 2008 Distinguished Alumni Awards invitation.

AWARD OF EXCELLENCE from CASE District III in Special Events for the 2007 Distinguished Alumni Awards, “If It Ain’t Blue, It Ain’t True”.

AWARD OF EXCELLENCE from CASE District III in Constituency Organizations Programs for the 2007 event “Boots, Brims & BBQ”.

SPECIAL MERIT AWARD from CASE District III for Design in Print for the 2007 Distinguished Alumni Awards Invitation.

SPECIAL MERIT AWARD from CASE District III for CD-ROM and other Electronic Communications for the Flash e-mail campaign, “Growing Your Association in a FLASH - Second Showcase“ (John Donnelly)
GOLD AWARD from TCPRA for the 2007 Distinguished Alumni Awards invitation for Special Publications.

ADDY, silver level, given for the 2007 Distinguished Alumni Awards Invitation.

GRAND AWARD from CASE District III for the 2006 Distinguished Alumni Awards special event “Into the Wild Blue Yonder.” This is the first time this award has ever been given.

ADDY, silver level, given for the 2006 Distinguished Alumni Awards invitation.

SPHINX AWARD, given at the gold level for the alumni interactive media project – flash presentation for members (John Donnelly).

The University of Memphis Alumni Association was recognized with a GRAND AWARD FOR OVERALL ALUMNI RELATIONS PROGRAM at the 2005 CASE District III conference. The grand award is the top award given at the district level.

The Alumni Association won an AWARD OF EXCELLENCE from CASE for the 2005 Distinguished Alumni Awards event “Into the Blue.” The University of Memphis Alumni Association won TWO AWARDS OF EXCELLENCE for materials produced for the 2005 “Into the Blue” Distinguished Alumni Awards.

At the Memphis Advertising Federation ADDY awards, an ADDY and a BEST OF SHOW AWARD was earned for the True Blue Traditions booklet given to U of M freshmen.

ADDY, gold level, given for the 2004 Distinguished Alumni Awards invitation.

FUTURE VISION 2013-14
ALUMNI CENTER BUILDING CAMPAIGN:
It is planned that the first whisper of an Alumni Center Building Campaign will be announced at the closing celebration of the 2012 Comprehensive Campaign. The 2013 Vision Forum will have “BUILDING a Dream” as its theme, a nod toward Dreamers, Thinkers, Doers and the building project itself. The workshop will begin the discussion of the feasibility, placement and needs of such a project. Focus groups will be conducted, and the work on the anticipated five-year project will begin.

MEMBERSHIP BASE RESTRUCTURE:
Discussion of possible restructure of membership from dues paying to gift giving has been discussed with a consultant and two other schools in our conference that are currently transitioning their programs to better suit the needs of their institutions. More review is needed, but discussions have begun with National Executive Board members.

DISTINGUISHED ALUMNI AWARDS:
Due to changing financial constraints, it is thought that a focus shift from event oriented to “enshrinement” of Distinguished Alumni Award recipients is necessary. Such an evening would include the use of 1912 (7:12 pm military time) for the enshrinement ceremony, the event held during Homecoming with a parade appearance, a halftime announcement and a private dinner with the President for all recipients.

ALUMNI TAILGATES:
The events will be hosted at the Pipkin Building near Tiger Lane for each home football game (7 games). Admission will be charged and includes: live music, bathroom access, air conditioning, heating, BBQ
with sides and drinks. The Pipkin Building is to be shared with the Mighty Sound of the South and the UMAA assists in securing sponsorships to provide food for the band students.

**ALUMNI ASSOCIATION SUITE:**
Guests for the Association Suite during football and basketball include UMAA Club and Chapter leadership, UMAA Award Recipients, sponsorship participants and those that have assisted the Association in special projects. The suite will be used for appreciation recognition and donor cultivation.

**HOMECOMING:**
**Homecoming parade and pep rally** will take place on **Saturday, November 9th** vs. UT-Martin on Tiger Lane. Homecoming festivities are slated to be held around the Liberty Bowl complex to enhance the overall game day experience. Student made floats will be on display around the Liberty Bowl. This is a change for the parade, pep rally and party traditionally held on the Friday night before Homecoming.

Other Homecoming events include:
- Class of 1963 Reunion
- Half Century Reception
- LCM Old School Stepshow
- Distinguished Alumni Awards
- Band Alumni Reunion and Show

**IT’S GAME DAY!**
UMAA is currently coordinating various committee meetings and focus groups involving students, faculty and staff. These discussions review traditions of various universities across the country to deliberately stage cheers and crowd reactions to enhance the game day experience. Involvement includes cheer, pom, the pep and marching bands, Student Affairs, Athletics, Blue Crew, the Student Activities Council and the Student Government Association. The collaboration is an attempt to produce long lasting traditions and fan/alumni involvement during games.

**BLUE CREW:**
UMAA will begin its advisement of the Blue Crew officially with the 2013 football season. This will be a growing year for the organization with a soft beginning during the football season. Most evident will be the organizations’ growth during basketball season where the organization’s goal is to have the student section full each game with a rowdy atmosphere. Also evident will be definite goals for fan involvement such as standing/singing during the fight song and new guidelines will be put in place for membership involvement.

**POUNCER’S PALS:**
New to the Association umbrella this year will be the addition of Pouncer’s Pals. Originally coordinated through Athletics, Pouncer’s Pals will have a new look as a complete marketing campaign is being designed and new activities planned.