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LIFELONG CONNECTIONS, LASTING IMPACT

**UNT Division of University Advancement
UNT Alumni Association**

September 21, 2026



ADVANCEMENT STRATEGIC PLAN INSIGHT

President Harrison Keller's five-year **Look North** vision calls on UNT to become the nation's leading public university for fostering opportunity, innovation and student success. University Advancement helps bring that vision to life by connecting alumni, donors and friends with meaningful ways to invest in the future of the university.

Over the next five years, our work is centered on four priorities:

- 1. Expanding philanthropic investment** to advance student success and the university's highest priorities.
- 2. Deepening lifelong alumni engagement** through meaningful programs, volunteer opportunities and connections that strengthen the Mean Green community.
- 3. Delivering an exceptional donor experience** through thoughtful stewardship, personalized communications and lasting relationships.
- 4. Using strategic storytelling and data** to inspire generosity, strengthen engagement and demonstrate the impact of philanthropy.

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BETTER LOOK NORTH CAMPAIGN INSIGHT



Better Look North is the university's \$100 million student success campaign, launched in November 2026.

The mission is to expand opportunity through scholarships, student support, career-connected learning and transformative experiences. Together, alumni, donors and friends are helping UNT students graduate prepared to innovate and lead.

The campaign lays the foundation for UNT's next chapter of philanthropic impact, ensuring that future generations of students can discover more of what's possible. Because when students succeed, communities thrive.

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ALUMNI ENGAGEMENT STRATEGIC PLAN INSIGHT

STRATEGIC COMMUNICATIONS

Creating coordinated, consistent and segmented brand messaging to effectively inform UNT's alumni base about the importance of lifelong engagement with the University.

PURPOSEFUL ENGAGEMENT

Engaging the UNT alumni network and supporters wherever they are through meaningful programming, we will help to enhance their lifelong connections to the University.

CAMPUS COLLABORATION

Embracing an overarching vision of collaboration to enhance alumni-focused efforts of campus partners.

STUDENT AND EARLY ALUMNI CULTIVATION

Establishing a culture of early engagement and UNT pride to propel Mean Green students through graduation and beyond and establish their foundation for lifelong connections.

DATA ANALYTICS

Improving the quality of alumni data and analytics used for engagement tracking, feedback and data information decision making.

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UNT ALUMNI ASSOCIATION

Mission: Our mission is to foster a lifelong spirit of belonging and pride by connecting alumni and friends to the University of North Texas and each other.

Vision: We strive for profound engagement with a community committed to supporting and advancing UNT's excellence.

Values:

We share a proud legacy.

We welcome everyone.

We create lifelong relationships.

We make a difference.

MEET THE ENGAGEMENT TEAM



Joshua Jones

Assistant Vice President for Alumni
Engagement



Jasmine Carter ('09)

Director of Alumni Engagement



Chad Flenar ('22)

Assistant Director of Early
Engagement



Kayla Holloway

Assistant Director of Alumni
Engagement



Fawn Liebengood

Associate Director of Volunteer
Engagement

WAYS WE ENGAGE



- Alumni Network Events
- Wine Down Wednesday
- Brunch & Learn
- Homecoming
- UNT Nights Sporting Events
- Alumni Achievement Awards & 10 Under 10
- Collaborative College and Dept. Events
- Volunteer Opportunities (Ambassadors, Student Support, Speaking)
- More to come!

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Join The North Texas Network Online Community!

Whether you're a recent graduate, a seasoned alum or a friend of the university, the new North Texas Network is your exclusive space to grow your community. Sign up and discover what you can do on the North Texas Network.

community.untalumni.com

Where UNT alumni can connect on the go!



ALUMNI NETWORKS



Alumni Networks educate, inform, and involve UNT alumni by promoting volunteer engagement opportunities that align with the mission, vision and values of the UNT Alumni Association through:

- Social and Recreation Events
- Community Service and Volunteering
- Scholarship Fundraising Events
- Engaging Current and Prospective Students
- Providing Networking and Career Building Opportunities

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Austin Alumni Network

52 members · Austin, TX, United States



Black Alumni Network

160 members · Denton, TX, United States



Collin County Alumni Network

117 members · TX, United States



Dallas County Alumni Network

146 members · Dallas, TX, United States



Denton County Alumni Network

259 members · Denton, TX, United States



Graduates of the Last Decade Network

329 members



Houston Alumni Network

78 members · Houston, TX, United States



Latinx Alumni Network

98 members · Denton, TX, United States



San Antonio Alumni Network

44 members · San Antonio, TX, United States



Tarrant County Alumni Network

115 members · TX, United States



UNT Career Center

39 members · Denton, TX, United States



STUDENT ALUMNI AMBASSADORS



The Student Alumni Ambassadors (SAA) Program is dedicated to building meaningful connections between UNT students and alumni, fostering a strong sense of pride and lifelong engagement with the university.

SAA responsibilities include:

- Serving at UNT Alumni Association and University Advancement events.
- Accurately representing the organization's mission at campus events, planning and meetings.
- Connect with alumni and graduating seniors to promote the UNT Alumni Association and its early engagement programs.
- Collaborate to improve and promote the UNT Ring Ceremony and other events.

EARLY ENGAGEMENT PROGRAMS

Class Gift Campaign

Graduating seniors are encouraged to commemorate their achievement by paying it forward to the next generation — students can make a gift in the amount of their graduation year to the UNT Alumni Association Legacy Scholarship Fund and receive a special cord to wear at commencement.

Student Affairs/Campus Partnerships

Some of these partnership and events include Mean Green/Spring Fling, First Flight Week, Spring Soar, Legacy Lunch and Grad Block Party/Farewell (Senior) Toast.

Class Ring Sales/Ring Ceremony/Ring Award

UNT's Ring Ceremony & Eagle Ring Dive has been a long-standing university tradition. The event is held at the Library Mall fountains a week before that semester's commencement ceremonies. The Ring Award program, funded by an alumni gift to the newly established UNT Ring Excellence Endowment Fund, offers the opportunity for award two deserving students with free class rings each semester.

UNTAA Scholarships

The UNT Alumni Association currently offers a number of scholarships to current and incoming students totaling over \$60,000.



ADVANCEMENT COMMUNICATIONS

Nicole Blackwell ('05)

Senior Communications Strategist
for Alumni Engagement

ADVANCEMENT COMMUNICATIONS

Who We Are:

We lead both internal and external communications for the Division of UNT Advancement and the UNT Alumni Association. Advancement Communications focuses on promoting UNT's mission and achievements, including fundraising, donor and alumni relations/engagement efforts.

What We Do:

- Promote UNT's brand, mission and achievements.
- Engage students, alumni, donors (and prospective donors) through strategic storytelling.
- Support fundraising campaigns, alumni events and donor communications.

HOW WE SUPPORT THE DIVISION



Craft compelling alumni and donor messaging



Develop storytelling for impact reports and proposals



Promote events across social and email platforms



Ensure brand consistency across all materials



Provide strategic guidance for marketing campaigns



Offer templates and best practices for communications.

CROSS-GENERATIONAL COMMUNICATIONS



Match tone to target audience.



Recent alumni: career growth, connection, flexibility



Mid-career alumni: networking with purpose, family-aware timing



50+ alumni: learning, legacy, impact, community



DATA TEAM

Nicholas Deligny

Director of Data Reporting &
Analytics

DATA TEAM

The Data Team oversees UNT's constituent/alumni database. These responsibilities include adding and updating records, maintain data health and integrity of the database as well as creating and maintaining dashboards and lists used for reporting.

Data Team Structure

The Data Team is comprised of 2 areas: **Data Health & Data Reporting.**

- **Data Health:** Maintains records through various procedures including manual updates as required, manage suggested updates to constituents and alumni records — such requests must be submitted to Datateam@unt.edu for review.
- **Data Reporting:** Creates and maintains all dashboards and NXT lists, manage data requests submitted through the [Data Request Form](#).



ANNUAL GIVING

Tristan English

Senior Director of Development,
Leadership and Annual Giving

ANNUAL GIVING

Annual Giving builds a sustainable pipeline of philanthropy, creating lifelong engagement and future major-gift opportunities. The Annual Giving team is comprised of **seven team members**: senior director, two assistant directors and four leadership annual giving officers.

Every gift matters, regardless of size. Annual Giving powers immediate impact by providing flexible support for student success, research and campus initiatives, expanded opportunities for scholarships, programs and student resources at UNT. **Donor support helps UNT remain competitive by advancing innovation, student achievement and the university's long-term strategic goals.**

Broad donor participation strengthens UNT. Gifts from alumni, faculty, staff, parents and community members at large demonstrate a commitment to the university's mission.

Strategic campaigns and outreach. Leveraging digital, direct mail, phone and peer-to-peer engagement helps to inspire giving.

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DAY OF GIVING

DaQuan Allen ('25 M.P.A.)

Assistant Director of Digital
Philanthropy

WHY BEING AN ENGAGED ALUM MATTERS

Your Experience Creates Opportunity

- **You helped build UNT's legacy.** Day of Giving provides an opportunity to strengthen that legacy for future generations of students.
- **Engagement creates momentum.** Increased participation helps demonstrate broad support for UNT's mission and student success.

Ways to Participate Beyond Making a Gift

- Share Day of Giving messages with friends, former colleagues and fellow alumni.
- Attend Day of Giving events and virtual activities.
- Help connect current students with your experience and professional network



ADVANCEMENT EVENTS TEAM

Taylor Lewis ('23)

Assistant Director of Advancement
Events

Join us at an upcoming event or volunteer with the UNT community.

Opportunity	Coming Up	How You Can Engage
Diamond Eagles Voting Event	2027	Make an impact. Help select a philanthropic gift benefiting a UNT student program or initiative. Contact Chris Vicks for more information (Christopher.vicks@unt.edu)
1890 Society Luncheon	Jan 2027	Connect & celebrate. Hear campus updates and recognize those investing in UNT's future through planned and estate gifts. Contact Patton Griffiths for more information. (Patton.Griffiths@unt.edu)
UNT Day of Giving	Spring 2027	Give to what matters to you. Join the Mean Green community in supporting programs, students and initiatives across campus. Contact DaQuan Allen for more information (DaQuan.Allen@unt.edu)
Kuehne Speaker Series	Oct 2026	Join the conversation. Attend UNT's award-winning speaker series featuring timely conversations with influential voices. For more information visit kuehneseries.unt.edu
UNTAA Gameday Grill	Every home football game	Attend or volunteer. Join us at the Alumni Pavilion before the game for food, fun and Mean Green community.
UNT Alumni Achievement Awards	Nov 2026	Celebrate excellence. Join us as UNT recognizes alumni and friends making an impact on their professions, communities and university.

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QUESTIONS?



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