

University at Albany Alumni Association

Tim Murphy, President

University Council, February 27, 2015

The Alumni Association completed its three-year *Vision 2014* Strategic Plan. Here are some of the successful outcomes that were borne out of this joint board and staff initiative:

2011-2012

- 2438 facebook likes
- 3172 LinkedIn members
- 19,741 On-line Community Members
- UCAN Launched
- 11 Regional Events
- 2,000 Active Alumni Volunteers
- **5,502 alumni attended events**

2012-2013

- 5303 facebook likes
- 4527 LinkedIn members
- 450 Twitter followers
- 21,695 On-line Community Members
- 1,800 UCAN Advisors
- 21 Regional Events
- 2,500 Active Alumni Volunteers
- Alumni Volunteer Council collected 2,000 books for Albany City Schools
- **8,100 alumni attended events**

2013-2014

- 6799 facebook likes
- 5900 LinkedIn members
- 1390 Twitter followers
- 23,370 On-line Community Members
- 2,000 UCAN Advisors
- 40 Regional Events
- 3,000 Active Alumni Volunteers
- Alumni Volunteer Council collected 3,084 lbs. of food for the food bank
- Great Dane Pregame attracts over 1,000 alumni and families
- **10,679 alumni attended events**