



## Marketing & Outreach – UConnect

### OVERVIEW

UConnect is the process for constituents to connect with 'Canes Communities, and to submit their information for becoming involved as a 'Canes Community volunteer or as a member of the 'Canes Community's Executive Board. The UConnect form is available for constituents to complete as a printed postcard and as an online form.

[LINK TO UCONNECT - ONLINE FORM](#)

### UCONNECT PROCESS

- 1) Constituent submits completed UConnect form.
- 2) UM Alumni Association Regional Engagement Team updates constituent's information in the University's main constituent database and adds constituent to the e-mail recipients list in the 'Canes Community Mass E-mail System for the 'Canes Community in (or nearest to) the constituent's geographic area.
- 3) UM Alumni Association Regional Engagement Team e-mails constituent a welcome letter, providing overview information about the 'Canes Community and UM Alumni Association Regional Engagement Programming.
- 4) The UM Alumni Association Regional Engagement Team sends a UConnect Report (via e-mail) to 'Canes Community Presidents on a weekly basis with information about constituents who have completed a UConnect Form in the 'Canes Community's geographic area during a specified week.
- 5) The 'Canes Community President/Executive Board has discretion as to how to incorporate new constituents from the UConnect process. 'Canes Communities are strongly encouraged to reach out to new constituents who are interested in serving as volunteers or members of the 'Canes Community Executive Board and find a suitable role for them as active members of the 'Canes Community.