



ALUMNI IMPACT 2030:

Community at the Heart

WELCOME SCU
ALUMNI & FRIENDS

Our Journey



“The object of this Society shall be, to strengthen and perpetuate College friendships; to preserve in her sons a warm regard for the favors of the College, and a lively memory of her maternal care and substantial benefits; to spread abroad a knowledge of the great opportunities to be found within her walls for study, the acquisition of science, and the cultivation of virtue; and to enjoy, at stated times, social reunions at the College.”

*~ Santa Clara College
Society of Alumni, Founding Constitution
April 27, 1881*

Since 1881, the Alumni Association has kept Broncos passionate, proud, and connected. With over 112,000 alumni living in all 50 states and more than 100 countries, Santa Clara graduates represent a vibrant network of achievers, ambassadors, and advocates.

In 2017, we published [Inspiring our Alumni. Supporting our University. Bettering our World.](#) This comprehensive roadmap defined the value of Alumni Relations and identified essential areas for expanding alumni involvement while supporting the University’s \$1 billion capital campaign. *(See Appendix: Accomplishments)*

After making substantial progress on our primary initiatives – including driving over 1 million points of alumni engagement – it’s time to reimagine the future. Our aspirations will guide our decision-making, align us with Santa Clara University’s strategic plan, [Impact 2030](#), and move the Association boldly forward.

What We Learned



“Glad you sent out this survey! To be honest, this was a good way for me to think about how I want SCU to play a role in my life!”

*~ 2023 Alumni Attitude Survey Respondent,
Class of 2004*

To understand perceptions and continue benchmarking our progress, the Alumni Association commissioned the 2023 Alumni Attitude Survey. The results confirm what we intuitively know: those who still feel part of the Santa Clara community are **three to four times** more likely to be engaged physically, digitally, emotionally, spiritually, intellectually, or philanthropically with our institution.

Combined with focus group feedback, industry best practices, an understanding of societal trends, and **Impact 2030** details, our data affirms the affection alumni have for SCU while highlighting the need for intentional connection to the University and each other – for life. (*See Appendix: Alumni Attitude Survey Takeaways*)

Our Vision

"I am proud to be part of the SCU family, which possesses all the technical tools to succeed but also the heart which cares for all walks of life and the passion/commitment to do the right things."

~ 2023 Alumni Attitude Survey Respondent,
Class of 1983

Mission: We believe a strong Santa Clara Family makes the world a better place.

Purpose: It is the fundamental role of the Santa Clara University Alumni Association to foster passion for the University, inspire lifelong connections, encourage Ignatian values, and motivate Alumni to participate fully in the institution as doers, donors, and champions for others.

Alumni Impact 2030: A contemporary vision for Alumni Relations, grounded in enduring values and driven by ambitious ideals.

Our **Guiding Principles, Big Ideas,** and **Key Priorities** articulate the attitudes and actions needed to mobilize our alumni, effectively allocate resources, and successfully steward the University's largest constituency.

Our Guiding Principles

identify the **behaviors** needed to accomplish our Big Ideas and Key Priorities.

“I am proud of the family that SCU builds, the leadership opportunities it provides, and the values of the students who graduate from Santa Clara.”

*~ 2023 Alumni Attitude Survey Respondent,
Class of 2015*



1

Driven by Purpose

Alumni are busy. Families, friends, careers, hobbies, and social commitments compete for their time. To garner their attention and gain their trust, we will convey a compelling purpose for every communication, event, and interaction.

Driven by Relationships

We are in the people business and will engage our primary constituencies (i.e. alumni, students, and campus partners) with the ultimate goal of building and stewarding relationships.



2



3

Driven by Innovation and Discovery

To adapt to changing environments, we will continually improve by exploring fresh perspectives, taking intelligent risks, harnessing technology, and evaluating performance.

Driven by Engagement Data

We will actively deploy our alumni data to understand trends, measure outcomes, and inform decisions.



4

PURPOSE
RELATIONSHIPS
INNOVATION
DISCOVERY
ENGAGEMENT DATA

Our Big Ideas

are the **high-level strategies** that drive our most important priorities.

“SCU was life-changing for me. After 50 years, my lifeline is still the people that I met during college. I see them often, I’ve traveled the world with them, I’ve shared my life experiences with them. My life would be very different, and not as fulfilling if I did not go to SCU. I will be forever grateful.”

*~ 2023 Alumni Attitude Survey Respondent,
Class of 1975*



1

The 4th C

Grounded in the Jesuit educational tradition, Santa Clara University has always educated leaders of competence, conscience, and compassion. But **community** is at the heart of the SCU experience. Feelings of togetherness and gratitude are what bind Broncos across generations, motivating them to show up, stand out, and give back – in their homes, workplaces, and neighborhoods.

Recent studies reveal that loneliness – across all geographies and age groups – is having a profound impact on mental health, physical well-being, and society-at-large. But there is an antidote. Volunteering, enjoying meals together, and hosting gatherings create a deep sense of connectedness.

As the Alumni Association, we are uniquely positioned to be a force for good by doing what we do best – fostering belonging and building community.

2

Alumni at the Center

Broncos are galvanized by the stories of other Broncos. Celebrating “alumni in action” inspires others, reinforces Santa Clara values, and enhances the University’s reputation. It’s time to put **alumni at the center** of our messages and activities.

3

Broncos for Life

The interests, needs, and preferences of alumni **change** over time. We must attend to these transitions and create programs that are relevant and valued throughout their Bronco Lifecycle – from incoming student to Gianera Society member, and beyond.

Our Key Priorities

define the **attitudes and actions** critical to the success of the Alumni Association and Santa Clara University.

We aim "...to sustain and nurture the 'secret sauce' that has long characterized our Bronco community – the incredibly strong ties and lifelong relationships formed among students and sustained among our alumni, which is so important to our success as a university."

~ Santa Clara University Impact 2030

1



Deliver Value

Alumni choose to interact with SCU and one another. Each touchpoint must pique interest, drive involvement, and strengthen relationships.

Core Initiatives:

What's in It for Me?

Ensure alumni feel their engagement with the University represents a true exchange of value.

Get the Word Out

Demonstrate our value proposition while spotlighting the Alumni Association brand, distinct from – but aligned with – other University entities.

Enriching Experiences

Consistently showcase our value through opportunities for:

- Learning and Personal Growth
- Networking, Mentorship, and Professional Development
- Unique Encounters
- Meaningful Relationships
- Community Service
- Spiritual Growth



Personal & Relevant

One size does not fit all. Data-driven marketing campaigns and user-friendly online offerings will lead to more personalized interactions. Understanding and responding to diverse identities, geographies, professions, and interests will help win hearts and minds across the Bronco landscape.

Core Initiatives:

Segmentation

Articulate distinct alumni audiences by leveraging data and industry best practices.

Thoughtful Content

Deliver targeted content and communications that strategically align with our defined audiences.

Contemporary Online Interfaces

Deliver exceptional and secure online experiences by streamlining data processes, improving platform usability, and embracing emerging technologies.



Strengthen Our Communities

A sense of belonging happens when people share moments that form lasting, emotional ties. We must rethink what it means to convene, sustain, and grow our geographic, professional, affinity, and identity groups.

By proactively soliciting alumni feedback, learning from existing online models, and working closely with key partners, we will design genuine connections that create strong communities.

Core Initiatives:

Attentiveness

Actively listen and respond to how Broncos want to affiliate with SCU and each other.

Champions

Recruit motivated and talented community managers and guides.

Offerings

Promote activities (in-person and virtually) that build rapport and enhance professional and personal lives.

Resources

Establish community guidelines and tools while determining appropriate implementation resources (e.g., budget, headcount, technology.)



Make it Local

Broncos want to *feel* close to SCU, even if they don't *live* close to SCU. Addressing the specific geographic needs and interests of alumni *where they are* is crucial for meaningful engagement.

Core Initiatives:

News

Localize communications (e.g., web, email, social) by highlighting regional SCU updates and alumni accomplishments.

Programming

Offer regional events that deepen friendships, provide networking opportunities, and feature local alumni.

Influencers

Empower local volunteers to keep communities fresh and active.



Valued Voice

The four priorities of **Impact 2030** “..build upon the power of our committed and passionate Bronco community (i.e. the ‘secret sauce’) to develop and sustain belonging and lifelong connections for the diverse classes of our future.”

SCU needs energized and involved alumni as it strives to serve the world, shape the common good, contribute to social mobility, and strengthen our democracy.

Core Initiatives:

At the Table

The Alumni Association exists to keep Broncos joyfully rooted to their alma mater and each other. As such, we will be actively involved in advancing **Impact 2030**.

Begin with the End

Student and alumni demographics will change rapidly as SCU becomes a more diverse and accessible campus. An intentional, holistic plan will help the University offer inclusive student experiences that seamlessly translate into inclusive alumni experiences.

5 cont.

Structured Collaboration

With the President's cabinet, we will craft a unifying vision of alumni engagement. Defined roles, aligned expectations, coordinated communications, and shared expertise will establish a culture of openness and trust across the full spectrum of our Santa Clara community.

Shared Responsibility

To meet objectives, optimize resources, and scale impact, we must leverage our campus partners to get more done through and with others.



Our Commitments

"I am proud of my fellow alums. They are people of integrity who are making a difference in the world."

*~ 2023 Alumni Attitude Survey Respondent,
Class of 1983*

By 2030, in anticipation of the Alumni Association's Sesquicentennial, we will grow the following benchmarks:

Ensure 45% of surveyed alumni feel they are still part of the SCU community.



Drive 1.5 million points of alumni engagement.



Ensure 60% of surveyed alumni are satisfied with their overall alumni experience.



Uniquely engage 30% of our contactable alumni.



Aligned with the Big Ideas and Key Priorities and grounded in our Guiding Principles, we will **report annually** on our prior accomplishments and goals for the coming year.

Detailed analysis of alumni engagement data is available online at scu.edu/alumni/strategicplan.

Timely & Timeless

*“The ultimate measure of our university
is the lives our alumni lead”*

*~ University President
Julie Sullivan, Ph.D.
Board of Regents Meeting,
October 2022*

SCU is rising. As leaders and change agents, our alumni are vital to helping the university achieve new heights. Their words and actions forge a more just, humane, and sustainable world; **their lives are our mission brought to life.**

As the Santa Clara University Alumni Association, our community-centric, purposeful, data-informed, and forward-thinking approach is both timely and timeless. As we embark on an ambitious course for the future, we will listen and respond to the needs and interests of Broncos everywhere.

Appendices

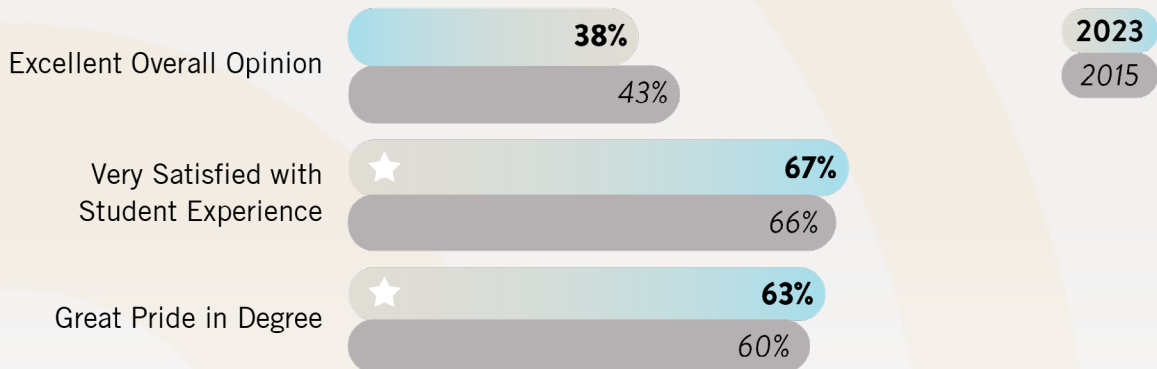
Alumni Attitude Survey Takeaways

In 2015, the Alumni Association commissioned our first comprehensive survey to assess the attitudes, behaviors, and interests of Santa Clara University alumni.

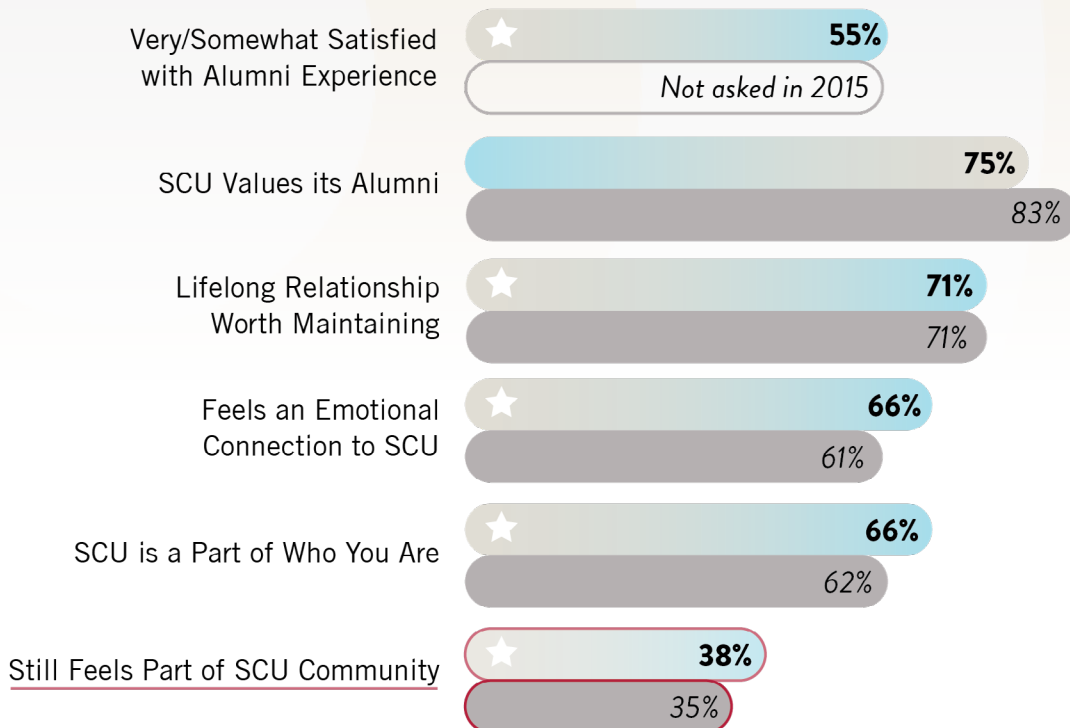
We commissioned a similar survey in April 2023 to benchmark current feelings and measure our alumni engagement efforts.

Broad Feelings

UNIVERSITY OVERALL



ALUMNI EXPERIENCE



Still Feels Part of the SCU Community

Feeling part of the SCU community is a strong indicator of emotional connection and engagement.

ALUMNI WHO FEEL PART OF THE COMMUNITY ARE

3-4x

MORE LIKELY TO...

Feel an emotional connection to SCU

Feel a lifelong relationship with SCU is worth maintaining

Recommend SCU to a prospective student

Feel SCU values its alumni

Have an excellent overall opinion of the University

Feel SCU is one of the most important affiliations in their life today

Feel very satisfied with their overall experience as an SCU alumnus/a

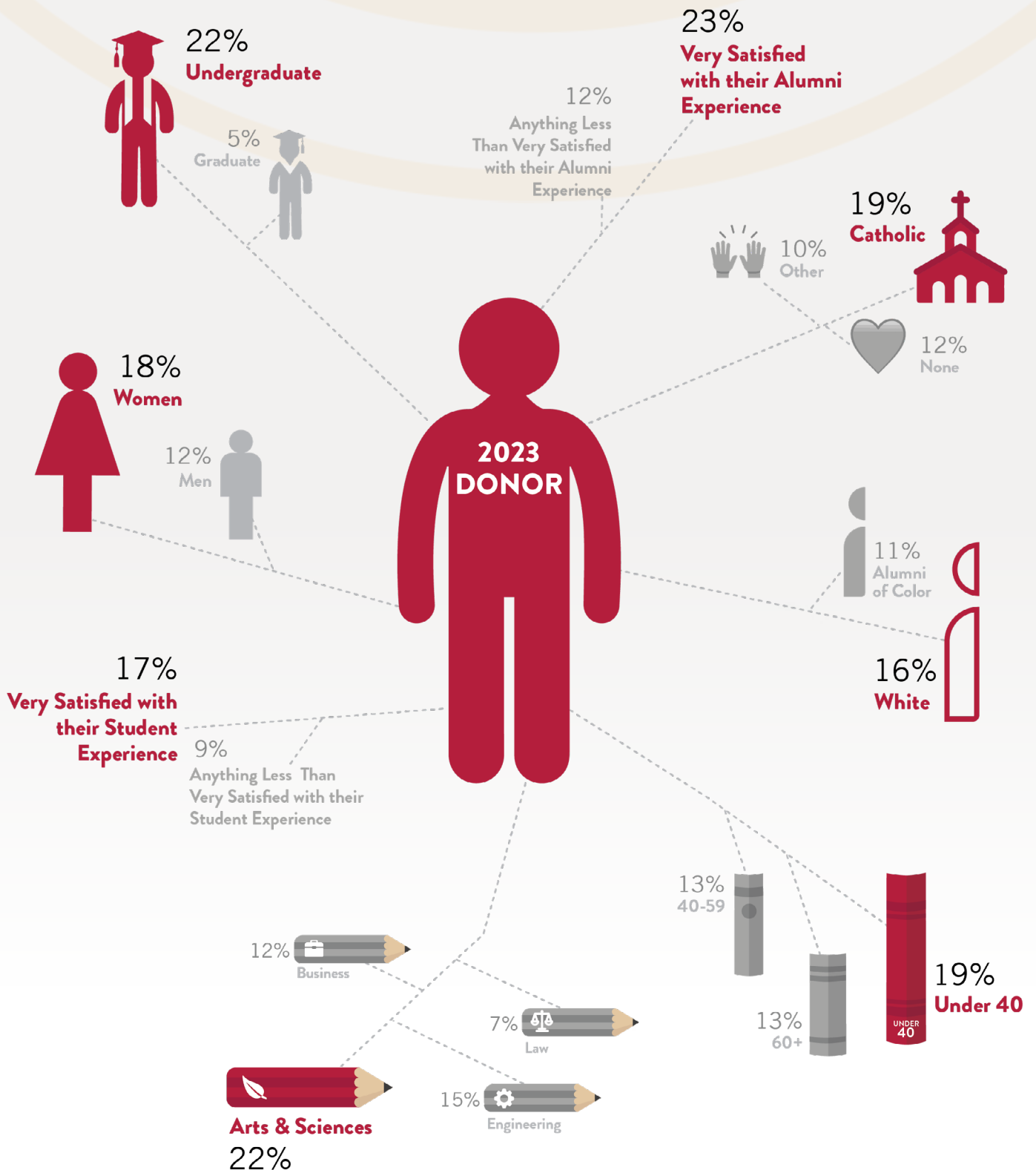
Feel a great deal of pride in their SCU degree

Feel SCU is a significant part of their identity

Be a donor

Donor Profile

Based on survey data, alumni are more likely to support SCU philanthropically if they are...



Affiliation with SCU

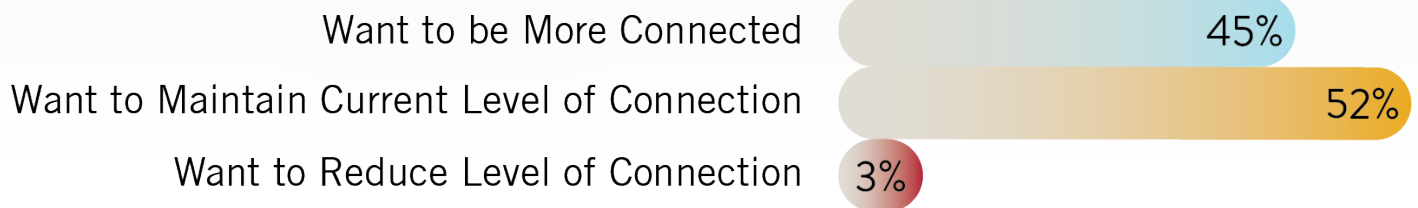
12%
One of the most important affiliations in my life today



55%
Important to me, but other affiliations are more important in my life today

34%
Not among the affiliations that are important in my life today

Connection to SCU

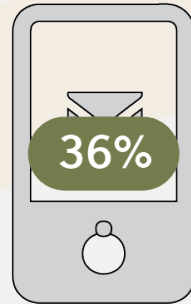


News & Information Preferences: Source

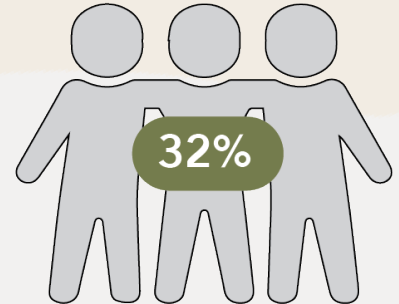
Santa Clara Magazine



Bronco Connect/3PT



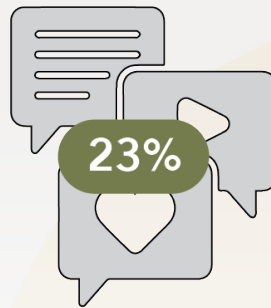
Friends or Relatives



Event Emails



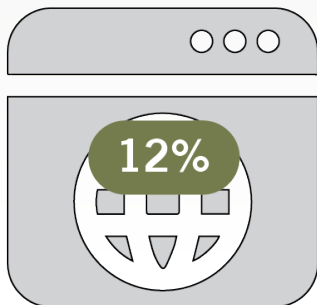
SCU Social Media



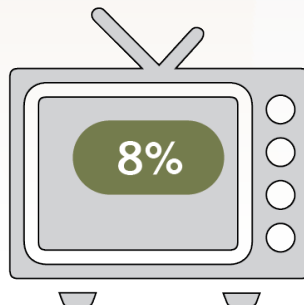
College/School/Center



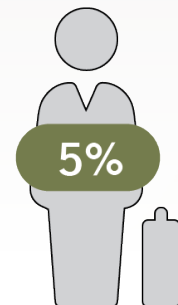
SCU Websites



Traditional Media

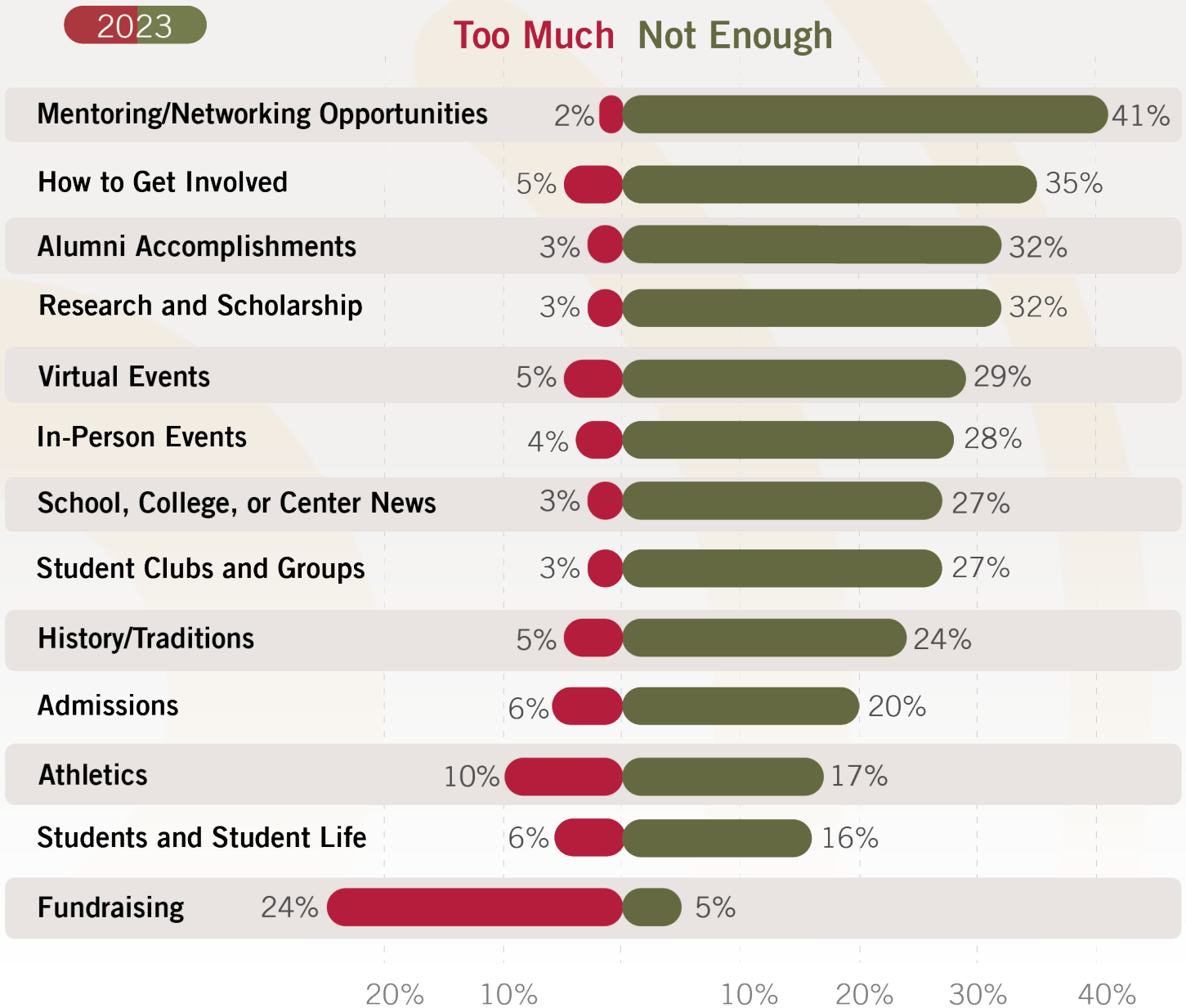


Faculty/Staff



News & Information Preferences: Frequency

We asked alumni whether they receive “too much,” “the right amount,” or “not enough” information about SCU on a variety of topics:



Key Takeaway: Alumni want more information from their alma mater on most subjects.

Actions Taken in the Past Year

SCU Mindshare:

Last Time Alumni Mentioned SCU in Conversation

13%

Today or Yesterday

27%

Within the Past Week

32%
More than One Month Ago

28%
Within the Last Month



Read Santa Clara Magazine



Wore or displayed SCU apparel/merchandise



Visited the University website



Recommended SCU to a prospective student



Came back to campus



Visited SCU or SCU Alumni social media



Honked or waved after seeing an SCU license plate holder or someone wearing SCU gear



Hired/Got hired by a Bronco



None of the above

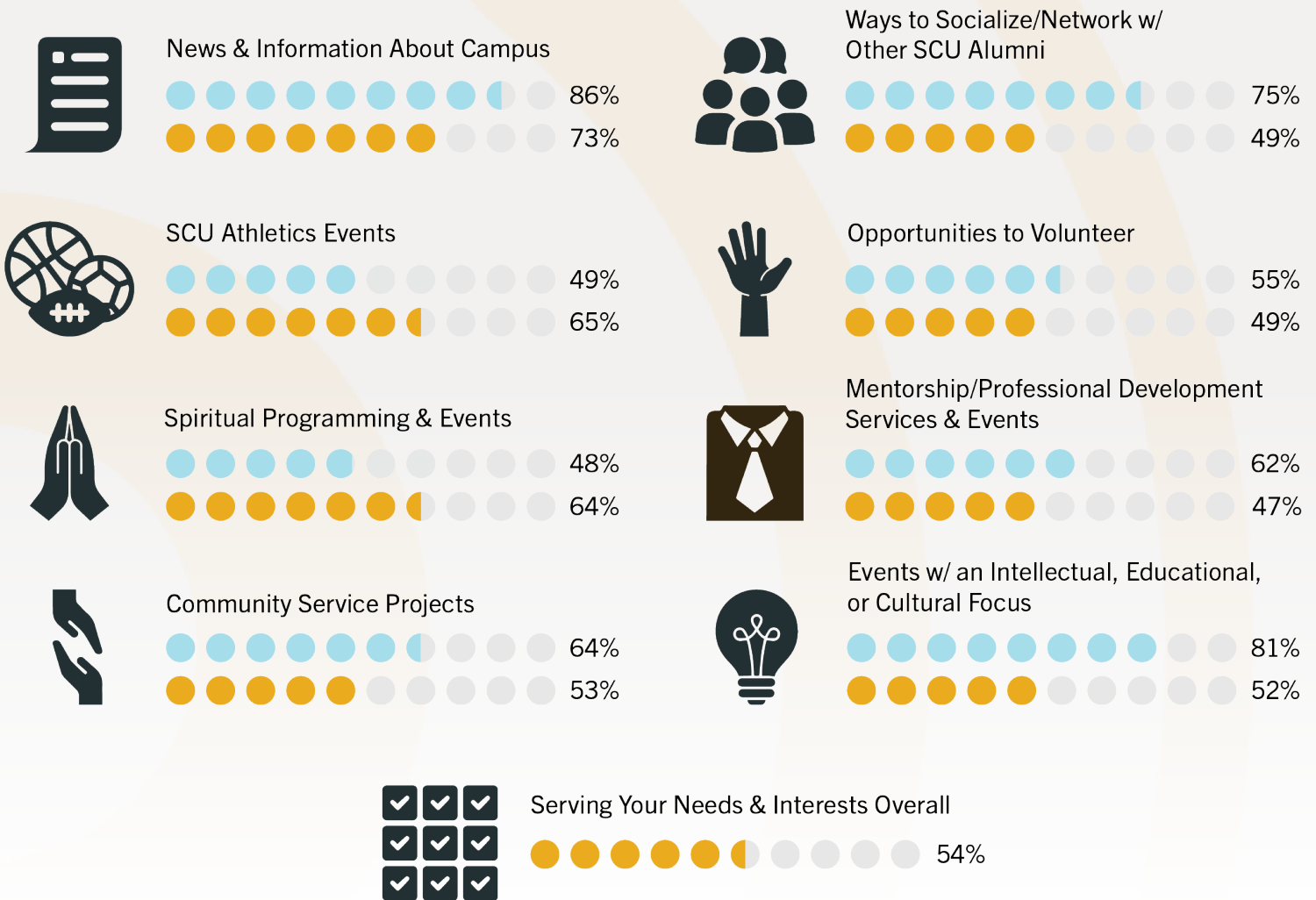


Meeting Needs and Interests

Alumni shared the ways they're interested in staying involved with the University. We compared the results with whether they feel SCU is effective at providing those engagement opportunities.

● Alumni Interest

● SCU Effectiveness



Alumni Attitude Survey methodology and demographic breakdowns are available online at scu.edu/alumni/strategicplan.

High-Level Alumni Relations Accomplishments

Since launching [Inspiring our Alumni. Supporting our University. Bettering our World](#) in 2017, the Alumni Association has consistently delivered creative, high-quality events, programs, and communications despite the challenges of COVID-19. We leveraged new technologies to connect graduates globally; built industry, identity, and interest communities; and developed programs for professional growth and alumni-student connections.

Key highlights include:

COVID-19 Pivot

In response to the COVID-19 shutdown beginning in March 2020, the Alumni Office transitioned quickly to new ways of working.

- **Virtual Engagement:** Delivered 30+ unique events with over 1,200+ alumni attendees, including Virtual Examen sessions with **Jack Treacy, S.J. '77** and the [Bronco Expert Series](#)
- **Expanded Resources:** Created new online offerings (e.g., [Broncos on The Frontlines](#), the [Bronco Business Registry](#), and [3-Point Thursday \(3PT\)](#))
- **Class of 2020:** Supported the class of 2020 through their COVID-impacted graduation with web content, swag, [celebrity videos](#), [alumni words of encouragement](#), and a belated commencement ceremony
- **Grand Reunion 2021:** Celebrated two sets of class years: 0s/5s, who missed their 2020 reunion, and 1s/6s who celebrated in 2021

Alumni Connections

To engage alumni of all ages and interests, we developed many new programs and made improvements to existing offerings.

- **Class of 2021 Time Capsule:** During Grand Reunion, we buried a time capsule for the class of 2021 in the Bannan Alumni House backyard, which will be unearthed at their 20th Reunion
- **Bronco Mini Sessions:** Staged a professional photo shoot for alumni and their families in front of the Mission Church
- **Ashland Travel:** Arranged a three-day trip to the Oregon Shakespeare Festival (OSF), including a talk with two OSF actors and daily debrief conversations with SCU theatre professor, Aldo Billingslea
- **Alumni Email Program:** Collaborated with Information Technology and Advancement Services to offer SCU graduates Google-hosted @alumni.scu.edu email accounts
- **Young Alumni:** Created a Young Alumni Focus Group and Young Alumni Advisory Committee (YAAC) to solicit engagement ideas, develop tailored events, and inspire targeted communications, marketing plans, and social media campaigns
- **Bronco Exchange:** Launched the Student & Alumni Connections Hub of Bronco Exchange – an easy-to-use networking, mentoring, and career connections platform – to connect SCU alumni, students, faculty, staff, and friends

Mind Share

We continued to find new ways to keep our alumni informed and engaged with SCU.

- **100K Alumni:** Launched a bespoke [website](#) and grassroots engagement campaign to celebrate crossing the 100,000 alumni threshold
- **Social Media:** Surpassed 45,000 combined followers across Alumni Association social media accounts, a 26% overall increase
- **Graduating Seniors:** Distributed an exclusive alumni license plate frame to the classes of 2021, 2022, and 2023
- **Spirit, Pride, History, & Tradition:** Marked 100 years of the Bannan Family's relationship with SCU by renaming our building the Bannan Alumni House. We also celebrated the 140th Anniversary of the Alumni Association and produced 11 Notable Alumni banners, which are displayed around campus

Alumni Voices

Alumni have shared their ideas, opinions, and advice through surveys and focus groups. Their suggestions informed Alumni Association and University strategies and activities.

- **Surveys & Focus Groups:**
 - Career Resources Survey
 - Post-COVID Preference Survey
 - Alumni Association Inclusion Survey
 - Graduate Alumni Survey
 - 2023 Alumni Attitude Survey
 - 2023 Regional Focus Groups
- **Impact 2030:** The Alumni Board of Directors participated as a primary focus group for the [University's Strategic Plan](#)
- **JEDI:** The Alumni Identity Council participated as a primary focus group for the University's Justice, Equity, Diversity, and Inclusion (JEDI) Strategic Plan

Campus Connections

To increase the overall efficiency and effectiveness of alumni engagement, we focused on creating truly collaborative campus partnerships.

- **MOOCs:** Launched three Massive Open Online Courses with the Markkula Center for Applied Ethics
- **Staff Engagement:** Created the Super Broncos Alumni Group to recognize and highlight all graduates who also work at the University
- **Prospective Student Engagement:** Worked with Undergraduate Admissions to include the Bannan Alumni House on physical and virtual campus tours
- **New President:** Welcomed Dr. Julie Sullivan as SCU's 30th President with a unique class year procession (involving 70 alumni from the classes of 1951-2021) as part of her inauguration ceremony and more than a dozen regional "Meet the President" events

Data

To support SCU's \$1 billion **Innovating with a Mission** capital campaign, we committed to uniquely engaging 35% of our contactable alumni and driving 1 million points of alumni engagement.

- **Identify:** Identified 150 points of alumni engagement to track and measure our accomplishments
- **Capture:** With 70+ campus partners, developed an annual coding process to capture and save data in SCU's constituent database (CLARA)
- **Analyze:** Analyzed alumni demographics by class year to better understand where we could improve engagement and which demographics we are serving well

Organizational Alignment

Our team adapted to changing circumstances while remaining efficient, effective, and entrepreneurial.

- **Staff:** Reconfigured the Alumni Office team to better align with the Key Priorities in our 2017 Strategic Plan. We added a Content Creator and a Systems & Technology Specialist while repurposing existing resources to offer new programs (e.g., Alumni Book Club, Alumni Bookshelf), create more original content, and better focus on young alumni, graduate alumni, current students, and identity groups
- **BOD:** Reengineered the Alumni Board of Directors by diversifying our membership, extending the term of our Board President to two years, coordinating annual meetings between the Alumni Board President and University President, launching a Virtual Speaker Series for current and former members, and building credibility as the voice of our alumni
- **Technology:** Adopted new platforms to increase our productivity (Asana), enhance alumni engagement (Bronco Exchange), and improve customer service (Cvent)

Redesign or Relinquish

Based on qualitative and quantitative data, we discontinued the Mission Wine Collection program, the annual Pasta Feed and Bronco Legends Night, the Young Alumni Soiree, and the New Student Calling Program. We also transitioned ownership of "Illuminate," SCU's thought leader blog, to University Marketing & Communications.



Alumni
ASSOCIATION