OUR MISSION

The USC Alumni Association’s mission is to support the overall advancement of the University of Southern California by engaging all alumni for life, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.

With more than 300,000 members worldwide, the USC Alumni Association (USCAA) supports more than 100 affiliated alumni clubs, alumnae support groups and multicultural and generational alumni communities. These groups collectively distribute more than two million dollars each year in scholarships for USC students. In addition, the USCAA annually hosts hundreds of events and programs around the world, and provides benefits and services to all USC alumni.
Dear Fellow Trojans,

As we approach the end of another exciting year for both USC and the Trojan Family, it’s time to reflect on the many accomplishments and developments of the past 12 months – and celebrate the generosity of spirit of our alumni, who continue to give back to their alma mater with unwavering enthusiasm and steadfast dedication.

The 2011-2012 academic year was notable for many reasons, chiefly the dramatic strides we have made towards realizing USC President C. L. Max Nikias’s bold vision for the university.

Since his inauguration in October 2010, President Nikias has worked closely with the Trojan Family to raise more than $1.5 billion to advance USC’s academic priorities and expand the university’s positive impact on the community and the world. Two Nobel laureates have joined the USC faculty, and the University Park campus continues to evolve and transform, as we await the openings of the new McKay Athletic Center, the Engemann Student Health Center and other capital projects that will enhance campus life for years to come.

That USC is well on its way to becoming one of the world’s most respected and influential research universities is due in large part to the loyal support of our alumni. Our 300,000+ alumni may hail from different backgrounds and generations, but they share a deep and abiding pride in their alma mater. And they are grateful for the opportunities USC has created – and continues to create – for them in their professional, intellectual, creative and personal lives.

The USC Alumni Association is proud to play an integral role in the advancement of our great university. And of course, none of the accomplishments described in this report would have been possible without the support of colleagues and partners who worked tirelessly to develop programs and services for the alumni and university communities. We are especially grateful to our alumni volunteers, who are the heart and soul of USC. We hope they will each accept our thanks, not only for what they have done, but for what they will continue to do on behalf of the University of Southern California.

Lisa Barkett ’81
President
USC Alumni Association Board of Governors

Scott M. Mory, Esq.
Associate Senior Vice President and CEO, USC Alumni Association
A NEW CHAPTER IN THE LIFE OF USC AND THE TROJAN FAMILY

Since taking office in October 2010, USC President C. L. Max Nikias has brought a period of dynamic leadership and exponential growth to USC. On September 15, 2011, President Nikias launched the largest fundraising campaign in the history of American higher education. “Fas Regna Trojae: The Campaign for the University of Southern California” seeks to raise $6 billion – $3 billion to augment USC’s endowment in support of faculty and students and $3 billion to provide immediate support for academic priorities, capital projects and infrastructure.

The spectacular launch of the campaign marked the start of another banner year for USC, which is well on its way to achieving “undisputed elite status” among the world’s great universities. In addition to recruiting transformative faculty, such as internationally renowned architect Frank Gehry, USC continues to attract the world’s top students. Nearly 46,000 students from every U.S. state and 123 other countries applied for an estimated 2,650 places in USC’s 2012-2013 freshman class.

In U.S. News and World Report’s 2012 Best Colleges Rankings, USC was ranked #23 overall – up three places from 2009. And for the third year in a row, USC was named one of 10 “dream colleges” in The Princeton Review survey of students and parents.

In October, President Nikias led a delegation of university and alumni leaders at the 2011 USC Global Conference in Hong Kong. At the conference, USC Provost Elizabeth Garrett announced the launch of the USC International Artists Fellowship, to be offered through the graduate programs of USC’s five art schools: architecture, cinematic arts, fine arts, music and theatre.

Other highlights of the year include two generous naming gifts: $50 million from the Price Family Charitable Fund to the USC School of Policy, Planning, and Development, renaming it the USC Sol Price School of Public Policy; and $30 million from USC trustee Verna Dauterive ME ’49, EdD ’66 to name the first interdisciplinary social sciences building on the USC campus – Verna and Peter Dauterive Hall – expected to break ground in the fall.

USC HONORS ITS NISEI TROJANS

Seventy years after the forced internment of Japanese-American citizens during World War II interrupted their studies, nine of USC’s Nisei (a term used to describe first-generation Japanese Americans) were awarded honorary degrees at a special reception following Commencement on May 11.

USCAA CEO Scott Mory welcomed the Nisei Trojans, their families and university and alumni leaders to the reception in the Ronald Tutor Campus Center. Sustained applause and cheers greeted the Nisei Trojans as they received their honorary diplomas from USC President C. L. Max Nikias. In addition to conferring honorary baccalaureate and master’s degrees to these former students, President Nikias presented honorary alumni certificates to representatives of four deceased Nisei Trojans.
DOMESTIC REGIONAL PROGRAMS

The university’s regional alumni clubs continue to engage local alumni of all ages and backgrounds through a variety of events, including professional networking mixers, cultural outings, recreational activities and scholarship fundraisers for deserving USC students. Ten regional representatives also work closely with the USCAA to provide programming and events to local alumni in areas without official alumni clubs.

Aside from the inaugural USC Alumni Day of Service (see pages 16-17), the domestic regional programming highlight of the year was the “USC in Your Neighborhood” lecture series. To keep the Trojan Family apprised of the latest research and happenings on campus, the USCAA brought the university’s distinguished academic and administrative leaders to alumni across the country.

This popular series was launched in New York City with USC computer science professor Paul DeBevec’s special presentation on cutting-edge digital animation in November. An Academy Award®-winning visual effects director whose work is featured in Avatar (2009), DeBevec was joined by USC Viterbi School of Engineering Dean Yannis C. Yortsos in New York. USC Provost Elizabeth Garrett subsequently joined DeBevec for an encore presentation in San Jose in December; a third presentation followed in January at the USC Institute for Creative Technologies in Playa Vista.

Here are some of the year’s other “USC in Your Neighborhood” presentations:

- USC President C. L. Max Nikias shared his vision for the university’s future with Palm Springs and Sacramento alumni.
- Richard K. Green, director of the USC Lusk Center for Real Estate, gave Seattle alumni an overview of the fallout from the housing crisis.
- USC Marshall School of Business professor Adlai Wertman explained to Dallas and Phoenix alumni how social entrepreneurs are using existing business models to be agents of positive change.
- USC Vice President of Admissions and Planning Katharine Harrington and USC Dean of Admission Tim Brunold discussed national college enrollment trends with alumni in Beverly Hills, Studio City and Irvine.
INTERNATIONAL REGIONAL PROGRAMS

In Hong Kong on October 13, the USC Alumni Association held its first-ever International Alumni Leaders Symposium. Convened prior to the start of the 2011 USC Global Conference, it was attended by Senior Vice President for University Advancement Al Checcio; USCAA CEO Scott Mory; USCAA Board of Governors President Lisa Barkett ’81; four members of the USCAA Board of Governors; twenty international alumni leaders; and USCAA staff.

During the symposium, alumni leaders networked and shared best practices for engaging alumni. Club leaders from Hong Kong, London, Shanghai and Taipei gave presentations on such topics as maximizing club communications through social media and mentoring recent USC graduates. Checcio updated the group on the USC fundraising campaign, while Mory gave an overview of USCAA programming and the role alumni have in the campaign. Other presentations included club charters, the mission and purpose of alumni clubs worldwide and new online resources available to the clubs.

In addition to the symposium, new alumni representatives were named in Saudi Arabia, Gujarat (India) and São Paulo (Brazil). Along with its 14 international alumni clubs, the USCAA now has 8 international alumni representatives.
Half Century Trojans are a vibrant community who serve as caretakers of USC history and tradition, promote the Trojan Spirit, and strengthen the bonds that connect USC alumni across generations. On October 28, they came together in the spirit of “honoring the past, celebrating the present and building the future” at the 2011 Half Century Trojans Luncheon. There, the Half Century Trojans paid tribute to three of their own: Millie Farnsworth ’46, the first woman captain of the USC Trojan Debate Squad, received a Distinguished Service Award; Dr. Verna Dauterive ME ’49, EdD ’66, whose $30-million gift to USC will name the first interdisciplinary social sciences building on the USC campus, received a Half Century Trojans Hall of Fame award; and Dr. Sammy Lee MD ’47, the first Asian American to win an Olympic gold medal for the United States (in platform diving at the 1948 summer games in London), also received a Hall of Fame award.

More than 150 members of the university’s senior alumni community relived their college experience at the 4th Annual Half Century Trojans Going Back to College Day on February 16 featuring USC senior administrators, faculty and student leaders. Highlights included a luncheon, tours of the ever-changing University Park campus, and “A Conversation with Current Student Leaders.”

Now in its fourth year, the Second Decade Society continues to offer programs geared to alumni who earned their bachelor’s degrees 11 to 24 years ago. The group’s featured events for 2011-2012 included the Summer Networking Mixer at the House of Blues in West Hollywood on August 11; a USC Thornton School of Music Concert and Reception with USC Thornton Dean Robert Cutietta on February 9; a collaboration with the USC Alumni Club of Beverly Hills-Hollywood to assemble children’s literacy packets for the USC Alumni Day of Service on March 24; and a family-friendly afternoon of barbecue and USC baseball that took place on May 20. The Second Decade Society also partnered with the USC Career Center to offer two professional development workshops: “Leveraging Your Skills as a Consultant” in November and the LinkedIn webinar “You Have the Work Experience... NOW WHAT?” in February.
YOUNG ALUMNI COUNCIL

Continuing its mission of building effective programs and events tailored to alumni who graduated in the last 10 years, the Young Alumni Council sponsored several events this year, including: the annual summer celebration in June, attended by nearly 200 Trojans and friends who danced the night away at the Colony in Hollywood; and two Young Alumni career networking events, held in October and February. In addition, the council participated in the first USC Alumni Day of Service on March 24 by partnering with Computers for Youth to provide educational software and computers to low-income middle-school students and their families.

SOCIETY 53

The USCAA’s student outreach program, Society 53, is made up of 53 student leaders who serve as USCAA ambassadors and provide programming and events that connect USC students with alumni. Led by President Anthony Barkett ’12, Society 53 held its fourth annual weekend of Trojan SCupper dinners – informal meals hosted by alumni in their homes or at local restaurants – on February 10-12. A total of 44 SCuppers (double the number in 2009 when the program was launched) provided nearly 700 USC students with the opportunity to meet their peers and interact with 120 alumni hosts. On April 26, 1,200 USC seniors marked their transition from students to alumni by enjoying a free barbecue at Society 53’s Senior SCend Off celebration adjacent to Widney Alumni House. As in past years, Society 53 also provided invaluable assistance at key USCAA events, including the Alumni Leadership Conference, Reunion Weekend, the USC Alumni Awards and Half Century Trojans Going Back to College Day.
AFFINITY GROUPS

ALUMNAE COordinating council

The Alumnae Coordinating Council (ACC) is a forum where the representatives of USC’s 19 women’s groups throughout Southern California come together to share ideas and raise money for the merit-based scholarships they award annually to USC students. This year, more than 300 students received more than $1.6 million in scholarships.

The council itself consists of approximately 100 alumnae and friends. Their theme for 2011-2012 was “50 and Fabulous – Celebrating with the Trojan Family,” a nod to the ACC’s 50th anniversary in 2011.

The Trojan League of Los Angeles held its annual benefit on March 24 with the theme “Milestones in Medicine” honoring the Keck School of Medicine of USC. In Costa Mesa on March 28, the Trojan League of Orange County held its annual benefit which this year raised money for the USC Rossier School of Education.

Town and Gown of USC held its annual benefit at the Dorothy Chandler Pavilion in Los Angeles on April 10. “Celebrating the Arts” was the theme as the group honored legendary actress Debbie Reynolds as well as Rod Gilfry ’83, world-renowned opera singer and assistant professor of vocal arts and opera at the USC Thornton School of Music. A scholarship named in Gilfry's honor was created to be awarded each year to a Thornton merit scholar.

Asian Pacific Alumni Association

The year began on a high note for the Asian Pacific Alumni Association (APAA), which was named one of the volunteer organizations of the year at the 2011 Volunteer Recognition Dinner. Its two signature events – the 2012 APAA Scholarship & Awards Gala and the organization's annual golf classic – set new attendance records and raised more than $176,000 for scholarships. Not only were a record-setting 44 scholarships awarded this year, but five new named scholarships were added to the APAA endowment. And the APAA celebrated the 30th anniversary of its founding at the spring gala, “Celebrating Success, Yesterday, Today and Tomorrow,” which recognized four outstanding alumni and 37 student scholars.

The APAA also increased its efforts to engage USC’s Asian Pacific alumni regionally, especially in the Bay Area and Orange County. USCAA Board of Governors President-Elect Mitchell Lew ’83, MD ’87 and APAA President Rod Nakamoto ’83, MBA ’94 attended a San Francisco mixer, and an APAA Orange County Committee was formed to plan programming, ranging from social mixers to game-watching parties to scholarship fundraisers. In addition, the APAA Young Alumni Council continued to develop and co-sponsor creative and innovative events, such as this year’s “Life 101 – Pursuing Your Passion” and the 2012 Asian Pacific Graduate Celebration, which welcomes new alumni to the APAA.
BLACK ALUMNI ASSOCIATION

The Black Alumni Association (BAA) continues as the primary alumni support group focused on providing financial assistance to deserving black USC students. In the upcoming 2012-2013 academic year, BAA will provide over 100 student scholarship awards to undergraduate and graduate USC students (including pharmacy, medical and law students), thanks to increased donor gifts and endowment support.

BAA scholarships also include alumni mentoring for each recipient through the “Legacy Through Leadership” program, which includes a Toastmasters Chapter and an annual conference on diversity and global careers for students. This year, the “Black, Green and Global Conference” centered around global entrepreneurship and featured alumni speakers. The BAA Advisory Council and BAA committees hosted several major networking events in 2011-2012: the “Trojan Family Affirmation and Pinning Ceremony,” which welcomed over 200 new admitted students; the “Trojan Legends Homecoming Celebration,” which hosted over 400 alumni and featured USC alumna Dana Heyward of Toyota and Trojan basketball legend Paula McGee; and “An Evening of Art and Legacy: The Kinsey Collection,” which brought an audience of 1,100 to Bovard Auditorium.

LAMBDA LGBT ALUMNI ASSOCIATION

The USC Lambda LGBT Alumni Association (USC Lambda) enhanced and expanded programming for LGBT Trojans and allied communities during the 2011-2012 year. USC Lambda’s Annual Homecoming Out tailgate was a big success, as was the 5th Annual Don Thompson LGBT Film Festival; the latter featured student and alumni short films vying for prizes awarded by such celebrity judges as George Takei (Star Trek) and director Randall Kleiser ’68, MA ’74 (Grease). The film festival was followed by the largest Lavender Commencement to date.

Working with a key group of alumni volunteers in the Bay Area, USC Lambda hosted events for Northern California’s LGBT Trojans. As part of its outreach efforts, USC Lambda also started a newsletter, which reaches more than 1,700 LGBT and allied Trojans worldwide.

The USC Lambda scholarship program, which now recognizes seven students in a variety of academic disciplines, awarded $29,000 in scholarships in 2011-2012. A student/alumni career-mentoring pilot program was also formed this year. And to mark the 20th anniversary of its founding, USC Lambda launched a $250,000 fundraising campaign to double the size of its scholarship endowment and establish an endowed scholarship in the name of the late former USC Lambda President Albert Brecht.

LATINO ALUMNI ASSOCIATION

The USC Latino Alumni Association (LAA) had an extremely successful year in which it raised more than a half-million dollars for scholarships that went to 176 undergraduate and graduate USC students. Much of the money was raised at LAA’s 38th Annual Scholarship Dinner on March 2, when one of the group’s founding members, Richard Zapanta ’53, MD ’73, was honored with the LAA Legacy Award. Outstanding LAA scholars were also honored at the dinner, which attracted approximately 800 guests and featured U.S. Secretary of Labor Hilda Solis MPA ’81 as the guest speaker.

Other important LAA events during the past year were: LAA Homecoming 2011, with traditional mariachi music; “Family Day at the Santa Anita Race Track” in October; “An Evening with Eva Longoria” on February 11, sponsored by Verizon, that brought the Desperate Housewives star before an audience of 600 students and alums; and the LAA’s USC Alumni Day of Service event in March, when LAA alumni, led by USC Alumni Board of Governors member Art Gastelum PA ’81, worked with HYPE (Helping Young People Excel) to bring at-risk middle-school students to the Museum of Contemporary Art in downtown Los Angeles.
Engaging All Alumni for Life

SUMMER SCEND OFFS

Every summer USC alumni clubs worldwide host informal receptions welcoming new students to the university. Connecting the students, their families and friends to one another as well as to local alumni and alumni groups, SCend Offs are usually hosted by alums in their own homes, and are often attended by special guests such as university faculty or administrators. For new students and their families, SCend Offs are not only an enjoyable and informative summer highlight, but a powerful initiation into the Trojan Family. Last summer, more than 50 SCend Offs took place from Malibu to Mumbai.

WEEKENDERS

Last fall, thousands of Trojans enjoyed USC Weekender events hosted by the USCAA and its regional alumni clubs at away football games in Arizona, the Bay Area, Chicago/South Bend and (for the first-time ever) Colorado. The weather ranged from blazing hot in Tempe to freezing cold in Boulder, but attention never wavered from the Trojan Marching Band and the USC Song Girls. Special events included architecture and Goose Island Brewery tours in Chicago (hosted by the USC Alumni Club of Chicago) and pep rallies at San Francisco’s Hyatt Embarcadero, Chicago’s Navy Pier and Denver’s Westin Downtown.
ALUMNI LEADERSHIP CONFERENCE

On September 16, the USCAA welcomed volunteer leaders from USC alumni organizations to campus for the 10th Annual USC Alumni Leadership Conference. The day featured workshops and presentations as well as university briefings by two members of the university’s senior administration – USC Provost Elizabeth Garrett and Senior Vice President for University Advancement Al Checcio.

The conference concluded with a leadership master class: “Building Your Volunteer Career.” USCAA CEO Scott Mory moderated the panel discussion with four alumni leaders – Barbara Cotler ’60, the USC Intercollegiate Athletics representative on the USCAA Board of Governors; Richard DeBeikes Jr. ’78, a USC trustee and past president of the USCAA Board of Governors; Maria Jones ’87, chair of the USC Latino Alumni Association Board of Directors; and Sean Kearns ’97, co-chair of the USCAA Board of Governors Club Affairs Committee – who shared their stories and strategies for balancing the demands of family, career and volunteering.

Conference participants had the opportunity to network with one another on the evening before the forum, and were also invited to the University Campaign Celebration, featuring a convocation by USC President Nikias and a picnic in Alumni Park.

VOLUNTEER RECOGNITION DINNER

Paying tribute to the “lifeblood of the Trojan Family,” the 2011 Volunteer Recognition Dinner, which celebrates alumni volunteers, organizations and friends who contribute to the advancement of USC, was held at USC Town and Gown on September 16, immediately following the Alumni Leadership Conference.

Reflecting the breadth and depth of USC alumni organizations, 63 volunteers from alumni clubs and university groups received Widney Alumni House Awards, recognizing volunteers for their loyalty, support and dedication to USC. Patrick Auerbach EdD ’08, USCAA executive director of alumni relations, was presented the Volunteer Friend of the Year Award. And three USC alumni groups were named Volunteer Organizations of the Year for their extraordinary efforts to engage USC alumni and build a culture of philanthropy among the Trojan Family: the Ostrow School of Dentistry of USC Century Club; the USC Alumni Club of Colorado; and the USC Asian Pacific Alumni Association.

The evening’s final honor, the President’s Awards, presented annually to volunteers in recognition of their exemplary leadership, achievement and overall contributions to USC, went to seven outstanding Trojans.

Engaging All Alumni for Life
REUNION WEEKEND 2011
AND USC HOMECOMING

Reunion Weekend began on 11/11/11, an auspicious day to bring together five generations of Trojans for the newly expanded reunion program. Having grown from three to five undergraduate class reunions this year, the program brought the classes of 1961, 1971, 1981, 1986 and 2001 back to campus for a two-day celebration of all things Trojan, capped by USC’s 40-17 Homecoming victory over the University of Washington.

More than a thousand alumni, some from as far away as Australia, Japan and Saudi Arabia, returned to campus to reconnect and reminisce while attending class reunion celebrations, academic lectures, campus tours and USC President Nikias’s reunion reception in the Ronald Tutor Campus Center.

Many Reunion Weekend participants came back the second day for class reunion tailgates which took place during USC Homecoming. The USCAA, which hosts Homecoming, was proud to welcome more than 80,000 Trojans and friends to campus for this time-honored USC tradition.

In the first year of the USCAA’s enhanced reunion program, a newly hired dedicated reunions team initiated a robust outreach program involving contacting and personally visiting hundreds of reunion class alumni to build support for campus priorities and overall advancement of the university.
Engaging All Alumni for Life

USC WOMEN’S CONFERENCE

On March 1, nearly a thousand USC alumnae and friends – a new attendance record – came to the University Park campus to get “inspired, empowered” and “to move forward!” at the 2012 USC Women’s Conference. An impressive line-up of featured speakers from the worlds of health, journalism, fashion and sports shared information and strategies at the daylong forum, which began with a welcome from USC First Lady Niki C. Nikias. USC Provost Elizabeth Garrett delivered the conference keynote address, which included university updates and her reflections on leadership.

Among the speakers and panelists were several USC alumnae, including former USC women’s basketball greats Cynthia Cooper Dyke and Reverend Paula McGee; ABC7 Eyewitness News reporter Subha Ravindhran ’01; Port of Los Angeles Executive Director Geraldine Knatz MS ’77, PhD ’79; and United Airlines Captain Melissa Ward ’86, the first African American woman to serve as a captain for a commercial airline. Although from different backgrounds and professions, all the alumnae speakers praised USC for providing them with a nurturing and empowering environment in which to excel.

Co-chaired by Paula Ciamitaro ’85 and Amy Ross PhD ’86, this year’s conference was also notable for the number of returning attendees, some having come to every conference since the program’s launch in 2009.
USC ALUMNI AWARDS

The special bond between USC alumni and the university was celebrated at the 79th Annual USC Alumni Awards on April 28. This bond, which spans generations and transcends cultural and racial differences, was exemplified by the evening’s honorees, who were recognized for their achievements and service to USC at the USCAA’s premier event of the year.

Sandy Bane, the wife of Trader Joe’s Chairman and CEO Dan Bane ’69, accepted the Asa V. Call Alumni Achievement Award, the university’s highest alumni honor, on behalf of her husband, who was unable to attend.

The evening’s seven other honorees included Young Alumni Merit Award recipient Brandon Beck ’04, the co-founder and CEO of Riot Games, one of the world’s leading online gaming companies; Alumni Merit Award recipients Thelma Meléndez de Santa Ana PhD ’95, the superintendent of the Santa Ana Unified School District; the Honorable Dean Heller ’85, United States Senator from Nevada; and William Wang ’86, founder and CEO of VIZIO, Inc., the nation’s top seller of high-definition televisions (a photo of the Merit Award honorees appears on the front cover).

Recognizing outstanding volunteer efforts on behalf of the university, the Alumni Service Awards were presented to Richard DeBeikes Jr. ’78, university trustee and past president of the USCAA Board of Governors; Kelly Purvis ’82, past president of both the Association of Trojan Leagues and the Trojan League Associates of San Diego County; and Jeffrey Smulyan ’69, JD ’72, university trustee and a driving force behind bringing Classical KUSC to the Bay Area. This year’s gala was co-chaired by Art M. Gastelum MPA ’81 and Christine M. Ofiensh ’74.
TROJAN TRAVEL

Trojan Travel had another successful year which included discounted cruise programs offering two-for-one pricing or free airfare. Two of the most successful programs were a trip to Vietnam in March and the Continental Passage cruise in May, which took travelers from Barcelona, Spain to Southampton, England.

Some other highlights for the Trojan Travel year included the “Waterways of Holland and Belgium” in April, where travelers also experienced “Floriade 2012: Living Nature,” the world’s largest horticultural festival held once every ten years. “Changing Tides of History: Cruising the Baltic Sea” in June will feature on-board lectures by former Soviet Union President Mikhail Gorbachev and former Polish President Lech Walesa. USCAA CEO Scott Mory and USCAA Board of Governors Past President Michele Dedeaux Engemann will be hosting a special group of USC alumni and friends on the ship.

USC DORNSIFE ALUMNI RELATIONS

This year, the USCAA and the USC Dornsife College of Letters, Arts and Sciences formed a partnership to create a USC Dornsife Alumni Relations program to build alumni awareness of the oldest and largest of the university’s schools.

The new program got off to a great start with the “USC Dornsife in Your Neighborhood” series, which spotlights faculty research and work with current students in connection with the Southland’s cultural landmarks. During the spring 2012 semester, USC Dornsife faculty shared their research on such topics as American political history, archaeology and primate research with alumni and friends at events in Orange County and Los Angeles.

As part of this alumni relations partnership, the USC Dornsife communications team will be introducing a monthly e-newsletter, Dornsife Connect. Featuring the latest news and developments at USC Dornsife, the e-newsletter will be distributed to all USC Dornsife alumni to build a cohesive community that supports the school’s commitment to academic excellence and innovation.
USC Alumni Association

USC Alumni Association

Building a Culture of PHILANTHROPY

USC Alumni Day of SCervice

March 24, 2012 marked the launch of the USCAA’s first USC Alumni Day of SCervice, when Trojans all over the world from Boise, Idaho to Cape Town, South Africa rolled up their sleeves to volunteer for local community service projects. Held in conjunction with the spring USC Friends and Neighbors Day and sponsored by the Science Channel, the USC Alumni Day of SCervice was the inspiration of 2011-12 USCAA Board of Governors President Lisa Barkett ’81, who wanted to “create an opportunity for alumni to give back to their local communities.”

Nearly 60 alumni organizations participated in the program, which ultimately engaged more than 1,500 alumni and friends in 54 community service projects across 18 states and 9 nations. Projects ranged from sorting and packaging food at food banks in California, Illinois and Missouri to serving the homeless at a soup kitchen in Pittsburgh; cleaning up at a school in Seattle and a park in Houston; and brightening the day for the residents of a retirement home in Shanghai.

Given the inaugural event’s tremendous success, plans are already in the works for next year’s USC Alumni Day of SCervice on Saturday, March 23, 2013.
SCHOLARSHIPS

This academic year, more than 900 USC students benefited from the successful fundraising efforts of USC alumnae groups, multicultural alumni associations, generational groups and regional alumni clubs. In total, these organizations raised more than $3 million* in scholarship funds.

Of the total, USC Town and Gown, the university’s largest and oldest (established 1904) women’s group, raised $1.3 million in scholarships awarded to nearly 200 students. Those numbers combined with the scholarship contributions of USC’s 18 other alumnae groups – which provided another 119 merit-based student scholarships – demonstrate the dynamic role these women’s groups play in bringing the best and the brightest to USC.

The very same is true of the multicultural and generational groups and the USC alumni clubs. Throughout the year, they hold a variety of fundraising events that include elegant galas, golf tournaments, wine tastings, cultural outings and more. These groups combined contributed more than a million dollars and more than 300 scholarships to the overall total.

*This number includes university matching funds. The USC Financial Aid Office provides a 2:1 match for the first $1,000 awarded to a USC undergraduate student by qualified alumni organizations. Several alumni organizations participate in this scholarship program.
USC ALUMNI SURVEY

Every two years since 2007, the USC alumni community has been asked to complete the Alumni Attitude Survey, an online questionnaire gauging their perception of USC and their USC student and alumni experience.

More than 10,000 USC alumni responded to the 2011 survey, reflecting a cross-section of Trojans from a wide range of ethnic backgrounds, age groups, school affiliations, degree levels and geographic locations.

Analysis of the survey results reveals a great deal about the Trojan Family, which can be summarized in four principal areas:

- **Degree Value** – As USC’s status as an elite research university continues to rise, so does the value of a USC degree. This is a message to which the Trojan Family is always receptive, and one that strengthens the alumni bond to USC.

- **Career** – The more alumni believe that USC has prepared them for their professional lives, the more loyal they are to the university. Younger alumni still getting their working lives off the ground say the more USC offers them in career services support, the more engaged they’re likely to be.

- **Communications and Services** – Even if a Trojan never comes to a university or USCAA event, he or she can still feel part of the Trojan Family if communications are personal and effective and services relevant.

- **Getting Involved** – For alumni involved with USC, interactions include, but are not limited to: joining an alumni club, keeping informed about USC, attending an alumni event, making an annual gift, volunteering in support of a USC program and serving as a USC ambassador. All these and more can turn any proud Trojan into a fully committed USC advocate and supporter.

Being the Representative Voice

FOR ALL USC ALUMNI

CAREERS

The USCAA and USC Career Center continued collaborative efforts to support the increased alumni demand for career services and alumni-specific career events worldwide by hosting alumni career events during the year. A three-part global webinar series engaged more than 1,000 Trojan alumni and students from over 18 countries and was made possible by generous support from LinkedIn. Two successful “Employer Networking Mixers” were held in Orange County and San Francisco (participating employers included Apple, Wells Fargo and Northrop Grumman) and, in partnership with Lloyd Greif Center for Entrepreneurial Studies faculty, an event entitled “How to Start Your Own Consulting Business” was held in Los Angeles.

In spring, the USCAA and USC Career Center, in partnership with MyWorkster.com, hosted the second annual West Coast multi-school alumni career fair attracting 120 employer representatives and nearly 800 alumni (a 30% increase from the previous year). Employers in attendance, including Mattel, Johnson & Johnson and the Walt Disney Company, recruited recent graduates and experienced professionals for opportunities in the private and public sectors. The USC Career Center also conducted hundreds of individual career coaching appointments with recent graduates and alumni.
Alumni Demographic Profile

The USC alumni community, the largest group in the USC Trojan Family, is one of the university’s most loyal and dedicated constituencies.

Here are some statistics that give a more detailed picture of our Trojan alumni:

- **Total living alumni**: 335,763
- **Total mailable alumni**: 248,751
  - **Total e-mailable alumni**: 163,507
- **Total e-mailable alumni in Southern California**: 87,202
- **Degrees conferred in 2012**: 13,734

**ALUMNI BY GENDER:**
- Male: 151,773
- Female: 94,873
- Unreported: 2,105

**ALUMNI BY USC DEGREE AWARDED:**
- Graduate: 119,259
- Undergrad: 104,097
- Both: 25,395

**ALUMNI BY REGION:**
- Southern California: 147,209
- West (other): 45,214
- Northeast: 13,372
- Southeast: 13,118
- Southwest: 10,553
- Midwest: 8,904
- International: 9,170

**ALUMNI BY CLASS YEAR:**
- 1961 or earlier: 16,371
- 1962-1966: 8,745
- 1967-1971: 13,842
- 1972-1976: 19,818
- 1982-1986: 25,115
- 1987-1991: 26,513
- 1997-2001: 30,065
- 2002-2006: 35,750
- 2007 and later: 46,117
USC Alumni Association programs and services are made possible, in part, by the support of our corporate partners and sponsors. Our partners also provide valuable benefits and services to USC alumni and extended members of the Trojan Family.

**BUSINESS PARTNERSHIPS**

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- SheaMortgage
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- Executive Education

**SUPPORTING PARTNERS**

- ConnectYourHome
- Enterprise Rent-A-Car
- Beverly Hills Mattresses
- Keck Medical Center of USC
- Pleasant Holidays
- SafeMart
- SCHOLARSHARE
- USC Credit Union
- USI Travel Insurance Services
- WEDDINGS at the University of Southern California

For more information on USCAA benefits, please visit [http://alumni.usc.edu/benefits](http://alumni.usc.edu/benefits).
## USC Alumni Association

### BOARD OF GOVERNORS 2011-2012

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AT-LARGE MEMBERS

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- Amy Ross PhD ’86

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#### ALUMNI ORGANIZATION REPRESENTATIVES

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Jan Moser Dyer ’68

**Asian Pacific Alumni Association**  
Rod Nakamoto ’83, MBA ’94

**Black Alumni Association**  
Stephanie Farmer MHA ’95

**Latino Alumni Association**  
Art Gastelum MPA ’81

**Lambda LGBT Alumni Association**  
Mark DeAngelis MBA ’99

**Half Century Trojans**  
Terry Pearson ’53

**International Alumni Clubs**  
Tony Choi ’81

**Young Alumni Council**  
Vanessa Arredondo ’06

#### SCHOOL REPRESENTATIVES

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**School of Cinematic Arts**  
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**Annenberg School for Communication and Journalism**  
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**Ostrow School of Dentistry of USC**  
Abdi Sameni DDS ’91

**Rossier School of Education**  
Brent Noyes ’75, MS ’79

**Viterbi School of Engineering**  
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**Roski School of Fine Arts**  
Janet Handtmann ’74

**Davis School of Gerontology**  
Tom Searles ’78

**Gould School of Law**  
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**Keck School of Medicine of USC**  
Hass Mohaghegh MD ’96

**Thornton School of Music**  
Teveya Dovbush ’98, MBA ’07

**School of Pharmacy**  
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**Sol Price School of Public Policy**  
Mark Alexander MPA ’90

**School of Social Work**  
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**School of Theatre**  
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Barbara Cotler ’60

**Parents’ Association**  
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**Graduate Student Government**  
Ryan Estes

**Undergraduate Student Government**  
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#### SPECIAL APPOINTMENTS

**Term Ending 2012**
- Hasan Askari ’06
- Janet Eddy ’53, MS ’78, PhD ’91
- Doug Galanter JD ’80
- Linda Giwvis ’70
- Tom Halvorsen EdD ’80
- Karla Kraft ’96, JD ’99
- Denis Portaro PharmD ’70
- George Stoneman MD ’65
BOARD OF GOVERNORS 2011-2012

The USCAA Board of Governors provides critical advice and support in the development of USCAA programs and services. Through its committees, the Board works closely with USCAA staff to promote the advancement of the university and engage alumni of all ages and backgrounds. Board members play important roles as USCAA ambassadors, greeting alumni at events and informing them about USCAA programs and benefits. During the annual Homecoming festivities in October, they also introduce themselves to company representatives at the USCAA partner and sponsor booths.

At this year’s Alumni Leadership Conference, USCAA CEO Scott Mory defined the role of Board members in the Campaign for the Advancement of the University of Southern California: turning USC alumni and friends into university patrons and promoters. To that end, USC and USCAA-themed talking points were issued to Board members. Updated regularly, these “points of pride” detail significant accomplishments and programming developments for Board members to share when talking about USC and the Trojan Family.

One of the highlights of the year was the 2011 USC Global Conference. Several Board members accompanied President Nikias to the October 13-15 conference in Hong Kong, where the USCAA held an International Alumni Leaders Symposium (see page 5) and hosted a Shanghai Trojan Family Reception. Board members also played integral roles in the 79th Annual USC Alumni Awards, the 2012 USC Women’s Conference, Trojan SCuppers and summer SCend Offs.

It was also a busy and productive year for the USCAA Board of Governors Emeriti Committee, which engaged former members at such events as a pre-football game wine tasting at Widney Alumni House and a spring social event at the Sports Museum of Los Angeles, featuring the world’s largest collection of sports memorabilia.
USC Alumni Association Staff

EXECUTIVE OFFICE

Scott M. Mory, Esq.
Associate Senior Vice President and CEO, USC Alumni Association
Amanda Valle ’08
Executive Coordinator

REUNIONS AND ALUMNI CLUBS AND COMMUNITIES

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Executive Director, Alumni Relations
Annette K. Ramirez
Director, Reunions
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Director, Alumni Clubs and Communities
Jeremy Wingert
Director, Dornsife Alumni Relations
Harmony Frederick
Associate Director, Alumni Clubs and Communities
Erin Jebavy MA ’08
Associate Director, Alumni Clubs and Communities
Grace Oh
Associate Director, Reunions
Kathleen Rayburn
Associate Director, Alumni Clubs and Communities
Sarah Ward
Associate Director, Reunions

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Mark Coy
Director, Association Events
Danielle Harvey Stinson ’00
Director, Special Interest Programs
Danielle Alexander ’06
Associate Director, Association Events

Alex Chang ’01
Associate Director, Asian Pacific Alumni Association
Grant Hoover ’07
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Associate Director, Communications
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Shonea Pullaim ’07
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Emily Carsch ’10
Program Coordinator, Business Partnerships

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Manager, Epstein Family Alumni Center
Elyssa Espinoza ’08
Executive Assistant

Emily Carsch ’10
Program Coordinator, Business Partnerships
ACKNOWLEDGEMENTS

The great strides made by the USC Alumni Association during the 2011-2012 year would not have been possible without the invaluable contributions of our alumni, partners, university colleagues and staff.

We gratefully acknowledge the 2011-2012 USCAA Board of Governors President Lisa Barkett for her years of loyal service to USC, and we congratulate her on an extraordinary year. Her passionate commitment to Trojan Family philanthropy was the driving force behind the USC Alumni Association’s newest signature event, the USC Alumni Day of SCervice. We thank USCAA Board of Governors President-Elect Mitchell Lew for his enthusiastic participation in several events this past year, most notably the International Alumni Leaders Symposium and the Shanghai Trojan Family Reception. We thank the members of the USCAA Board of Governors for their guidance, commitment to service, and partnership.

We thank Al Checcio, senior vice president for university advancement, for his strong leadership and ongoing support. We are also grateful to Dan Epstein, the chair of the USC Board of Trustees Alumni Affairs Committee, for his wise advice and counsel.

Finally, we owe a huge debt of gratitude to our volunteers and supporters, who are the heart and soul of the Trojan Family. Our heartfelt thanks to these Trojans, who work tirelessly to engage alumni of all ages, backgrounds and interests on behalf of USC and the Trojan Family. We would also like to express our gratitude to our colleagues in University Advancement and across the university, for their ongoing involvement in our work.

Thanks to these generous contributions of time, energy and expertise, the USC Alumni Association continues to support the overall advancement of USC by engaging all alumni for life, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.