

STATE OF THE ASSOCIATION

Thanks to your help, the Alumni Association reached new heights in the 2017 - 2018 fiscal year. Record-breaking attendance at events, double-digit growth in alumni volunteerism, and more scholarships awarded to more students than ever before, all made this a year to remember for the Terp alumni community. We appreciate all of your work to help make it happen, and couldn't be more proud about where we're headed.

Thank You!

EVENT HIGHLIGHTS

26,000

alumni, students, parents, and friends were engaged through in-person and online programs.



Advocacy Day

The Alumni Association held its first ever Terp Advocacy Day in March 2018. We brought together 40 alumni and students to advocate to nearly 50 Maryland state representatives on some of the university's most important issues.



Maryland in Manhattan

The Alumni Association hosted its 8th annual Maryland in Manhattan at the Edison Ballroom near Times Square in New York City. Five alumni were honored for professional achievement and their commitment to the Terp alumni network.



EnTERPreneurs in the City

The Alumni Association hosted a new series called EnTERPreneurs in the City in New York, Washington, DC, San Francisco, and Prince George's County. Each event featured several Terp startups and business leaders to share tips and advice with fellow entrepreneurs.



Information Disruptors

The Alumni Association, in collaboration with our schools and colleges, presented a TED-style event featuring UMD alumni sharing insights on the opportunities and consequences of the information age. Over 125 Terps attended this event in Tysons Corner, Va.

Other Memorable Events

Light City Terps Reception

Baltimore, Md.

Fearless Conversations: Women in Tech

San Francisco, Calif.

Fearless Conversations: Terps in Entertainment

Los Angeles, Calif.

Seattle Terps @ Starbucks HQ

Seattle, Wash.

Members-Only Summer Tour

Unique and exclusive experiences for members in *Philadelphia, San Diego and Atlanta*

SHOUTOUT TO OUR VOLUNTEERS



Women of the Clark School Brunch

Annual partnership between the Engineering Alumni Network and the Women in Engineering Student Advisory Board. The event features an alumnae panel discussion moderated by alumnae and student leaders followed by small table talks for 8-10 women.



The iSchool: A Night at the Haitian Embassy

Nearly 100 guests were welcomed and enlightened by a speech delivered from his Excellency, Ambassador Paul Altidor on library and information resources in Haiti. Additionally, the iSchool's Dean, Dr. Keith A. Marzullo, brought the audience up-to-date with the iSchool's progress and future growth plans.

Other Notable Events

Atlanta Alumni Network

hosted 98 Terps and their families during their 19th annual Crab Feast, making it one of the largest crab feasts in the Atlanta area to date.

CIVICUS Alumni Network

hosted 33 alumni and current students to network and make sandwiches for Martha's Table in Washington DC. during Terp Service Month.

New York Terps Alumni Network

hosted the 5 Boro Bike Tour with over 20 riders representing alumni, partners, friends and future Terps! More than \$4,500 were raised which went towards a student scholarship.

New Boards!

in Baltimore, **Howard** and Montgomery County as well as the new **Terp Entrepreneur Network!**

Welcome and thank you to our

98

NEW volunteer leaders who started service in the 2017-2018 year!



STUDENT ACHIEVEMENTS

Terp Bounds

Through our continued partnership with Undergraduate Admissions, we hosted **6 Terp Bounds** in key markets aiming to convert admitted students to Terps.



Ft. Lauderdale, Fla.



Chicago, Ill.



Stamford, Conn.



Los Angeles, Calif.



New York, N.Y.



Philadelphia, Pa.

2 National Awards



SALC received district-level and national recognition awarded by the Council for Advancement and Support of Education Affiliated Student Advancement Programs (CASE ASAP).

- Student Leader of the Year: **Marion Irvin**
- Outstanding Emerging Organization: **SALC**

M Book Relaunch



First published in 1916, our new version of the M Book, aims to educate on the university's history and

traditions by inspiring Maryland pride through an interactive bucket list, fun alumni cartoons, and a true guide to the student experience at Maryland.

\$42,000

in scholarships awarded to nearly 20 students.

COMMUNICATIONS

Social Media



Facebook: Grew followers to 16,657 in FY18. Goal for FY19 is 17,500.



Instagram: Grew followers to 1,082 (nearly 50% increase from FY17). Goal for FY19 is 2,000.



LinkedIn: Grew followers to 33,500. Goal for FY19 is 34,500.

Through the Terp Love for Life campaign, we engaged more than 4,600 users and gathered more than 40 stories from alumni couples.

Homecoming 2017

Facebook reach: 59,974

Instagram Reach: 14,437

Homecoming Ads garnered approx.

300 link clicks to our tailgate registration

Top 5 Webinars

1. Preparing Your Online Presence for Your Job Search
2. Leveraging Your Smith Alumni Network
3. The Art of Presence
4. How the Internet of Things (IoT) is Transforming Industry
5. Ten Things I Wish I Knew About Retirement

Terrapins Connect

Alumni: 2,223

Students: 1,634

Messages sent: 960

TERPS ONLY MOVE FORWARD

The Alumni Association implemented several new strategic initiatives in FY18 and early FY19 to expand our impact and inspire more alumni to join, volunteer, advocate and give to the University. Check out some of the exciting new programs below.

Terps Card

Launched in May, you can now show your Terp Pride with the Terps Card. Networks are eligible to get up to \$50 cash with each card opened using their promo code.



Terp Deals



The new and improved Terp Deals member benefits program re-launched on October 6, 2018. Alumni Association members have access to thousands of discounts and perks nationwide and a mobile app that allows members to access deals at the palm of their hands.

Nationwide



The Alumni Association renewed its partnership with Nationwide to continue bringing alumni great discounts on their auto, recreational and life insurance. We've also added new products to the portfolio to include commercial and pet health insurance.

Engagement Continuum

The Alumni Association will implement specific strategies to move alumni from engaged to alumni to join, volunteer, advocate and give to the University of Maryland. This will be the first large-scale effort by the Alumni Association to use alumni engagement data to inform membership and volunteer acquisition strategy.



High Impact Events

The Alumni Association is taking a leadership role with planning and executing 16 upcoming events for the Fearless Ideas: The Campaign for Maryland. These events will be hosted by President Loh, and feature faculty, student, and alumni speakers who inspire Terp pride with their Fearless ideas.

The Reeve Reading Garden



Made possible by an in-kind donation from Chapel Valley Landscape company, The Reeve Reading Garden was installed in October 2018 so students, alumni, parents, faculty/staff and guests have a beautiful place to relax when traveling to campus and the Riggs Alumni Center.



Directory

The Directory provides alumni and Alumni Association members the ability to search and connect with fellow Terps. Users can also select which communications they receive and update their personal information.

