



ALUMNI IMPACT 2030:

Community at the Heart

WELCOME SCU
ALUMNI & FRIENDS

Santa Clara University



2025
Santa Clara

Loyola Marymount University



ONE FAMILY
100,000
ALUMNI
endless stories

3

Society of Alumni
Santa Clara College.

Santa Clara College
April 27th 1881.

Pursuant to a printed circular issued by Messrs. B. D. Murphy, A. J. Hauffrignon, W. C. Kennedy, Jas. H. Campbell and Chas. F. Wiley, and mailed to the graduates of Santa Clara College, about thirty of the alumni assembled this day at the College for the purpose of organizing an Alumni Association. After partaking of an elegant lunch generously provided by the College authorities, and some time spent in happily recalling the memories of other days, the gentlemen present were conducted to the Hall of the Philanthropic Debating Society by Rev. Father Pinasco, President of the College, and Rev. Father Young. The meeting having

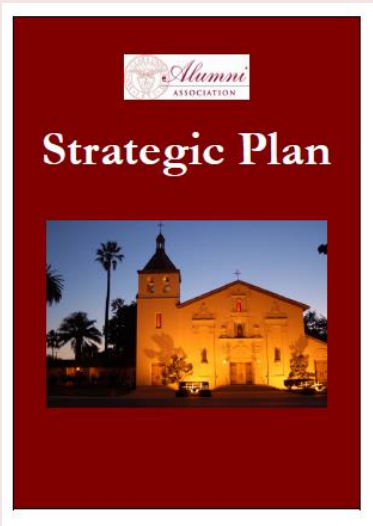


**WE BELIEVE A STRONG
SANTA CLARA FAMILY
MAKES THE WORLD
A BETTER PLACE**

Passion. Lifelong. Values

Strategic Planning

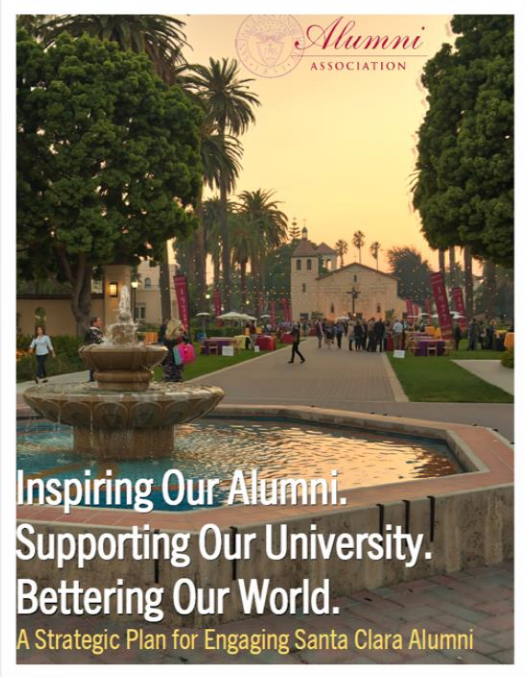
A History



2007
Alumni Relations
101



2017
Advocacy
Primer



2024
Vision
Framework



Purpose



Santa Clara
Alumni Association

**Guide our
decision-
making**

**Align us
with SCU
Impact
2030**

**Move the
Association
boldly
forward**



Santa Clara
Alumni Association

Objective



Santa Clara
UNIVERSITY
JAA | July 2025

**Share Our
Story &
Data**

**Learn From
Your
Experience**

**Strengthen
Our
Profession**



Santa Clara
Alumni Association

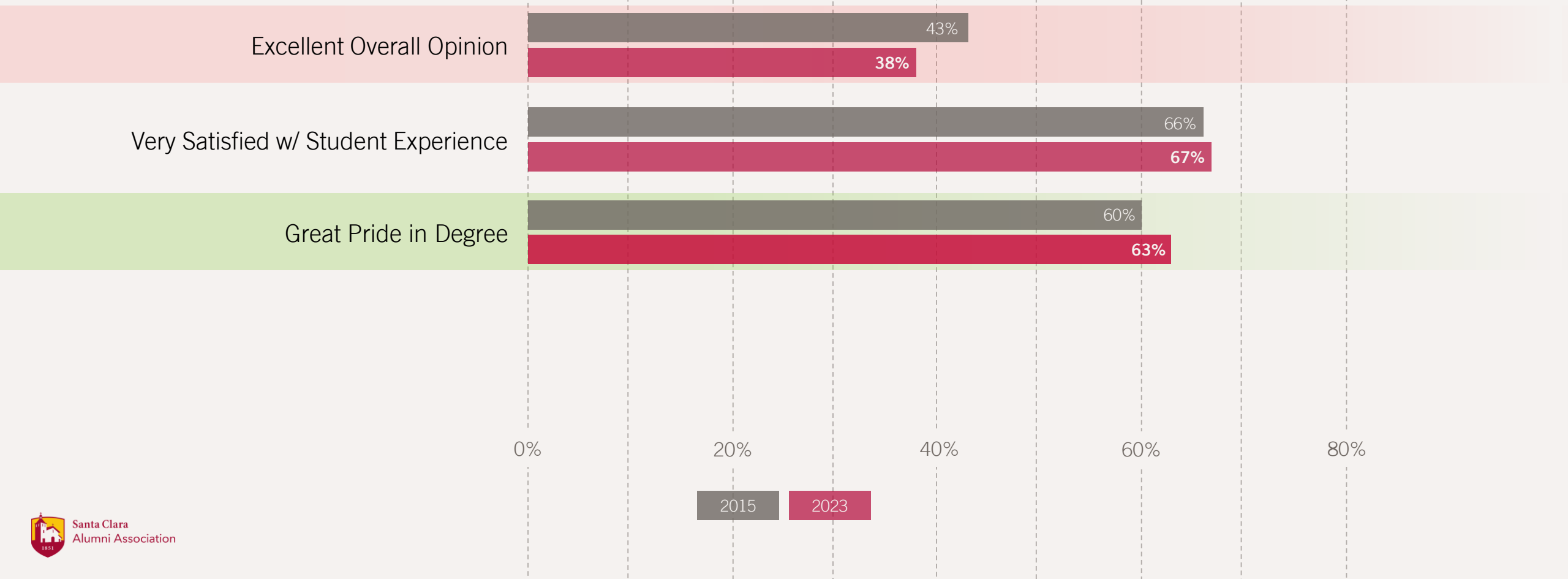
What We Learned





Feelings: 2015 vs. 2023

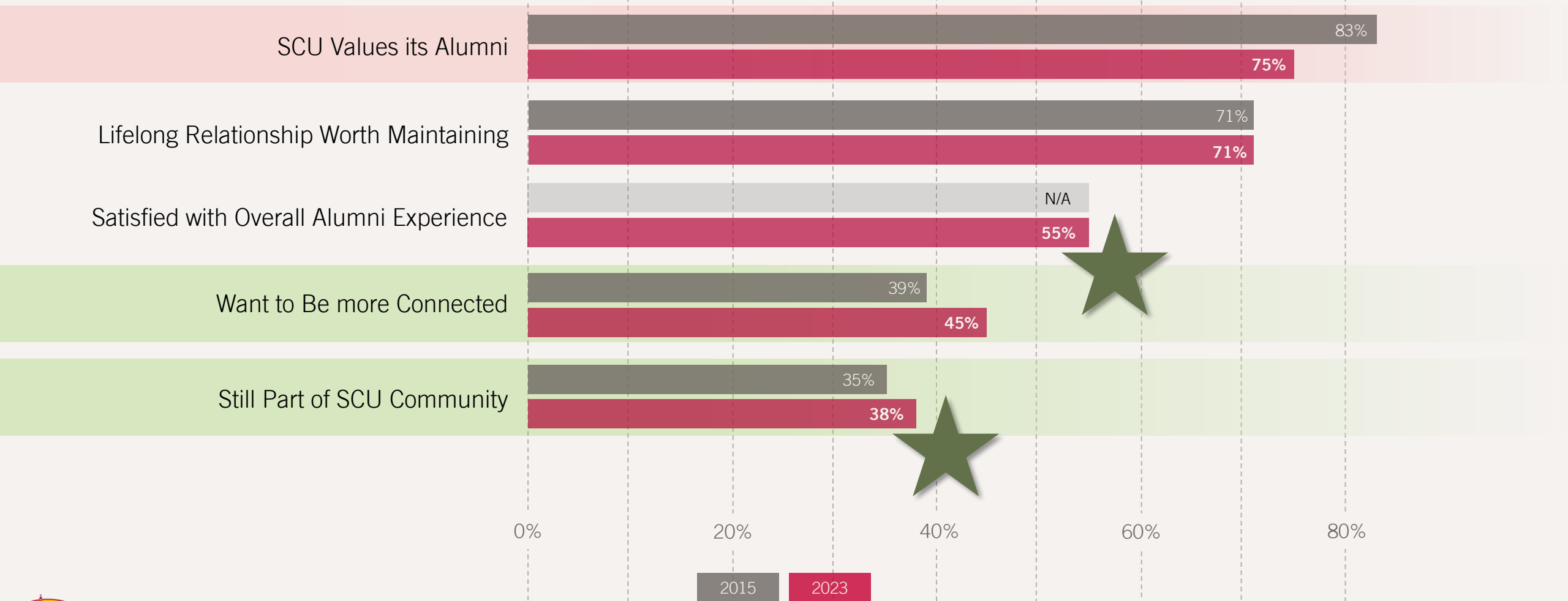
University Overall





Feelings: 2015 vs. 2023

Alumni Experience



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

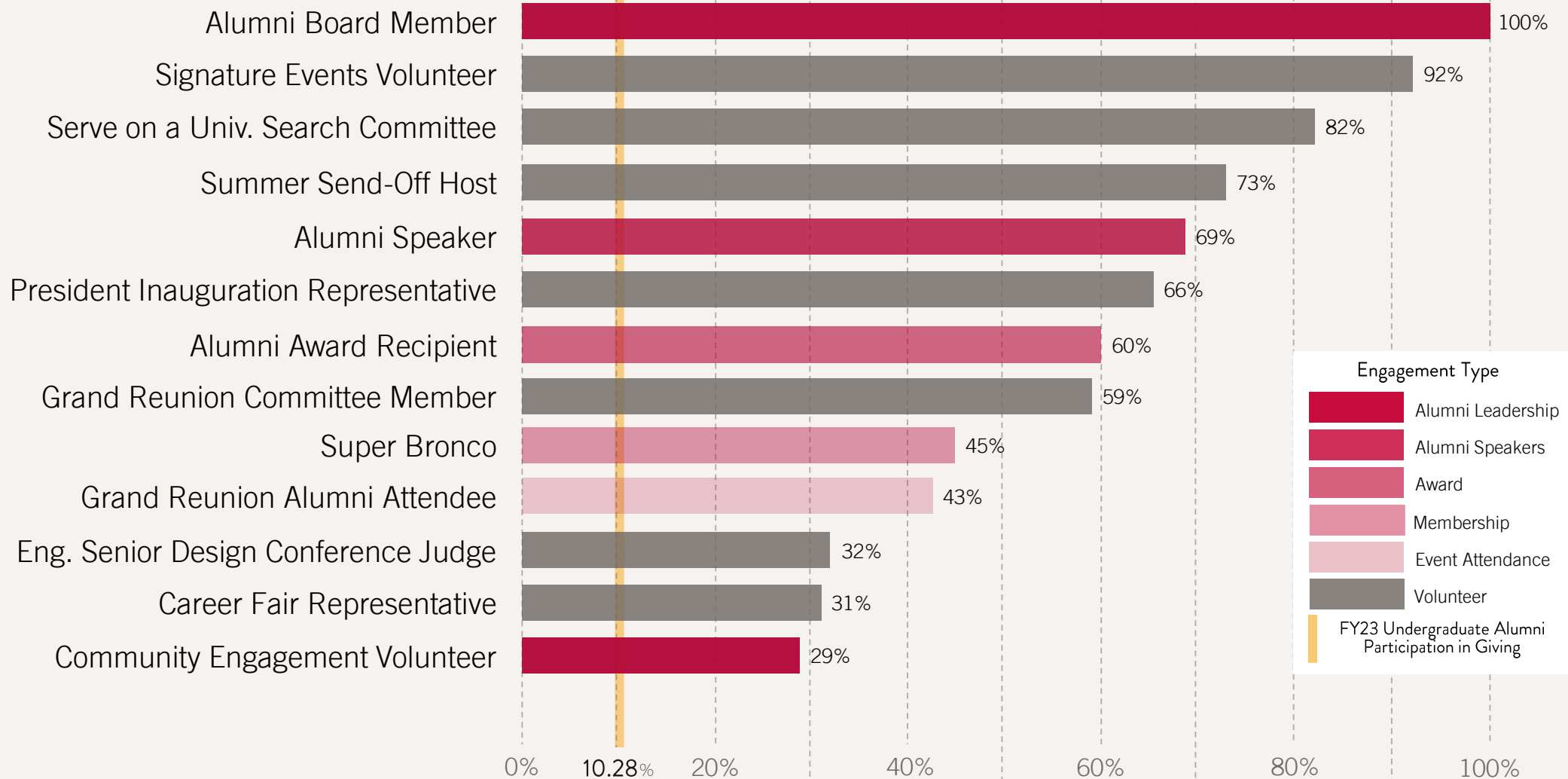
Feel SCU is a significant
part of their identity

Be a donor



FY23 Volunteer Engagement and Giving

FY23 Volunteer Engagement





Alumni Impact: 2030

Community at the Heart

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

**Guiding
Principles**

**Big
Ideas**

**Key
Priorities**



GUIDING PRINCIPLES

*Behaviors needed to accomplish our
Big Ideas and Key Priorities*



GUIDING PRINCIPLES

To garner the attention and gain the trust of our alumni,
we will convey a clear, compelling purpose
for every event, communication, and interaction.

**Driven by
Purpose**



GUIDING PRINCIPLES

We are in the people-business and will **engage** our primary constituencies with the ultimate goal of stewarding and sustaining relationships.



Driven by Relationships



GUIDING PRINCIPLES

We will explore fresh perspectives,
take intelligent risks,
harness technology,
evaluate performance,
and **continuously improve**.

**Driven by
Innovation &
Discovery**



GUIDING PRINCIPLES

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

**Driven by
Engagement
Data**

PURPOSE
RELATIONSHIPS
INNOVATION
DISCOVERY
ENGAGEMENT DATA

BIG IDEAS

*High-level **strategies** that drive
our most important priorities*



BIG IDEAS

Community is at the heart of the SCU Experience.

Loneliness is an epidemic in our society. 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.**

#1

The 4th C: Community



BIG IDEAS

#2 Alumni At The Center

Broncos are galvanized
by the stories of other Broncos.
It's time to put [alumni at the center of
our marketing messages and activities.](#)



Santa Clara
Alumni Association

BIG IDEAS

We must be attentive to the changing interests, needs, and preference of alumni over time, **creating programs that are relevant and valued throughout their Bronco Lifecycle.**



#3 Broncos for Life

KEY PRIORITIES

*Attitudes and actions critical to the success of
the Alumni Association and Santa Clara University*



#1 Deliver Value

Alumni choose to interact with SCU and one another.

Each touch point must pique interest, drive involvement, and strengthen relationships.

What's In It For Me?

True Exchange Of Value

Get The Word Out

Lift Our Brand

Enriching Experiences

Enriching Participant Experiences



#2 Personal & Relevant

One size does not fit all.

Understanding and responding to diverse identities, geographies, professions, and interests will win Bronco hearts and minds across all outreach efforts.

Segmentation

Audience Segmentation

Thoughtful Content

Targeted Content Aligned To Audiences

Online Interfaces

Exceptional Online Experiences,
Embrace Emerging Technologies



#3 Strengthen Our Communities

We must **rethink what it means to convene, sustain, and grow** our own geographic, professional, affinity, and identity **collectives**.



Attentiveness

Listen & Respond

Offerings

Build Rapport; Enhance Personal & Professional Lives

Champions

Managers & Guides

Resources

Guidelines, Tools, & Resources

#4 Make it Local

Addressing the specific geographic needs and interests of alumni *where they are* is crucial for fostering more inclusive and energized alumni.



News

Localized Communications

Programming

Regional Events; Feature Local Alumni

Influencers

Local Volunteers

#5 Valued Voice

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.

At The Table

Alumni Association Actively Advance Impact 2030

Begin With The End

Holistic Plan: From Prospective Student To Engaged Alumni

Structured Collaboration

Unifying Alumni Vision

Shared Responsibility

Do More Through Others



OUR COMMITMENT



By 2030

1.5 million

Overall points of alumni
engagement

↑
FY23: One million

60%

Alumni satisfied
with overall alumni
experience

↑
FY23: 55%

30%

Uniquely
engaged alumni

↑
FY23: 20%

45%

Feel they are still
part of the SCU
community

↑
FY23: 38%



TIMELY & TIMELESS



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 that 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.

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

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



What's Next



**Reactions
& Feedback**

**Predications
& Trends**

**Engagement
Data,
Coding &
Reporting**

**We are all
Alumni
Relations
Officers**

**Your
Challenges**



Santa Clara Alumni Association