

Prideful Belongers

Sentimental: “continue to feel close”

- reflect on positive experiences
- feel good about how campus has changed, evolved
- reminisce by visiting favorite places
- feel comfortable with family atmosphere—people at UB care, are like family
- purchase merchandise

Thankful:

- Positive about tools and skills received/career preparation—reinforced by what is being done to help students today.
- My organization helped me discover who I am.
- Want to give back in gratitude.
- “How to?” (buy tickets for an event, register for class, find an alumni chapter, etc.).

Curious: “find out what is going on in my old organization”

- want to keep up-to-date
- noteworthy information about alumni
- faculty/alumni quoted in the news
- events I can attend? (Distinguished Speakers Series, alumni events in NYC, elsewhere)

Proud: “excited about UB’s increased prominence”

- feel pride in the organization, my department or school—rankings, accreditation, major faculty honors
- feel pride about quality of research and academics—new programs (biomedical engineering), major research results
- feel pride about local and global impact (“I want to have an impact on the world/make a difference,” “Believe my organization is a vital part of the community,” “Will help community,”)
- think “reaching others” is important locally and around the world
- excited about leadership—President, UB 2020