On July 1, the University of Arizona Alumni Association and the University of Arizona Foundation united to better serve constituents and the campus community.

The two organizations have combined budgets and staffs to create a new, holistic office while retaining their status as separate 501(c)(3) organizations. Known as the University Alumni and Development Program, the office's mission is to "advance the University by engaging a diverse Wildcat community ? including alumni, parents, students and friends ? in meaningful ways that inspire lifelong connection and foster a culture of philanthropy that helps the University achieve its aspirations."

"This model represents best practices at universities across the country," says John-Paul Roczeniak, president and CEO of the Foundation, who leads the UADP. "It also reflects the way that many colleges throughout the University of Arizona are already structured, with alumni and development offices united in their work."

The hope is that alumni and donors will have an improved experience but won't notice much of a change. The Alumni Association and Foundation will continue to maintain existing branding, websites and social media accounts.

Two years ago, the Alumni Association changed its membership program to make membership available to all alumni, with additional benefits available to those who became sustaining members through financial support. That program will be replaced with Arizona Loyal [1], a new recognition program for those who support any area of interest on campus with a gift of any size, for two years or more in a row.

Distinct Alumni Association and Foundation programming will remain in place, while joint events and cross-promoted programs will give colleges and units more opportunities to connect with alumni.

The formation of the UADP also brings more centralized services, including responsibility for maintaining and improving alumni and donor data, coordinating and promoting local, regional and digital engagement events, overseeing a unified communications program including Arizona Alumni Magazine and more.

Currently, the Alumni Association and the Foundation's University Development Program are guided by separate strategic plans. In spring 2021, the UADP will embark on an internally led process to bring these plans together around key goals outlined in the University's strategic plan, including doubling alumni engagement and giving.

"We've worked in partnership for years. I believe that as a new, combined office, we will be able to serve our constituents better than ever," says Roczeniak. "I can tell you that in my years with the University, I have met so many passionate Wildcats, and nothing is more satisfying
than helping someone find a way to make an impact, whether that means connecting them to a volunteer leadership position, making a gift or anything in between. I am excited about what’s ahead.”

Source URL: https://uaatwork.arizona.edu/lqp/alumni-association-and-foundation-unite

Links
[1] https://arizonaalumni.com/arizonaloyal