

# Impact of the INNOVATION FUNDS

July 1, 2023 - June 30, 2024

## EVENTS

The UNMCAA hosted 47 in-person events and eight virtual events with a total of 2,753 alumni, student, and guest attendees.

The student engagement contacts are through UNMCAA hosted or sponsored events including professional development activities like mock interviews, CV development, networking and more.

## CONSTITUENT GROUPS

The UNMCAA engaged external constituents with the University, including 556 family members of medical students through the Parents & Family Association as well as more than 325 UNMC retirees through the Retiree Association.

## ALUMNI COUNCILS

Seven alumni councils with more than 80 volunteers met regularly to plan engagement strategies in alignment with campus priorities. Six councils have student representatives.

## STUDENTS

More than 1,500 students participated in alumni-sponsored professionalism and matriculation ceremonies, welcoming them to their profession and introducing them to their role as future alumni.

## AWARDS

19 alumni and friends were recognized for their distinguished accomplishments through the UNMCAA's awards program.

## ONLINE COMMUNITY

UNMC Alumni Connections hit a milestone 1,734 alumni, student and faculty/staff users. This led to an average of 67 active users each month and 127 messages exchanged. The community facilitates customized connections for networking, mentoring, and more.

## SOCIAL MEDIA

UNMCAA social media followers grew to a total of 7,723, across Facebook, X, and Instagram - an increase of 6.25%. Among the more than 950 posts published, followers engaged more than 4,500 times through likes, comments, and shares. These interactions help to build pride, share information, and engage alumni where they already spend time online.

## ENGAGEMENT

247 emails were sent to alumni with strategically aligned news from the colleges and University. These communications are the main conduit for graduates to stay informed and learn about engagement opportunities.

167 alumni submitted news to be included in UNMC's Connect Magazine and the UNMCAA's Special Edition of Class Notes. 472 alumni completed the University of Nebraska Alumni Survey.

## A NOTE FROM THE DIRECTOR

*The UNMC Innovation Funds are critical to the work the UNMCAA does in engaging alumni, supporting students, and building the pipeline of future alumni donors. This support enables the UNMCAA to provide opportunities for alumni to build their connection to UNMC. ~ Catherine Mello*

