



University Advancement Committee  
Tuesday, August 27, 2024  
12:15 pm

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**Discussion Item**

**UAC – 3      Alumni Programs**

**Background Information**

Alejandra Merheb, Executive Director of Alumni Engagement and Advancement Communications, will give a brief presentation on alumni priorities for FY25 and will share updates on plans for Homecoming 2024.

A handwritten signature in blue ink that reads "Beth Fischer".

Beth Fischer  
Vice Chancellor for University Advancement

# ALUMNI ENGAGEMENT

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FOCUS *on* FIVE *in* FY25

1

Team

2

Alumni Groups

3

Volunteers

4

Events

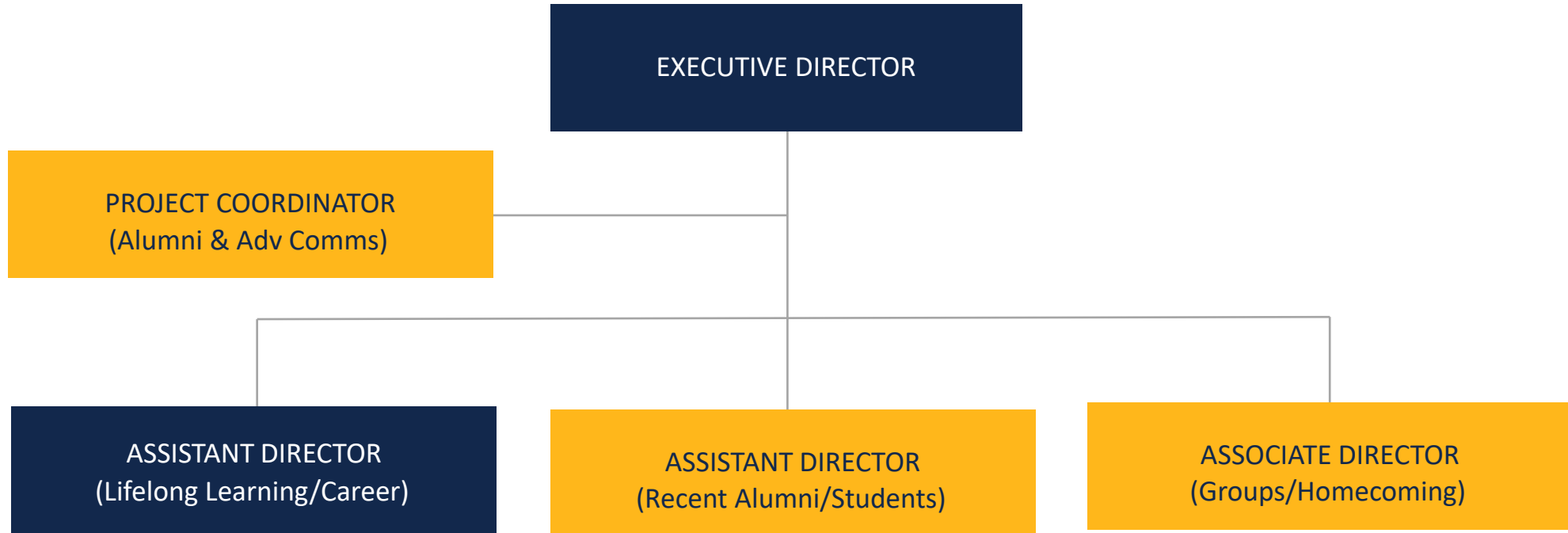
5

Storytelling



# 1

# TEAM



\*Alumni Engagement Only

# 2

## GROUPS

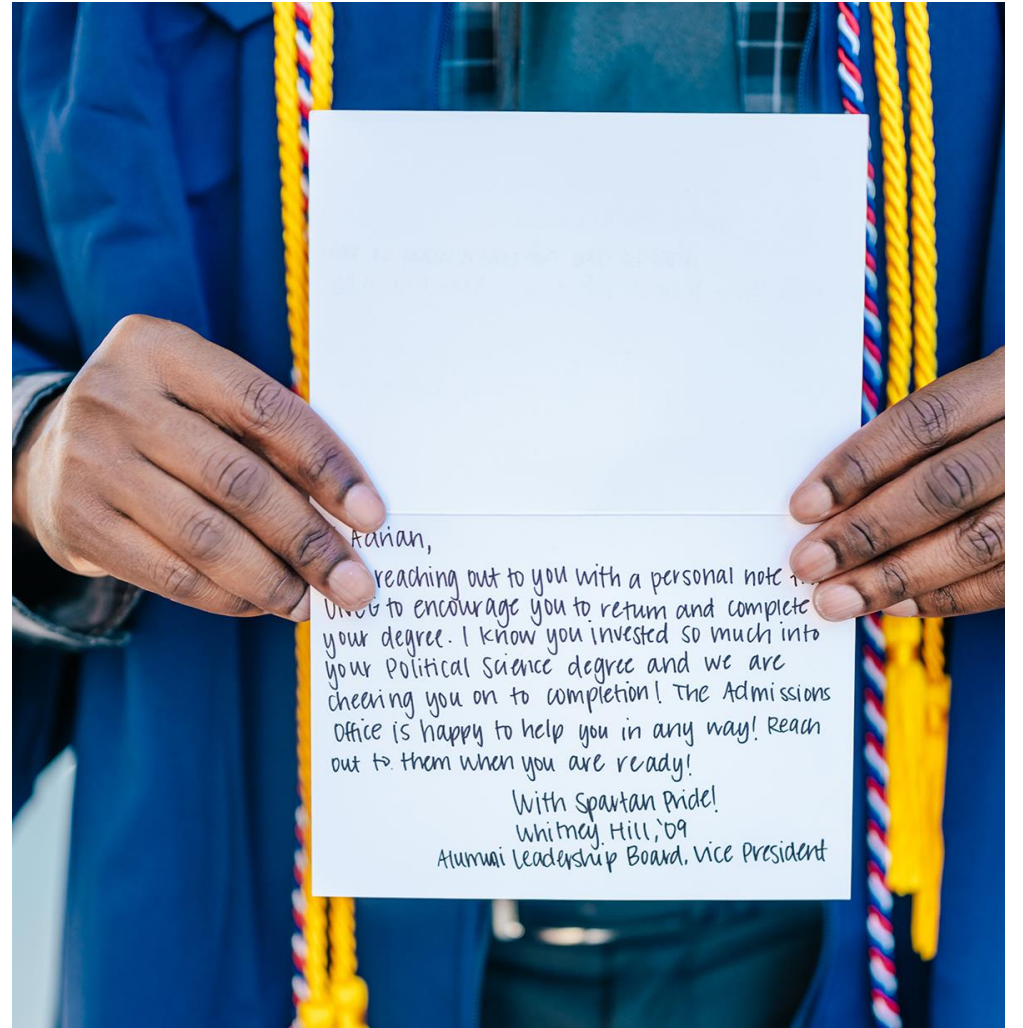
- Geography
- Affinity
- Identity



# 3

## VOLUNTEERS

- **Strengthen ALB**
- **Recruit**
- **Microvolunteers**
  - Events
  - Refer a Spartan
  - Minerva's Mentors
  - Spartan Scribes
- **Volunteer Management**



# 4

## EVENTS

- Expand Signature Events
- Social + Content
- Collaboration



## ALUMNI ALL ACCESS



# 5

# STORYTELLING

- Monthly Newsletter
- Spotlights
- Digital Engagement
- Amplify



uncgalumni and uncgadmissions  
Empire Of The Sun • Walking On A Dream

uncgalumni #12DaysOfTradition Day 6: Don't Walk Under the Clocktower! 🕒  
The tower was a gift from the Class of 1941 and was completed in 1993. A long-standing UNCG superstition says that walking under the clocktower before receiving your diploma keeps you from graduating on time 🕒 After students become alumni, they can walk under the tower!

#UNCGAlumni: Did you heed this superstition? 🕒  
2w

brownsugarcube\_ Loving this series!  
2w Reply  
View replies (1)

deyz3 Even watching the video felt wrong 😬 Double alum here! Never walked, and graduated on-time!  
2w 1 like Reply

danii.k.18 I graduated twice and I STILL don't walk under it 😬😬  
2w 5 likes Reply

uncgatechalum0310 I graduated early. Did not walk under the clock. Still don't think I can. 😬  
1w Reply

countesscorgula I did. Before I knew about this. I did not graduate on time. So heed this old wife's tale, Spartans.  
2w 3 likes Reply

therealstargreen Yes 😬  
2w 1 like Reply

218 likes  
August 6





**UNCG | HOMECOMING**



# HOMECOMING

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## FRIDAY, OCT 4

- **Welcome Class of 1974**
- **Reunions**
- **Alumni Awards**
- **Bonfire (New Location)**
  - Exclusive Alumni Area

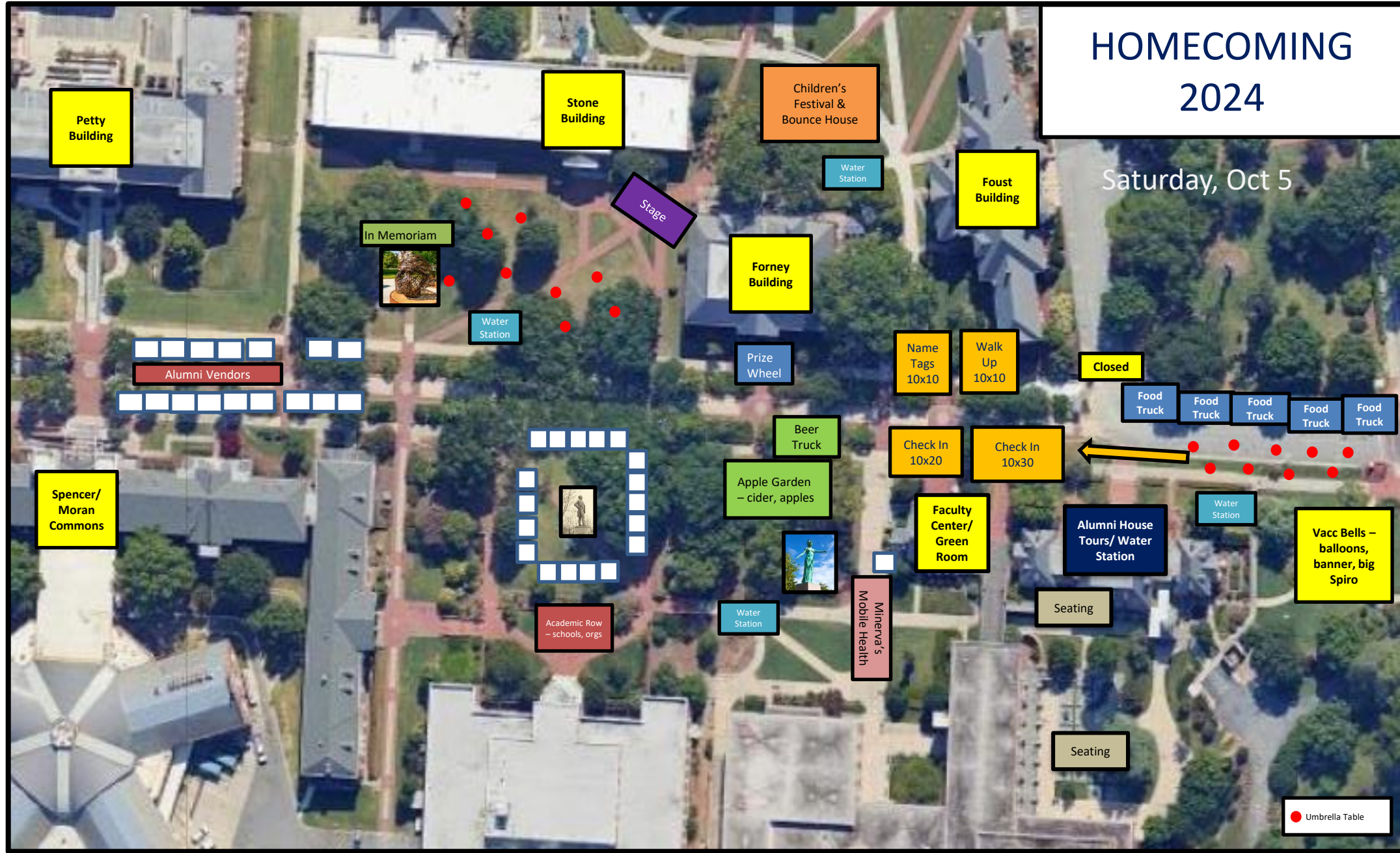


## SATURDAY, OCT 5

- **Check-in (nametag & t-shirt)**
- **Alumni All Access “Live”**
- **Alumni & Student Vendors**
- **Food Trucks**
- **Moran Commons**
- **Beer Garden**
- **Performances (Band, DJ, students)**
- **Academic Row**
- **Founders Day**

# HOMECOMING 2024

Saturday, Oct 5



# ALUMNI TENT @ NCFF

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- **Tent [Sept. 7, 10 a.m. - Noon]**
  - Hamburger Square (McGee & Elm)
  - Seating
- **Fun**
  - Prize Wheel
  - Special Giveaway
  - Yard Games
- **Local Restaurant Partners**
- **Pep Band, Cheerleaders & Spiro**

