How can the UA establish more Universitywide scholarships for students? How might it boost alumni volunteerism? Or improve parent engagement?

About 150 UA stakeholders — including members of local boards and councils, alumni, parents, faculty and staff — gathered at a conference to tackle these questions and more to gain insight and share feedback on key topics related to priorities emerging from the University's new strategic plan.

The Engage conference was presented by the University of Arizona Foundation in partnership with the Alumni Association and colleges and units across campus.

Some attendees brought the perspective of serving in multiple roles.

"I'm glad so many graduates, friends, supporters and believers dedicated an entire Friday to thinking about some of the biggest challenges facing the university," said Tilghman Moyer, vice president for main campus development.

Working in strategy groups, attendees focused on specific issues. Moyer and other UA staff are now using the feedback gathered to help them move forward with marketing and engagement plans.

Moyer is spearheading efforts to build the scholarship support the UA needs in order to achieve the plan's Pillar 1 objectives. Increasing unrestricted, Universitywide scholarships is important for both recruitment and retention efforts, he said.

The scholarship support group discussed the types of marketing messages that resonate best with them, said Liz Warren-Pederson, assistant vice president of marketing and communications for the UA Foundation.

"It was clear some people respond to data, and some to storytelling. It's important to use both approaches as we put scholarship opportunities in front of donors," she said.

Other groups discussed topics including enhancing the UA's global presence, boosting alumni volunteerism and better engaging parents. Lisa Fahey, associate director of development for the College of Engineering, worked with a group of alumni, donors and staff to create a plan for engaging women in STEM through philanthropy. The primary goals are to recruit, retain and reward women.
"We talked about what this looks like at the UA, with our existing supports and partnerships," she said. "When our new dean starts in July [1], we'll have a nice plan to put in front of him."

UA President Robert C. Robbins and UA Foundation President and CEO John-Paul Roczniaik spoke to attendees at the March 1 conference about the importance of engagement and philanthropy in making the most of the UA's opportunities. A panel of alumni and students talked about their own UA journeys of engagement and support.

"People care passionately about this university. Everyone came from the same intention: to strengthen an already strong institution. It's not business as usual," Moyer said.

**Source URL:** https://uaatwork.arizona.edu/lqp/ua-supporters-share-their-perspectives-strategic-plan-goals-engage-conference

**Links**
[1] https://uanews.arizona.edu/story/hahn-named-dean-engineering