Biography

- Alyssa grew up in Simi Valley and came to UC Davis as a college freshman. She chose UC Davis because of its academic reputation and high ranking among California public schools. In addition, the UC Davis campus and atmosphere spoke to her interests in the outdoors and provided a different experience than the area where she grew up. The college-town feel and community provided a lifestyle that was nurturing, sustainable, and easy-going - which Alyssa found uniquely appealing.

- After graduation, Alyssa moved back to the Los Angeles metropolitan area where she could be closer to her family. With an interest in the media industry, Alyssa decided to look for jobs in the Hollywood area and ultimately stayed there for her job.

- Alyssa’s interest and awareness of current trends, issues, and media led to her to a career in PR. Alyssa works for a full-service branding, marketing and public relations firm for musicians and other Hollywood entertainers.

Personality

Alyssa would describe herself as adventurous and personable. She has as a willingness to try new things.

Income: $65,000

Career: Celebrity PR Account Coordinator

City of Residence: LA - Hollywood area

Graduated in: June of 2010

Major: Communications (Minor in Business Writing)

Age: 28

Gender: Female

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City of Residence: LA - Hollywood area

*Information source: 2014 Simpson Scarborough UC Davis Brand Study and Alumni Focus Group Transcriptions*
UC Davis – Young Alumni Persona

Alyssa Simms

Interests and Social Life

• Alyssa’s job requires media and technology to be a huge part of her life. She enjoys using Twitter, Facebook and Snapchat, and these are the primary channel where she gets her news, information and updates.

• Alyssa loves meeting new people. She enjoys going to networking socials, dinners, parties, etc. As part of her job, the majority of these events are centered around promotional parties and musical performances.

• Alyssa enjoys hiking, biking, camping and other outdoor activities. In addition, she volunteers her free time to an environmental non-profit organization in the LA area.

• Alyssa’s best friend, Krystina, is also a UC Davis alumna and lives in Sacramento. However, as Alyssa gets busier, she has found it more and more difficult to visit Krystina. However, as Alyssa gets busier, she has found it more and more difficult to visit Krystina. They continue to talk on the phone periodically and follow one another on social media.

Career Goals

• In the short term, Alyssa’s goal is to be promoted to Account Director at her current job.

• In the long run, Alyssa hopes to take all her experience and start her own PR firm for up-and-coming music artists.

*Information source: 2014 Simpson Scarborough UC Davis Brand Study and Alumni Focus Group Transcriptions
UC Davis – Young Alumni Persona

Alyssa Simms

Attitude Toward UC Davis

• In general, Alyssa senses a lack of connection with the institution as she has few contacts with UC Davis.
• Alyssa is proud of UC Davis’ academic reputation and its contributions to technology, sciences, and health care. While she understands that UC Davis has a reputation for agricultural innovations, it is not a particular point of pride for her.
• Alyssa wishes she had taken more opportunities to develop leadership skills during her time at Davis.

Engagement and Messaging Challenges

• Alyssa tried to stay connected with the campus through visiting, but it became difficult with the distance. She is still interested in rekindling relationships with classmates, faculty, and the school through more social and professional opportunities.
• Alyssa receives most of her information through social media and friends/peers. She is on the university’s email list, but the emails can get overlooked in the deluge of shopping and other emails she receives. She does not receive any print magazines, including UC Davis Magazine.

Potential Marketing Messages and Actions

• Young Alumni value social consciousness, environmental consciousness and making a difference in the world through breaking new barriers.
• When communicating with Young Alumni, highlight opportunities for Alumni to help current students with career development and to connect with former classmates and faculty.
• Young Alumni’s most positive associations with UC Davis are good food, outdoor activities, social consciousness and a diverse campus.
• The best way to communicate and engage Young Alumni are through social media channels such as Instagram, Snapchat, Twitter and Facebook. Most Young Alums receive UC Davis emails but not the magazine.

*Information source: 2014 Simpson Scarborough UC Davis Brand Study and Alumni Focus Group Transcriptions
# UC Davis – Young Alumni Quick Figures

## Top 10 US metropolitan areas where Young Alumni known to reside

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Young Alumni known to live in this region*</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco Bay Area</td>
<td>34,825</td>
</tr>
<tr>
<td>Sacramento Area</td>
<td>27,118</td>
</tr>
<tr>
<td>Greater Los Angeles Area</td>
<td>6,327</td>
</tr>
<tr>
<td>Greater San Diego Area</td>
<td>2,336</td>
</tr>
<tr>
<td>Greater New York City Area</td>
<td>1,558</td>
</tr>
<tr>
<td>Orange County</td>
<td>1,454</td>
</tr>
<tr>
<td>Greater Seattle Area</td>
<td>1,031</td>
</tr>
<tr>
<td>Fresno Area</td>
<td>996</td>
</tr>
<tr>
<td>Greater Chicago Area</td>
<td>805</td>
</tr>
<tr>
<td>Greater Denver Area</td>
<td>611</td>
</tr>
</tbody>
</table>

## Top 10 Young Alumni career paths

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Young Alumni known to work in this field*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>11,740</td>
</tr>
<tr>
<td>Research</td>
<td>9,389</td>
</tr>
<tr>
<td>Engineering</td>
<td>7,411</td>
</tr>
<tr>
<td>Operations</td>
<td>6,487</td>
</tr>
<tr>
<td>Community and Social Services</td>
<td>5,697</td>
</tr>
<tr>
<td>Business Development</td>
<td>5,551</td>
</tr>
<tr>
<td>Healthcare Services</td>
<td>5,532</td>
</tr>
<tr>
<td>Sales</td>
<td>4,221</td>
</tr>
<tr>
<td>Information Technology</td>
<td>4,050</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>3,419</td>
</tr>
</tbody>
</table>

## Top 10 Young Alumni areas of study

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Young Alumni known to have studied this*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological Sciences</td>
<td>6,905</td>
</tr>
<tr>
<td>Economics</td>
<td>6,503</td>
</tr>
<tr>
<td>Psychology</td>
<td>6,445</td>
</tr>
<tr>
<td>Business/Managerial Economics</td>
<td>4,430</td>
</tr>
<tr>
<td>Political Science and Government</td>
<td>4,021</td>
</tr>
<tr>
<td>Computer Science</td>
<td>3,205</td>
</tr>
<tr>
<td>General Communication</td>
<td>3,197</td>
</tr>
<tr>
<td>Sociology</td>
<td>2,832</td>
</tr>
<tr>
<td>International Relations</td>
<td>2,665</td>
</tr>
<tr>
<td>English Language and Literature</td>
<td>2,661</td>
</tr>
</tbody>
</table>

*Information source: January 2017 analysis of UC Davis alumni on LinkedIn. Please note, LinkedIn does not include residents living in China.