

SUU alumni

engagement review



SOUTHERN UTAH UNIVERSITY | JULY 2024 - JUNE 2025

OUR **ALUMNI**

The Southern Utah University Alumni Association traces its roots back to 1911 when its first known executive committee consisted of Parley Dalley, Kate Palmer, Hattie Mackelprang, Annette Webster, Rass Macfarlane, E.B. Dalley, Mamie Jones, and Myrtle Decker. In the years since, hundreds of others have followed in the footsteps of that original committee and have stood as a bridge linking the history and traditions of the past to the current challenges and ideas of their day. Today, the Alumni Association and Alumni Relations staff carry on that legacy by supporting and celebrating the University through fostering a lifelong spirit of loyalty, service, fellowship, and engagement among alumni, faculty, staff, students, and friends of SUU.

TOTAL ALUMNI:
83,923

(includes graduates and those that attended)

TOP 5 STATES & COUNTIES



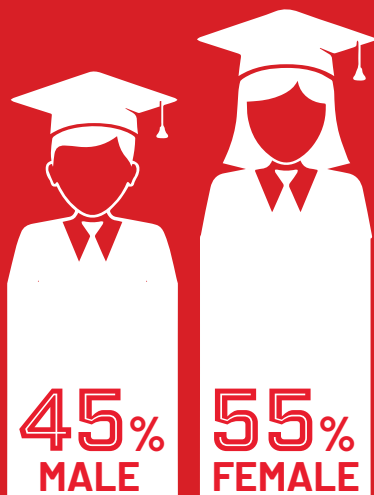
alumni in **ALL 50 STATES**
& Washington D.C.*

15.2%

have donated
during their
lifetime

AVERAGE AGE

42



NEVADA
5,585 alumni
• Clark
• Lincoln
• Washoe
• Elko
• White Pine

IDAHO
1,346 alumni
• Ada
• Bonneville
• Bannock
• Madison
• Twin Falls

UTAH
60,190 alumni
• Iron
• Salt Lake
• Washington
• Utah
• Davis

ARIZONA
2,468 alumni
• Maricopa
• Mohave
• Coconino
• Pima
• Navajo

CALIFORNIA
3,019 alumni
• Los Angeles
• Riverside
• Orange
• San Diego
• San Bernardino

* Full U.S. break down on p.11

ALUMNI OUTREACH



15,852

COMBINED FOLLOWERS ACROSS
SOCIAL MEDIA PLATFORMS

- 5,800** Facebook followers
- 5,801** LinkedIn connections and members in SUU Alumni Group
- 3,910** Instagram followers

846,035

TOTAL EMAILS SENT

- 120** total campaigns sent
- 99.69%** delivery rate
- 44.94%** open rate
4.16% increase from 2023
- 3.17%** click-to-open rate
- 8,057** net email members
- 12.6%** growth rate
6.72% increase from 2023

37,081

MAGAZINES WERE MAILED,
CONNECTING ALUMNI, FRIENDS,
AND DONORS TO SUU

TOP SOCIAL MEDIA POSTS

Facebook



- 47,491** ◊ Cedar City Named One of Utah's 12 Prettiest Small Towns
- 34,386** ◊ 2025 Commencement Ceremony & Carter Carillon Bell Tower Tradition
- 14,186** ◊ SUU Gymnastics to Compete in NCAA Regionals at U of U

Instagram



- 1,263** ◊ T-Birds from Thunder U Bell Tower Tradition to Graduation Day
- 1,090** ◊ NFL Star Miles Killebrew to Address SUU Class of '25 at Commencement
- 1,019** ◊ Save the Date for Homecoming 2025

LinkedIn



- 1,529** ◊ 38 Alumni Recognized in 75th Annual Thunderbird Awards
- 746** ◊ SUU Alumni Relations Hiring Admin Assistant II
- 510** ◊ Graduation Preparation Checklist



NATIONAL **ALUMNI COUNCIL**



MEMBERS

President

Caytee Wankier ('08)

Council Members

Darin Bird ('89)

Kelli Blake ('07)

Kirk Blake ('07, '11)

Pat Fossat ('04)

Nicole Funderburk ('00)

Isaac Holyoak ('08)

Michael Kartchner ('05)

Tevita Lo'amanu ('21)

Vanessa Lo'amanu ('21)

Nicole Luth ('99)

Spencer Luth ('00)

Mike Moon ('05, '11)

Ashlee Nelson ('05)

Jamie Shaw ('96)

Jeremy Walker ('00, '01)

Jeremy Walker (SAA Representative, '25)

INITIATIVES

- ⚡ Connect Alumni Back to SUU
- ⚡ Promote Tradition Keeper
- ⚡ Random Acts of T-Bird Kindness
- ⚡ Don't Wing It - Vote!
- ⚡ Wear Red on Fridays
- ⚡ Share SUU with Prospects
- ⚡ Host Networking Lunches
- ⚡ Support Alumni Scholarships
- ⚡ Giving Thor's-Day
\$14,217 raised for alumni scholarships

AMBASSADORS

90 Ambassadors

47 Cities

17 States

2 Foreign Countries



Wrote & mailed "Dear Future T-Bird" letters to 8,000+ prospective SUU students

ALUMNI SCHOLARSHIPS

\$29,000

raised for Alumni Association scholarships



38 students supported through scholarships

COLLEGIATE LICENSE PLATE PROGRAM

\$55,800

raised July 2024 - July 2025



4th

SUU ranks 4th in the state for the number of collegiate plates on the road, just behind the U, BYU, & Utah State.

**TOTAL
LICENSE
PLATES**

SUU has received \$281,872 in scholarship funds from the collegiate license plate program, over a 5-year period of time ending June 30, 2024.

\$281,872



Leah Crossley
Clearfield, UT | **Pre-nursing**

“Your generous scholarship not only provides housing security but also allows me to fully engage in leadership opportunities that strengthen my nursing school application.”

ALUMNI **BANNERS**

As part of our mission to foster a lifelong spirit of loyalty, service, fellowship and engagement among our base, the Alumni Relations Office supplies alumni and friends of the University with banners to hang in their classrooms, offices, workplaces, and even homes. These flags allow alumni to show pride for their alma mater, raise SUU's profile in their respective communities, and, perhaps even most importantly, start conversations with prospective students and their families about the merits of attending Southern Utah University.



93,756

High School Student
Exposure to SUU

Total number of flags - **601**

Average number of classes
per teacher - **6**

Average class size - **26**

50,856

Middle School Student
Exposure to SUU

Total number of flags - **326**

Average number of classes
per teacher - **6**

Average class size - **26**

11,914

Elementary School
Student Exposure to SUU

Total number of flags - **518**

Average class size - **23**



189

 Banners on other college campuses

1,256

 Banners in
businesses,
offices & homes

STUDENT ALUMNI '24-'25

The SUU Student Alumni Association (SAA) is a dynamic student organization dedicated to serving campus, connecting alumni to their alma mater, and preserving SUU's rich traditions through the Legacy and Tradition Keeper programs. This was a year of exponential growth with the launch of the Tradition Keeper app, which transformed student engagement on campus. Within just two months, students completed over 7,000 traditions (2,000 more than the entire previous year)! SAA's expanded reach included surpassing 1,000 followers on a new Instagram account and earning recognition at the CASE ASAP conference, where they presented Tradition Keeper's success to statewide audiences. The year culminated with SAA securing a new \$0.25 student fee per semester, providing sustainable funding to advance the program's continued growth and keep T-Bird traditions alive.



2025 Student Alumni Executive Council

Averi Pace Legacy Chair, Mia Vazquez Marketing Chair, Leah Crossley Tradition Chair, Jeremy Walker President

10,954 POINTS OF DIGITAL STUDENT ENGAGEMENT

Notable Digital Engagements:

Mario Kart event campus blitz
Ghost of Virginia campus blitz
1,000 new followers on @suutraditions Instagram
Two successful student-focused email campaigns

80% Open Rate on Freshmen Email

80.8% Fall Traditions Email Blast

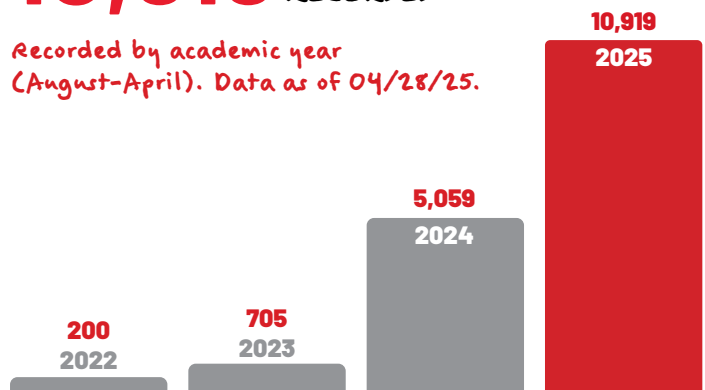


Awards

Champion, Homecoming Float Contest
25 Cent Student Fee - Per Student, Per Semester

10,919 COMPLETED TRADITIONS RECORDED

Recorded by academic year (August-April). Data as of 04/28/25.



Growth credited to:

- ⚡ New addition of a Tradition Keeper student fee
- ⚡ Three years of hosting Tradition Time at Thunder U
- ⚡ Meaningful campus partnerships
- ⚡ Implementation of Tradition Keeper App

17,323 UNIQUE IN-PERSON STUDENT ENGAGEMENTS

Notable Events:

Carillon Tradition
Fall & Spring Tradition Time
SAA Opening Social
Attend the Green Show
Ashcroft observatory
Bristlecone & Beverages
True T-Bird Night
Ghost of Virginia

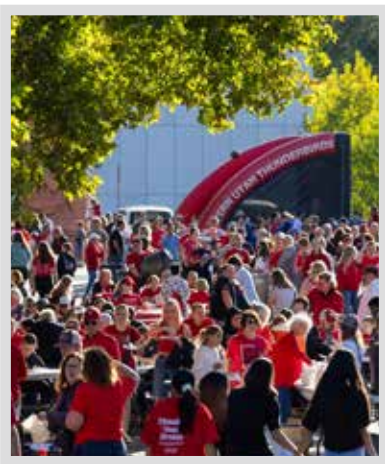
Sheep Parade
Mario Kart with the Greats
Finals Survival Kits
Holiday Lights Volunteers
Legacy Ice Skating
Holiday Lights & Cocoa
5's and Fries
Bread, Soup, and One Big Spoon
Gymnastics Fan Fest
Legacy Cupcake Wars
Founders Week Kickoff
Fossil Find
Catch Carter
Scavenger Hunt
Back Up the Mountain & Donuts
SUMA Paint Night
Pops with the Pres
Legacy Game Night



ALUMNI **EVENTS**

The Alumni Relations Office curates meaningful events that strengthen lifelong connections between graduates and SUU, celebrating traditions that have endured since 1897. Our diverse programming creates opportunities for graduates to reconnect with their alma mater and build valuable T-Bird connections.

As part of Strategic Priority 5: Expand Alumni and Community Engagement, we aim to increase alumni participation by 10% through initiatives that strengthen alumni success and enhance thriving communities. These events allow alumni to relive cherished University traditions while becoming ambassadors who share their positive SUU experiences with prospective students and families, extending the reach and reputation of Southern Utah University throughout their professional networks.



5,651+

Alumni & Friends attended
Alumni Events at
Homecoming 2024



700

Attendees at
Women's Gymnastics
Fan Fest



\$54,120

Raised at Thor's Thunder
Classic Golf Tournament

37,723+ **PARTICIPANTS ACROSS
ALL ALUMNI EVENTS**

Osmond's Pioneer Legacy Celebration
SUU Day at Lagoon
Fall Sports Preview Lunch
Legacy Mix & Mingle
U of U Football Tailgate

Homecoming Week

Alumni Awards Banquet
Football Reunion
SUUSA & NAC Reunions
Forever RED
Pancake Breakfast

Thor's Thunder Classic Golf Tournament
(2) SLC Networking Lunches
President's Holiday Gala
GENTRI Concert
SUU Night at the Jazz
Women's Gymnastics Fan Fest

Founders Week

Mountain Center Plaque Unveiling
Driggs' Lecture & Luncheon
Founders Awards Banquet
SUU Day of Service

Learning Lives Forever - Telton Hall
SUU vs. UT Pre-game Social
Learning Lives Forever - Ronda
Gardner/David Grant
(4) Grad Fairs
Phoenix Networking Lunch
Campus to Career
SUU Night at the LV Aviators
SUU Night at the SLC Bees
Alumni Days at Shakespeare
...and more!



126th ANNUAL COMMENCEMENT

Southern Utah University honored the class of 2025 with its annual commencement ceremony on April 24th, 2025, in the America First Event Center. The 126th graduating class was addressed by Miles Killebrew ('15), captain of the Pittsburgh Steelers Special Teams and SUU alumnus. An honorary doctorate degree of public service was presented to Miles, and an honorary doctorate degree of fine arts to sculptor Jerry Anderson, whose work includes 16 sculptures on our campus.

3,171 GRADUATES WERE CELEBRATED FROM THE CLASS OF 2025

5 YEAR COMPARISON

Year	Associates & Certificates	Bachelor Degrees	Master Degrees	Male Grads	Female Grads	Total
2025	339	1,746	941	1,291	1,668	3,026
2024	314	1,705	827	1,136	1,522	2,846
2023	277	1,589	748	1,051	1,397	2,614
2022	458	1,527	690	1,148	1,309	2,675
2021	269	1,370	591	1,047	1,314	2,230

“Be the quarterback. Be the CEO. Be the name on the building. But don’t forget some of the most meaningful impact comes from the roles that don’t get the spotlight. There’s honor in doing the work no one else wants to do. There’s greatness in being consistent. In being dependable. In showing up . . . not just when it’s flashy, but when it’s quiet. Because life isn’t always going to feel like a highlight reel. It’s not supposed to. Most of it is made of in-between moments. Just like special teams. The transitions. The uncertain phases. The parts where you’re not quite sure what’s next. But if you show up – with heart, with humility, and the courage to carve your own way up the mountain – you’ll find purpose, and often you’ll find success.”

Miles Killebrew ('15)
Captain, NFL Pittsburgh Steelers





UNIQUE TO '24-'25

As part of our Alumni Days at Shakespeare Days events, on June 26, 2025, we gathered for the Adams Theatre Historic Marker Dedication, honoring the stage that started decades of storytelling at the Utah Shakespeare Festival.

From a blueprint dreamed up in the Fluffy Bundle Laundromat in 1960 to a beloved stage known around the world, the Adams Theatre stands as a tribute to the vision and passion of Fred C. Adams and all who helped bring it to life.

The historic marker - beautifully written by Ryan Paul, Assistant Professor for History and Director of APEX - reminds us how one stage can transform a community. We're grateful to Michael Bahr, John DiAntonio, and Aleese Cardon for presenting the plaque and marking this special moment together.



ALUMNI AWARDS HONOREES

Stacey McIlff ('96)

Outstanding Alumnus

Paula Mitchell ('94)

Distinguished Service

Cameron Levins ('12)

Young Alumnus



38
SUU ALUMNI
RECOGNIZED AS
FINALISTS AT THE
75TH ANNUAL
THUNDERBIRD AWARDS

2,105 2025 GRADUATES
ATTENDED ONE OF OUR
FOUR GRAD FAIRS



164
GIFT BASKETS
ASSEMBLED FOR UHSAA
ADMINISTRATORS,
PRINCIPALS, + COACHES
IN PARTNERSHIP WITH
THE LARRY H. MILLER UTAH
SUMMER GAMES

SUU EMERITI COUNCIL

President

Joe Baker

President Elect

Mitch Alger

Past President

Lamar Jordan

Co-Secretaries

Bonnie Bishop

Clarisse Lunt

Treasurer

Jacque Marchant

Happenings Editor

Linda Bauer

Scholarships

Annette Murray

Board Members

Lois Bulloch

Jean Lopour

Marva Middleton

Glen Pryor

Georgia Thompson

Greg Turnbeaugh

Ricky Mendini

100th FOUNDERS DAY CELEBRATION



MOUNTAIN CENTER PLAQUE UNVEILING

SUU Founders Week kicked off with the unveiling of a commemorative plaque at the SUU Mountain Center, recognizing contributors who made this unique facility possible. Located 4.5 miles from Cedar City on a 2,800-acre ranch, the 6,000-square-foot log cabin has served the University and community since 1943. The plaque honored visionary families including the Kumen Jones and D. Perry

Mackelprang families, along with leaders like Gerald R. Sherratt and the 1985 Mountain Center Steering Committee. Family members who were the first stewards of the mountain property and who worked to establish and preserve this treasured place received commemorative pictures during the meaningful ceremony, celebrating generations of dedication to SUU's mission.



10th COMMEMORATION OF DOCUDRAMA: "BACK UP THE MOUNTAIN"

SUU's 100th Annual Founders Awards Banquet celebrated the University's remarkable founding story and the 10th anniversary of the acclaimed docudrama "Back up the Mountain," with actor Jasen Wade Nielsen serving as emcee after portraying Neil Bladen in the short film. The evening highlighted the extraordinary 1898 story of Cedar City residents who faced an impossible task: construct a state-required three-story brick building in just eight months during a record-cold winter or lose the school entirely.

This mammoth undertaking underscored the commitment of Cedar City residents to education and community, and brought a founding story that rivals any other institute of higher education. The cast and crew, who transformed historical accounts into compelling visual storytelling, were all recognized at the Founders Awards Banquet. This milestone celebration served as a reminder of the sacrifices and determination of Southern Utah University's early pioneers who will continue to inspire students and community members for generations.



156+

Participants in First SUU Day of Service

SUU's inaugural Day of Service on March 29, 2025, united over 150 T-Birds (students, faculty, staff, alumni, and local residents) for 310 hours of community service during Founders Week. Red-shirted volunteers tackled projects across Cedar City and Iron County, including: landscaping at Canyon Creek Services Domestic Violence Shelter and Festival Country K9s Dog Park, removing graffiti, cleaning up I-15 interchanges with the City of Enoch, crafting blankets for Iron County Holiday Assistance, and assembling "I Spy" bags for Cedar City Hospital patients.

As Assistant Vice President Ron Cardon noted, "The SUU Day of Service is a perfect way to wrap up a great Founders Week... This day was an opportunity for SUU to give back to the community that so generously supports us."

The event exemplified SUU's commitment to preparing students as lifelong community contributors, while also strengthening the University's deep ties to the region that has supported it since 1897.

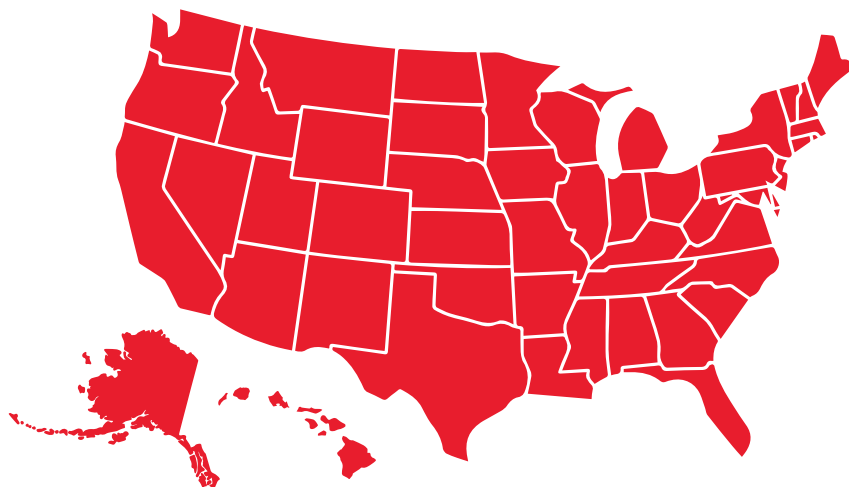
2025 HONOREES

Distinguished Service Awards

TERRI HARTLEY
LEE BYERS ('10)



T-BIRDS **NATION** WIDE



Utah - 60,190	North Carolina - 279	Maryland - 153	Kentucky - 72
Nevada - 5,585	Missouri - 267	Michigan - 144	Connecticut - 60
California - 3,019	Illinois - 238	Minnesota - 143	North Dakota - 56
Arizona - 2,468	New York - 235	Indiana - 142	Mississippi - 52
Idaho - 1,348	Montana - 233	Kansas - 141	South Dakota - 52
Texas - 1,269	Georgia - 232	South Carolina - 136	New Hampshire - 44
Colorado - 963	Tennessee - 223	Wisconsin - 134	Maine - 39
Washington - 866	Alaska - 221	Nebraska - 118	West Virginia - 32
Oregon - 604	Hawaii - 220	Arkansas - 101	Washington D.C. - 29
Florida - 430	Ohio - 180	Massachusetts - 94	Delaware - 21
New Mexico - 383	Pennsylvania - 174	Louisiana - 89	Vermont - 21
Wyoming - 375	Alabama - 160	Iowa - 88	Rhode Island - 17
Virginia - 346	Oklahoma - 158	New Jersey - 84	

