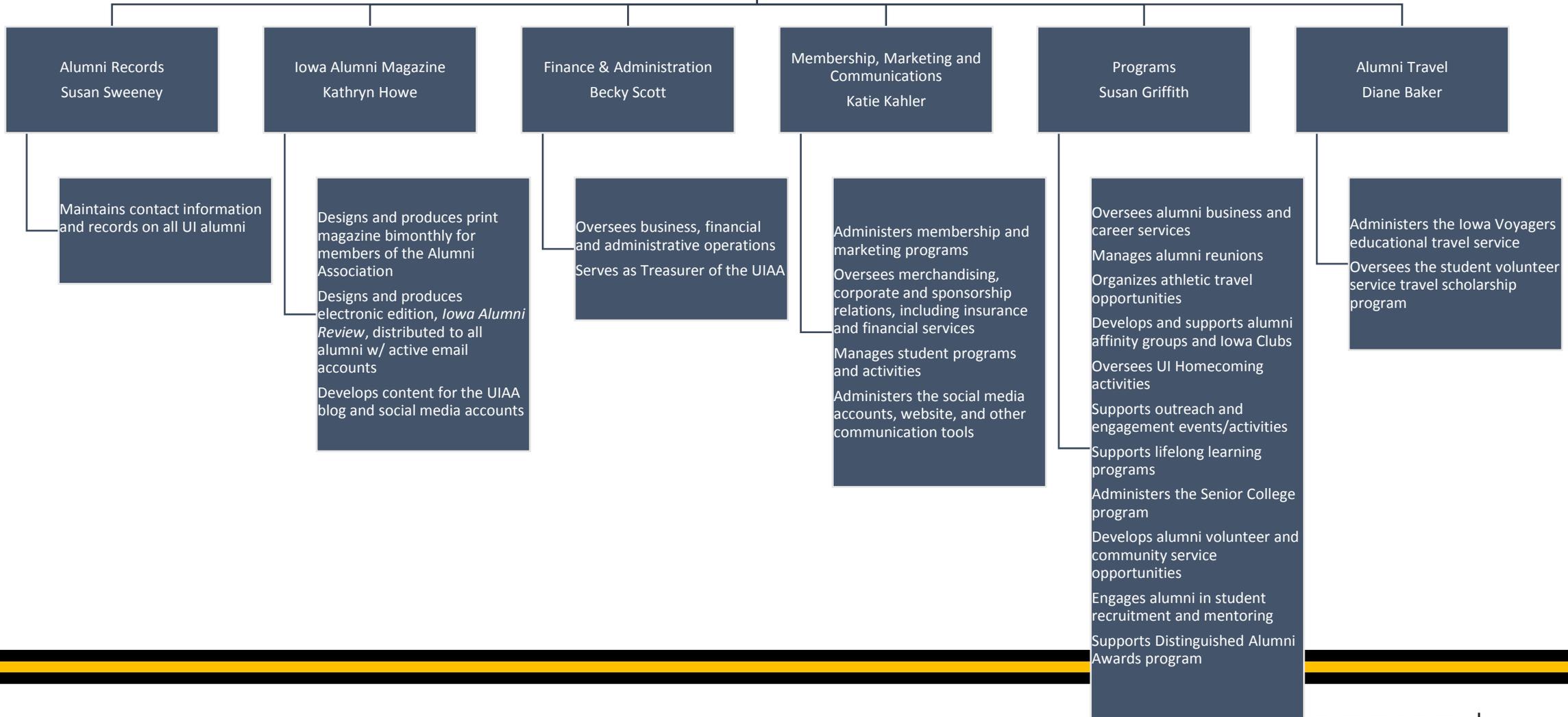


UIAA Structure and Programs, 2017

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2015-2018 Strategies and Goals

1. Expand and personalize connections and value through UIAA programs, services, and benefits

- i. Continue successful programs/services offered in most relevant format
- ii. Develop focused and personalized programs, communications and services that give targeted alumni segments (youngest alums/ mature alums) an improved engagement experience —and develop the technical capacity to tailor our offerings.
- iii. Grow number of total participants in UIAA events/activities
- iv. Expand career programs and services for alumni and members
- v. Develop specialized alumni affinity groups (based on student orgs, activities, other)
- vi. Build efficient data management collection and utilization capabilities

2. Build organizational awareness

- i. Examine effectiveness of ongoing initiatives to promote our organization
- ii. Educate UI stakeholders and constituents on value of UIAA
- iii. Use most effective communication platform to promote the organization and leverage other on- or off-campus opportunities for promotion
- iv. Identify and leverage “big” UI opportunities (i.e. new arts campus and other)
- v. Demonstrate UIAA value and gain support from new UI leadership

3. Build constituent partnerships that are viewed as mutually beneficial

- i. Strengthen university relationships (incl. Hancher, UIHC, athletics, colleges, others).
- ii. Strengthen partnerships with UI-related external constituencies (i.e. Big Ten).
- iii. Identify partnership opportunities for engagement with civic, social, and business groups.
- iv. Collaborate with key campus partners and external partners to offer appealing programs and services.

4. Strengthen and diversify the financial base

- i. Increase total revenue
- ii. Grow membership base
- iii. Study and implement, if appropriate, new membership contribution pricing structure
- iv. Increase per member contribution
- v. Identify and increase auxiliary sources of revenue
- vi. Renew credit card contract for greatest revenue potential.

- vii. Increase contributions to the Vision Endowment
- viii. Explore new revenue generating activities and associated pricing models

5. Leverage 150th anniversary to achieve above

- i. Design effective communication strategy to promote anniversary to all alumni, students, and UI.
- ii. Deliver programs locally and nationally to connect alumni around the celebration.
- iii. Leverage anniversary to increase funding, membership, and engagement.
- iv. Use opportunity to educate key campus partners about UIAA and collaborate with them on programs and activities.