

KU Alumni Association **2015-2016 Talking Points**

ADMINISTRATION

Alumni Awards

- Since 1987, the Mildred Clodfelter Alumni Award has recognized alumni and friends for sustained volunteer service to the University in their local communities. The award honors the memory of staff member Mildred Clodfelter, b'41, for her 42 years of service and the example she provided for volunteers.
- The Dick Wintermote Network Leader of the Year Award began in 2007 to honor volunteers who display extraordinary leadership of their local network during a one-year period. Dick Wintermote, j'51, led the Alumni Association for 20 years and left a legacy that represents the importance of strong volunteer networks.
- The Association presents both awards at events in their local areas, recognizing volunteers in the company of their fellow Jayhawks.

Fred Ellsworth Medallion

- Since 1975, the Fred Ellsworth Medallion has honored alumni and friends for their “unique and significant volunteer service” to KU. The award honors the legacy of Fred Ellsworth, a 1922 graduate who was the Association’s longest-serving chief executive. He served 39 years and influenced generations of Jayhawks.

ADAMS ALUMNI CENTER / HOSPITALITY SERVICES

Adams Alumni Center

- Built in 1983, the Adams Alumni Center serves as the national headquarters for the KU Alumni Association.
- The convenient campus location makes the Center an ideal spot for meetings, wedding ceremonies, receptions, dinners and more.

ALUMNI PROGRAMS AND MEMBERSHIP

Academic Programs

- The Alumni Association has strong partnerships across campus including the professional schools, College of Liberal Arts and Sciences and KU Libraries.
- Our well-established networks of volunteers, alumni and communications—and our academic partners’ access to new and creative content—have produced several exciting

programs that we can take to alumni networks to enhance KU's reputation throughout the state and country.

Affinity Networks

- Affinity networks assist in recruiting a diverse population of students to KU and advocate for the needs of their students on campus.
- These groups unite alumni based on shared backgrounds or activities.

Alumni Mentor Network

- The KU Alumni Mentor Network offers alumni and students opportunities to share career experiences and build professional connections.

Career Programs

- The Alumni Association continually seeks to provide high-quality career programs for alumni and friends through a variety of channels.
- Association members have access to several electronic resources such as interactive online networking events, the Alumni Mentor Network and an online alumni directory.
- We also offer several chances for alumni to learn from industry experts and expand their professional networks through events like Jayhawks on Business, industry-specific networking nights and other local network events.

Flying Jayhawks

- Since 1970, the Flying Jayhawks Program has offered alumni families and friends the chance to travel while enjoying the camaraderie of fellow Jayhawks. The program provides enrichment through the exploration of other cultures while strengthening loyalty, friendship, commitment and communication.

Future Jayhawks

- A membership program for young Jayhawks ages 0-18, Future Jayhawks members receive an exclusive KU-themed gift upon each annual sign up, a special birthday card from Baby Jay, the summer reading challenge, and other goodies throughout the year to keep them connected to KU traditions.

Golf Tournaments

- The Association operates golf tournaments each summer throughout Kansas in locations such as Hays, Garden City, Liberal and Kansas City, giving Jayhawks the chance to enjoy a day on the course with local alumni and representatives from many areas of KU.
- The KU Alumni Invitational at Prairie Dunes in Hutchinson each summer is the premier KU golf tournament, available only to members. The winning foursome travels Pinehurst, N.C., to represent KU in the National College Alumni Team Championship.
- Tournament proceeds support the Association's outreach and student recruitment programs.

'Hawk Days of Summer

- This annual tradition provides opportunities to visit alumni, prospective and current students, and friends of KU.
- A diverse range of events and programs enables staff and volunteers to reach Jayhawks of all ages and interests

'Hawkstock

- This annual event in Southeast Kansas features family-friendly activities, along with special guests, great food and music.

Homecoming

- Homecoming communicates the pride and tradition of the University and unites alumni, students and the Lawrence community. KU Homecoming began in 1912.

International Networks

- The Association's international alumni network includes more than 21 points of contact around the globe.
- Our staff members work with International Student Services to involve our international alumni in recruitment efforts.
- We connect alumni moving abroad, students studying abroad and students moving home after graduation with other local Jayhawks.

Jayhawk Generations Scholarship

- Since 2009, the Jayhawk Generations Scholarship has provided partial tuition waivers for academically qualifying out-of-state students from KU families. These scholarships range from approximately \$5,000/year to \$12,000/year. The top-tier award is among the largest KU scholarships.

Jayhawk Roundup

- Since 2003, this annual fall event unites Wichita Jayhawks and raises funds to support the Association's outreach and student recruitment programs.

Kansas Honors Program

- The Kansas Honors Program has been a KU tradition since 1971, recognizing the top 10 percent of seniors from Kansas high schools in every county.
- KHP continues with the help of 140 volunteers and the generosity of alumni contributors.

Kansas Networks

- Twenty-two Kansas networks represent all 105 counties. The groups host legislative advocacy events, academic events and social and networking events.
- Each Kansas network includes a board of volunteer leaders who are involved in all aspects of KU.

Legacy Recruitment

- The Office of Legacy Relations aims to assist alumni as they navigate the admissions process with their children and grandchildren—and ultimately increase the number of legacy students at KU. The office provides personal attention and convenience for Association members.

Membership

- The KU Alumni Association is a membership organization that relies on dues, contributions and support from alumni, fans and friends of the University of Kansas to deliver communications, programs, events, activities and benefits through 114 alumni networks in Kansas, across the country and around the world.
- The Association currently includes 42,000 members who have chosen one of several membership levels:
 - Future Jayhawks (ages 0-18)
 - Student Alumni Association (current KU students)
 - Recent Graduates (first five years after earning most recent KU degree)
 - Annual
 - Jayhawk Society (serves as the “Path to Life Membership”)
 - Life membership

National Networks

- National networks enable Jayhawks around the country to make personal and professional connections.
- Each network includes at least one volunteer leader or a volunteer board.

Reunions

- Reunions unite KU alumni based on their graduation classes, academic schools or majors, student activities or living organizations.

Rock Chalk Ball

- Since 1996, the Rock Chalk Ball has been the Association’s premier event in Kansas City.
- The event boasts more than 800 attendees, and proceeds help sustain and expand the Association’s programs.

Salina Steak Out

- This annual event at the Wilson Family Ranch includes a steak dinner, silent auction, KU guests and music.

Southwest Tumble

- Proceeds from the Southwest Jayhawk Tumble enhance outstanding alumni programs, including student recruitment, career networking and Jayhawks for Higher Education. The

event includes a cocktail hour, silent auction, dinner and the viewing of a KU basketball game.

Student Alumni Association (SAA)

- SAA is one of the largest student organizations on campus with more than 1,400 members. Our motto is “One Jayhawk Connection Can Change Your World.” SAA exists to help students build a network of alumni and students and to encourage student members to become Alumni Association members upon graduation.
- SAA facilitates Networking Nights with alumni as well as online networking activities and programs to help students use career resources such as LinkedIn, Online Directory and the KU Alumni Mentor Network. SAA members also connect with fellow students through many social events.

Student Alumni Leadership Board (SALB)

- SALB is the 40-member leadership group for the Student Alumni Association.
- Board members include freshmen through seniors and are chosen through an application and interview process.
- SALB helps plan and execute all SAA programs and events.
- Board members also help with the Chancellor’s tailgates, the Rock Chalk Ball, student recruitment and the Kansas Honors Program.

Watch Sites

- Established and well-known bars or restaurants offer locations where alumni can watch KU sporting events (primarily football and basketball), sharing pride and tradition.
- Even when there is not a formal “watch party,” these sites still serve as gathering spots for alumni and friends.
- Many of the watch sites feature KU memorabilia, and local volunteers often arrange game-day specials for participants.

COMMUNICATIONS

Jayhawks for Higher Education

- As an independent, nonprofit organization, the Association for many years has coordinated legislative advocacy for KU, helping alumni and friends communicate the needs of KU and higher education to the Kansas Legislature.
- JHE includes more than 1,800 volunteers throughout Kansas.

Kansas Alumni magazine

- *Kansas Alumni*, published six times each year, supports the University’s mission of teaching, research and public service by informing and educating alumni and by strengthening their connection to KU.

- Because the Alumni Association is independent of the University, the magazine can report on KU's challenges as well as its achievements. Association members rely on the magazine's honesty, humor and distinctly KU voice.
- Founded in 1902 as *The Graduate Magazine, Kansas Alumni* is among the nation's oldest continuously published alumni periodicals and one of the few remaining independent alumni magazines.

Social Media

- The Association maintains a presence on various social media sites to share with our followers meaningful news and other content about the University, alumni and Association activities. Our voice is friendly, responsive and authentic.

Website (kualumni.org)

- Our website, kualumni.org, is a valued resource for alumni and friends of the University of Kansas, enabling them to connect with one another and KU.
- The website provides valued content that is timely, relevant and accurate.

DONOR RELATIONS

Presidents Club

- The KU Alumni Association and KU Endowment have created the Presidents Club as an opportunity for alumni and friends to help strengthen KU through the vital programs that the Alumni Association provides to the University. The Presidents Club recognizes annual gifts of \$1,000, \$3,000, \$5,000 and \$10,000 or more in support of the Alumni Association's goal to build a larger, more powerful network of Jayhawks worldwide.
- In less than a decade, the Presidents Club has grown to more than 500 annual members.
- Because of Presidents Club members' generous support, the Association has dramatically increased its outreach in events, programs and communications for alumni and friends.

RECORDS AND FINANCE

Alumni Records

- The Alumni Association shares a database with KU Endowment of more than 710,000 records of persons and organizations. As the official custodian of the University's alumni records, the Association maintains information for more than 350,000 active alumni and members. We update over 20,000 biographical and membership records and produce more than 250 reports, lists, datasets and other information monthly for use by campus entities and our own staff.