



Alumni Relations: Philanthropy, Engagement, Partnerships, & Research

Student Success Internship

Presented by: Danielle Gaspar
2021-2022

UC MERCED

01

Overview

Brief introduction to the internship and its approach to serving the campus community

03

Accomplishments

Describing the tasks that were presented and the applicable benefits to completing these projects

02

Goals

Personal vision of the objectives for this role & its alignment with the Department's mission

04

Key Takeaways

Illustrating the impact of the internship on personal and professional growth



Danielle Gaspar (she/her)

- Economics Major with Natural Science Education & Psychology Minor
- Office of Alumni Relations, Student Success Intern
- Office of Social Justice Initiatives & Identity Programs, Lead Scholar Coordinator
- Student Alumni Association, President



01

Internship Overview

What does this role entail?

What does it hope to achieve
for the student intern?



Philanthropy

Educating the campus community on the importance and impact of Philanthropic work.



Engagement

Building meaningful relationships with student leaders on campus.



Partnerships

Creating connections with prospective campus partners and supporters.



Research

Seeking out resources and opportunities that will establish a solid foundation to expand our reach.



02

Internship Goals

What were the main goals for each assigned project?

What is the outlook for each task?



Alumni Data Procedures

Creating effective policies and processes to ensure the security of our Alumni information.

Student Philanthropy Month

Engaging students and campus partners in the importance of giving back.

Registered Clubs & Orgs Liaison

Leveraging resources and the network of student leaders and their mission.

Alumni Data Policy



CONNECTING ALUMNI.

The Office of Alumni Relations is dedicated to connecting alumni to their alma mater through engagements and volunteer opportunities. To ensure we are maintaining adequate data of engagement tracking and updates between our alumni network, we have developed an accessible process for our campus community to request data, engage alumni, and demonstrate how our Bobcats impact UC Merced. Whether you would like to request data points for a set group of alumni or would like to share which alumni you've connected with in the past few years, scroll down below to get started on your project.



LEADING

Dinner for
Champvocates



SERVING

Bobcats Give Back: Day
of Service



GIVING

RCO Crowdfunding
Initiative



ENGAGING

Gratitude & Friendship
Fair / Game Night





Connected with the
Fraternity & Sorority
Council



Engaged with the
Cultural Registered
Clubs &
Organizations



Provided resources
to the Housing &
Residence Education



03

Internship Accomplishments

What are the end results after conducting each project?

What was the impact to the campus community?



Kayla Judd

UC Santa Cruz

Alumni Engagement
Assistant Director



April Hul

UC Irvine

Director of Alumni
Engagement



Citlali Fortanel

UC Santa Cruz

Alumni Relations
Engagement Student
Intern

FOR ALUMNI, BY ALUMNI

ALUMNI RELATIONS

BOBCATS x BOBCATS

Requesting Alumni

The Office of Alumni Relations will host a request form that will serve as a platform to help bridge alumni with our campus and local communities. You may utilize this form to request alumni for an event, course, or program! Our office will work alongside the party that requests information to ensure that we connect you with alumni that's able to serve in the capacity you are envisioning.



Reporting Alumni Engagement

The Office of Alumni Relations would love to hear how UC Merced Alumni are engaging with their alma mater! Alumni often want to give back their time and skills with students, their faculty advisor, programs and/or organizations they were a part of. For any alumni who recently participated in activities, such as: guest speakers/panels, led workshops, attended events, featured in alumni highlights, etc. we'd record their involvement through a webform that's structured to easily access, record, and submit all alumni engagement activity.



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In your capacity as a UC Merced employee (faculty, staff, or student), agent, or vendor, you may be responsible for handling sensitive and confidential data pertaining to individuals and organizations that interact with the University. This information (for example, name, address, telephone number, employer, email address, giving history, wealth information, education, etc.) is maintained in the External Relations constituent database. The Raiser's Edge and auxiliary systems, including but not limited to the Anthology Encompass platform, ResearchPoint, LiveAlumni, RelSci and various profiles and summaries as compiled by the Prospect Research Unit.

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DR. VIKRAM AND PRIYA LAKIREDDY GRAND BALLROOM



OUR IMPACT

- Invited 3 Alumni Non-Profit Panelists
- 2 Community Partners
- Engaged 50+ Students
- Personal invitation to Living Learning Community
- Provided student-alumni mentorship
- Increased student interest for the Student Alumni Association



VISION

Local alumni, fellow students, staff, faculty and friends come together to make a difference through community service. Bobcats dedicated their time at Yosemite Lake, in partnership with UC Merced's Community Engagement Center.



OUTCOME

70+ Participants (alumni, families, students, staff, and faculty) joined us to paint benches, poles, and pick-up the trash around the Lake Yosemite area.



1

RCO CROWDFUNDING INITIATIVE

6 Registered, Clubs, & Organizations established fundraising goals for a passion project.

2

GRATITUDE & FRIENDSHIP FAIR

To spread the importance of expressing appreciation to those that contribute to our lives.

3

GAME NIGHT

Offered an additional opportunity for the 6 RCO's to fundraise towards their project goal.

Student Philanthropy Month



\$6,493

Donated

129% of \$5,000 goal

83

Donors

This campaign ended on March 31, 2022, but you can still make a gift to University of California, Merced by clicking [here!](#)



PILIPINX AMERICAN ALLIANCE
Cultural Celebrations

162% 28 Donors

Funded \$1,625 Donated



LAMBDA ALLIANCE
Lavender Graduation

95% 14 Donors


Campaign Ended \$955 Donated



PILIPINX AMERICANS IN SCIENCE & ENGINEERING
Academic Fair

133% 14 Donors


Funded \$1,000 Donated



MUSLIM STUDENT ASSOCIATION
Palestinian Awareness Week

181% 23 Donors


Funded \$905 Donated



NATIONAL SOCIETY OF BLACK ENGINEERS
Engineering Competition

150% 11 Donors

Funded \$1,125 Donated



ALPHA KAPPA PSI
App-a-thon

88% 12 Donors

Campaign Ended \$883 Donated

83 Unique Donors gave a total of 90 Gifts

Donors (based on gifts):

- 27 Alumni
- 9 Faculty/Staff
- 11 Friends
- 8 Parents
- 35 Students



04

Internship Takeaways

What are the end results after conducting each project?

What was the impact to the campus community?



- Through passion and trust, even in small teams, we can produce BIG results
- Being realistic with deadlines and goals because the quality of your work is more important than the quantity
- We have a tight-knit and unique community at UC Merced
- Other UC campuses structure their policy and data collection differently based on team size and resources
- Alumni & campus partners are seeking opportunities to support students (both financially and professionally)
- Students want to engage with the campus and organizations



Thank you for supporting me through this internship!

Jessica “JaeJae” Julian ’10

Magdalena Castaneda ’15

Amber Flores, MFA, CFRE

Patrick Hunt

Jackie Shay ’09, Ph.D. ’21

Student Alumni Association

Community Engagement Center

Office of Student Involvement



Thank You!



Do you have any questions?

Danielle Gaspar

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