Goal Statement: Leverage the College’s 60th anniversary to increase community awareness and recognition of the College’s excellence and increase alumni engagement through events and publicity, leading to a 20% increase in attendance at alumni events and a 10% increase in alumni donors, beginning in August 2019 and culminating in May 2020.

Why it matters: Greater community awareness and alumni involvement will increase and improve the College’s ability to grow enrollment and research, make interactions with donors and potential donors more meaningful, and build relationships with industry partners.

Status: UTA Engineering magazine is in production and scheduled to be mailed by first week in October – biggest alumni outreach vehicle we have, reaching more than 21,000 alumni; We are planning paid ads offered by board members – deciding on when and where; Recently hired new social media intern, who is planning social media posts for the year; Planning e-newsletter alumni content for the year; Banquet date, location and framework of program are decided and booked; Development Office is creating proposals for corporate sponsorships of the banquet.

How: All events will have a 60th anniversary theme (t-shirts at Welcome Bash had 60th anniversary logos); banners are hung on light posts along the Engineering Quad and outside the sliding door entrance to Nedderman Hall. A history timeline is installed on the wall in the Nedderman Hall atrium. A 60th anniversary website, uta.engineering/60 is live. Banquet is scheduled for February 23; through the monthly newsletter, appealing to alumni to send memories and photos.

What will you accomplish?: By May 2020, we will have increased community awareness, identified at least 10 new donors, and have interacted with 100 alumni in person at events linked to the 60th anniversary.

Points of Discussion: What should we be doing to attract alumni to the banquet because they want to come? How will board members help to increase alumni involvement within their companies?