Meet the UCSB Communication Alumni

UCSB Comm Alumni Total: 9,500
Recent grads represent 46.1% of volunteers, but only 25% of total comm grads. Largest gap in engagement with council from alumni classes 1981-2000.

<table>
<thead>
<tr>
<th>Year</th>
<th>Volunteers</th>
<th>% of Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2020</td>
<td>2,421</td>
<td>46.1%</td>
</tr>
<tr>
<td>2001-2010</td>
<td>2,999</td>
<td>27.8%</td>
</tr>
<tr>
<td>1991-2000</td>
<td>2,055</td>
<td>14.1%</td>
</tr>
<tr>
<td>1981-1990</td>
<td>1,682</td>
<td>10.0%</td>
</tr>
<tr>
<td>1971-1980</td>
<td>334</td>
<td>1.9%</td>
</tr>
<tr>
<td>1960-1970</td>
<td>7</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Employment Sector
Many comm alumni are working in communication related fields. Opportunity to leverage knowledge base, such as focused Q&A webinars or function trainings.

- Marketing: 172
- Sales: 101
- Events: 72
- Education: 48
- PR: 42
- HR: 40
- Legal: 27

Companies Represented
Comm alumni are working at major companies in diverse industries. Opportunity to tap alumni to host students at a “day on the job” or share job postings.

- Oracle
- Microsoft
- Hulu
- UCSB
- Google
- Facebook
- Del Monte
- Yelp
- MLS

Where do they live?
Represented in 48 states and D.C. + International, but majority of in-person events should be focused in California.

- California: 60%
- International: 5%
- Colorado: 3%
- Washington: 3%