For the last two years, the University of Miami Alumni Association staff and volunteers have been immersed in a strategic planning process. It has been an exciting task, uniting us in deep pride for the University of Miami and reminding us how far the UM Alumni Association has come since its founding in 1930.
OUR ALUMNI ASSOCIATION—and each member of our alumni community—now faces a unique opportunity. With your help, we will play a pivotal role in the University of Miami’s ascension as the next great American university. In this spirit, the Alumni Board of Directors adopted this vision and overarching goals for the next five years:

The University of Miami Alumni Association will be an innovative and visionary program serving the family of alumni and advancing the University. We will:

- Accelerate Ambition alongside the University of Miami, reflecting UM’s higher ambitions and distinctions in the work of the Alumni Association.
- Cement alumni bonds to the University of Miami and cultivate national and international networks of volunteer leaders.

Alumni are excited to soar to new heights alongside the University of Miami’s Accelerated Ambition

The strategic planning process was an exhaustive effort involving staff, volunteers, and many partners across campus. We conducted an internal assessment and benchmarked against our peers. The findings from our 2012 Alumni Survey helped to confirm and refine our objectives for the future. The UM Alumni Board of Directors is grateful to the nearly 3,800 alumni who responded to online and telephone surveys during the winter of 2012.
Here’s what we learned from survey respondents:

1. Survey respondents rated the University of Miami highly and expressed pride in the institution’s growth.

2. Among the University-wide objectives, respondents rated the following as most important:
   - Moving up in the rankings of universities nationally
   - Being recognized as the best university in Florida
   - Solving real-world problems in the areas where the University has special strengths
   - Succeeding in both athletics and academics

3. When asked about the priorities of the UM Alumni Association, respondents put career networking and mentoring at the top of the list, followed by local and regional gatherings. Open-ended survey comments demonstrated a strong desire for the Alumni Association to increase national outreach efforts.

4. Young alumni expressed most interest in these Alumni Association benefits:
   - Access to UM facilities such as the library, Herbert Wellness Center, and Newman Alumni Center
   - Access to career services, networking, and workshops
   - Ability to audit UM courses for a nominal fee

5. Large percentages said they are interested in volunteer activities, noting a particularly strong interest in mentoring students.

The UM Alumni Association has already been hard at work in response to the alumni feedback. The following initiatives have been implemented this year:

- Expanded alumni career programs and services (LinkedIn group, webinars, and career coaches)
- Regional alumni events (National Tour featuring Provost Thomas LeBlanc)
- International alumni programming (President Shalala’s national tour with several international stops scheduled for 2013-2014)
- Online volunteer module
- Stories of U engagement campaign
- Young Alumni program
- Donor Loyalty Society
- Regional challenge grants to drive alumni participation
- Rebranding the UM Alumni Association with a new logo

To learn more about these initiatives and view the complete findings from the 2012 Alumni Survey, please visit www.miami.edu/alumni.