Alumni Relations

Andrew Kaufteil, Executive Director
Rachel Katsuura, Director
Goals

• To engage alumni through events, communications and volunteer opportunities
• To build community among alumni and to grow pride in their alma mater
• To foster connections between alumni and UCSF as well as to their departments, programs and schools
• To connect alumni with current students, residents, fellows and postdocs
History

• In 2010, UCSF transitioned from dues-based alumni membership to an all-inclusive model that considers alumni from all schools and programs members.
• The Alumni Association of UCSF (AAUCSF) was created as an umbrella alumni organization to include all alumni upon completion of a degree or training program.
• The new model allows us to welcome trainees (residents, clinical fellows and postdoctoral scholars) into the alumni community as members.
• All members are eligible for alumni benefits, including alumni-only library tools, access to the online alumni directory, campus privileges, and discounts.
• MD, Resident and Fellow alumni are automatically enrolled as members of AAUCSF and the Medical Alumni Association upon completion of their degree or training program.
Alumni Benefits

- Alumni Email Forwarding Account – youname@alumni.ucsf.edu
- Career Services
- UC Extension Courses
- UCSF Campus Store
- Financial Programs
- Fitness & Recreation Center Discounts
- Privileges at UC Libraries
- Access to the ProQuest Digital Research Library
- Travel Discounts

www.ucsfalumni.org/benefits
Vision/Engagement
Strategy

• Trainee alumni represent an important component of the greater UCSF alumni community and our goal is to build community among trainees and between degreed and non-degreed alumni.

• Prior to the new alumni structure, resident alumni were engaged on an ad-hoc basis by UDAR fundraisers assigned to specific departments/specialties.

• In 2012, UDAR began efforts to collect information on and engage trainee alumni from across all programs.

• Engagement included introductory communications and online alumni groups for resident alumni by training program, the first-ever resident/clinical fellow-wide alumni mailing (UCSF Alumni Weekend invitation), invitations to all-UCSF alumni events and specialty-specific UCSF receptions at professional meetings.
Data

• Collecting accurate and complete data on trainee alumni is a crucial first step in building engagement programs.
• Our goal is for the Advance development database to become the database of record by identifying all trainee alumni for tracking, alumni relations outreach, and fundraising partnerships with departments/programs.
• **UDAR data is strictly regulated for contact preferences, HIPAA opt outs and communication channels.**
• The office of Graduate Medical Education (GME) has agreed to share historical data on resident and fellow alumni for the purposes of alumni engagement.
• Fundraising for departments and programs will continue to be facilitated by development officers on an individual basis.
New Initiatives for Trainee Alumni

• Alumni Weekend – Resident alumni reception is being planned for all current and former residents and fellows.
• Graduation Packages – Alumni Relations is developing ‘welcome’ packages for new alumni that will showcase alumni benefits, events and volunteer opportunities.
• All-alumni events – Trainee alumni will be invited to slate of annual all-alumni events including social outings and regional receptions.
• Receptions at professional meetings – Alumni Relations will partner with departments and programs to plan receptions around specialty areas at professional meetings.
Alumni Weekend

- 2014 will mark UCSF’s 3rd annual all-alumni weekend and the university’s 150th Anniversary.
- It will take place May 29-31, 2014.
- Event highlights include CME sessions, all-alumni kickoff party with Lavay Smith, social outing to SF Jazz Center, Breakfast with the Chancellor.
- Resident alumni reunion is proposed for Friday, May 30.
  - All former and current residents and fellows to be invited
  - Keynote speaker to be identified
  - Former Chief Residents and graduating residents would receive special acknowledgement
Contact Us

• Andrew Kaufteil
  Executive Director of Alumni Relations
  akaufteil@support.ucsf.edu
  476-6345

• Rachel Katsuura
  Director of Alumni Relations
  rkatsuura@support.ucsf.edu
  502-1887

Faculty-Alumni House
745 Parnassus Ave, Box 0970