UCLA ALUMNI DAY

Coming Thursday, Sept. 13

Follow your curiosity back to this page for a one-of-a-kind online experience.

Add to Calendar
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Online Alumni Day Landing Page (desktop and mobile)
Landing Page “Tell Me More” Section - v1 and v2 (desktop; tablet and mobile)

**Alumni Day 2019**
On Saturday, May 18, 2019, Alumni Day will return to campus with the jubilant celebration of 100 years of Brain achievement. Come back to visit familiar functional places and explore all that is new. Campus will be buzzing with excitement as we honor the history and legacy of our Centennial and learn to be a better team. There will be timely speakers, engaging discussions, enlightening tours and yet to be imagined surprises. You won't want to miss this. Save the date and make plans now. We'll see you there.

Questions? alumni@riceairport.ucla.edu

**Add to Calendar**

**What to expect from Alumni Day 2018**

Imagine the grandiosity, mesmerizing thrill of coming back to campus without the hassle of traffic, parking or fees. Alumni Day 2018, virtually anything is possible except favoring the taste of a Daily Rose cookie. Bookmark this site and follow your curiosity back on September 13th to a re-interpretation of excellence.

- See what’s next at UCLA with a sneak-out of the past and a glimpse into the future.
- Visit alumni homes through virtual tours.
- Discover new art, music and ideas.
- Be inspired by a poignant tribute, inviting written insights and spoken words of wisdom.
- Take challenging courses and feel your alma mater spirit.
- Interact with alumni and faculty experts in real time discussions.
- Connect with fellow Brainiers via live chat.

And so much more...

If you wonder why Alumni Day 2018 is a worldwide celebration of Brain Spirit in a virtual landscape, think of it as a letter from home Nested as a story with a single sip. Every Brain is a point of light in UCLA’s constellation of excellence. Your achievements enrich families, communities and UCLA’s world-class reputation. But as one of nearly 100,000 Brains it’s easy to feel lost in the numbers. But you ring, and it hangs just as long, and it’s real, and it’s yours. You’re what makes our great, like you’re proud, just like that your light shines brightly, we see you. The online experience is our way of welcoming to you to say thank you.

There is no catch or cost involved here. All you need is an internet connection and a web browser. And this site two your control. It’s a platform to visit at your pace, to keep you informed, and to keep you connected. Enjoy the day.

Want to see how much excitement we can fit into one website? Join us to find out.

**Add to Calendar**

**Questions? alumni@riceairport.ucla.edu**

**Close**

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**Close**
Social Media Event and Selection of Posts
IT'S a Bird, it's a Plane ... it's UCLA Alumni Day, and it's Online!

Join fellow Bruins on Thursday, Sept. 13, for UCLA Alumni Day, transformed in 2018 into an online community for alumni and friends worldwide. On hiatus since 2015, Alumni Day will return to campus as part of the UCLA Centennial Celebration in 2019 — but this year, UCLA will come to you.

In the spirit of Brigadoon — the magical Scottish village that appeared for only one day every 100 years — the UCLA Alumni Day website (www.alumniday.ucla.edu) will be bursting with games, history, tours and wisdom for just one day. You won't need to get snarled in traffic on the 405 Freeway or pay a fee to park. In fact, there are no fees at all. To join, all you need is your phone, tablet or computer. Log in from home, work, a coffee shop, on the train during your daily commute or anywhere you find yourself with a few free moments. Then be part of a groundbreaking experience that will bring the UCLA community into a shared space for fun, information and innovation.

Bruins are proud of UCLA’s reputation as a thought leader, a barrier breaker and a tradition maker, and in keeping with that spirit Alumni Day will celebrate the people and possibilities of UCLA in an online space. Just as Dinners for 12 Strangers — which was first imagined 50 years ago with two dinners and has now grown to more than 4,000 participants — has been duplicated across the nation, Alumni Day is the beginning of a vibrant tradition. Your participation is key to creating an online community gathering place that welcomes alumni back to UCLA from anywhere in the world.

Follow your Bruin pride and curiosity to your keyboard and join the fun. Content is easily digestible, varied and suitable for multiple visits throughout the day. Turn back the pages of time with our virtual yearbooks and see the future with the latest in artificial intelligence. Watch videos, listen to music and ask professors anything. Rest assured that you’ll discover something new or gain a fresh perspective. As the launch date gets closer, you’ll receive a login link from us.

UCLA Alumni Day: It’s online for one day only — and created especially for you. Hope to see you there!
UCLA Alumni Day is Coming Online

Soccer-playing robots. Virtual tours of restricted sites. Live Q&A with Bruin experts. These are just a few of the experiences you'll have at the first-ever online Alumni Day. A day reserved for you, created for you and accessible to you for free from the comfort of anywhere on Thursday, Sept. 13. Add it to your calendar. Bookmark the page. Share it with your friends. You're in for a treat! Then save the date for May 18 as we celebrate Alumni Day on campus and the launch of the UCLA Centennial.

UCLA Volunteer Day

On Saturday, Sept. 29, UCLA celebrates the 10th anniversary of Volunteer Day by bringing together more Bruins for more volunteer events in more places than ever before. Join this tradition by choosing a project that speaks to your passions.

Bruin Bash

The best way to fully enjoy UCLA Football is with a quality pregame party with fun-loving alumni and fans. This year, we're hosting Bruin Bashes for every road

STUDENTS + CAMPUS

UCLA brings its best to the worldwide Bruin community with online Alumni Day

A special website will offer tours, talks and a chance to reconnect

Mike Fracaro | September 12, 2018

The virtual version of Alumni Day will feature most of the same events and activities of the on-campus, in-person version.

During a typical university alumni day, graduates return to see old friends and professors, walk the campus revisiting spots where they forged favorite memories and marvel at the gleaming new buildings and food choices.

But because of travel and other commitments, the vast majority of alumni aren't able to attend. Thankfully for them, UCLA doesn't do things in a typical way. This year, for all of the nearly 500,000 Bruins around the world, the UCLA Alumni Association is bringing UCLA to them with its first online Alumni Day.

"UCLA Bruins span the globe, and online Alumni Day provides a remarkable opportunity to have a conversation in a common time zone. No trains, planes or automobiles needed — just wi-fi," said Julie Sina, UCLA associate vice chancellor for alumni affairs. "We are excited about engaging with Bruins in a common space to share our passion and love for UCLA. Particularly for Bruins have not been on campus in a while — whether from the San
UCLA Alumni
Alumni Day PAC 12 Video Spot

Storyboard (cont’d)

<table>
<thead>
<tr>
<th>Voice Over</th>
<th>Video</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dialogues with industry experts. You’ll get to test your knowledge, ... chat with fellow Bruins ... and reconnect with UCLA.</td>
<td>Montage</td>
<td></td>
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<tr>
<td>Check your email on the Sept. 12...</td>
<td>Montage</td>
<td>UCLA Alumni Day – It’s online!</td>
</tr>
<tr>
<td>For an all-access pass or simply type... alumniday.ucla.edu in your browser and discover...</td>
<td>Montage</td>
<td>Thursday, Sept. 13</td>
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<tr>
<td>There will be behind-the-scenes tours...</td>
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<td>Glimpses into the future ... moments of inspiration, and</td>
<td>RoMeLa footage, begin montage</td>
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Visual Reference

Mood

Transition

Lens Flare

Graphics
For one day only
Greetings from UCLA Alumni Affairs!

Alumni Day 2018 is an online celebration of Bruin Spirit. We believe that you are a point of light in UCLA’s constellation of excellence and your achievements enrich families, communities and UCLA’s world-class reputation.

But as one of nearly 500,000 Bruins it’s understandable if you sometimes feel lost in the numbers. Alumni Day 2018 is our way of letting you know that your light shines brightly; we see you.

All you need is an internet connection and a web-browser to visit and explore. The personalized ID number found with your name in the address block makes participating easy and allows you to join discussions with other Bruins. For dual Bruin households, the second ID is available when you visit the website.

James West Alumni Center
PO Box 951397
Los Angeles, CA 90095-1397

Imagine the groundbreaking, one-of-a-kind thrill of coming back to campus without the hassle of traffic, parking or fees. At Alumni Day 2018, virtually anything is possible except savoring the taste of a Diddy Riese cookie. Save the date and use this card to sign in and follow your curiosity to a smorgasbord of excitement.

See what’s new at UCLA with a shout-out to the past and a glimpse into the future
Visit seldom-seen places through virtual tours
Discover fresh Bruin art, music and trivia
Be inspired by a poignant tribute, riveting written insights and spoken words of wisdom
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Take challenging quizzes and find your true Bruin spirit
Interact with alumni and faculty experts in real time discussions
Reconnect with fellow Bruins via live chat
And so much more...
UCLA ALUMNI DAY

VIP PASS

FIRST NAME LAST NAME

ACCESS ALL AREAS
Art, Chat, Inspiration, Music, Robotics,
Tours, Quizzes, Veterans Memorial,
Videos, Yearbook, YouTube Live Series

THURSDAY, SEPT. 13

Interactive content:
Live chat and YouTube Live
available 8 a.m. – 7 p.m. PST

ENTER
ADMIT ONE

POWERED BY MEMBERSHIP