

**National Alumni Board  
Meeting Minutes  
January 29 & 30<sup>th</sup>, 2016**

**Attendees:** Emily Abbas, David Beall, Kevin Bell, Steve Berry, Kelly Caldbeck, Martha Capps, Norah Carroll, Roxanne Conlin, Anne Driscoll, Marisa Gift, Drew Gulley, Michael Hall, Sally Holmberg, Chad Hoseth, Chris McDonnell, John Miller, Laura Myers, Zachary Nunn, Amy Ohde, Brian Reisetter, Jeff Shawd, Susan Stocum, Nikki Syverson, Sharon Wilkinson and Gary Zimmerman

**Staff:** Blake Campbell, Nicki Kimm, Chelsea Ochylski, Brooke Vance, Heather Hendrix, Kim Jones and Jennifer Woodley

**Guests:** President Martin, Dean Vaughn and Scott Raecker (The Robert D. and Billie Ray Center)

**Friday, January 29th**

**Welcome and Introductions**

**Chat with President Martin**

**Dean Vaughan Update on Accreditation**

**Committee Meetings:**

**Networking: Martha Capps**

**Goals:**

- 1- Focus on LinkedIn at this time knowing other platforms (PB etc) and secondary(Graduway etc)
- 2- Mission of LinkedIn – Advance career success of students and alumni through Drake/network of committed alumni dedicated to success of students
- 3- Rules of engagement – what we post/what we allow others to post

**Action Items:**

Draft rules of engagement

Strategy for invitations- growth

Strategy for education

Refine Content

**University Resources:** Brooke content management and group moderation. (If done right – community engages itself).

**Student/Alumni Committee: John Miller**

**Goal:** Provide oversight to ensure the successful implementation of the technology identified for the connection process and work in partnership with SAA (Student Alumni Association) to build student involvement and identify a quantifiable Mentee development framework. By May 2017 committee will be actively involved in successfully creating 30 Mentor/Mentee relationships.

**Action Items:**

1. Assist, collectively with the Networking Committee and Alumni Office, in the decision making process of the best software application to foster alumni/student connections.
2. Develop online profile application for the prospective mentee and determine liability questions and advise on resolution.
3. Determine 3-4 career services that will be offered through the Alumni Career Services program and facilitate over 30 student/alumni connections. (*resume writing and review, email/phone discussions, in person meetings, mock interview, job shadow, internships*)
4. Advise and facilitate the delivery of Mentee/Mentor training and expectations.
5. Develop criteria for matching students with alumni and determine mentor engagement options Communicate with current SAA members and identify 20 members who will contribute to the inaugural class of the Alumni Career Services Network. **(Pilot Program)**
6. Determine student evaluation of experience using multiple means including focus groups, data collection, and/or collaboration of stakeholders to develop next step in strengthening the Alumni Career Services Network.
7. Create a committee (board) consisting of students, faculty, and alumni members to oversee direction of the Alumni Career Services Network. **(Phase II)**

**Opening discussion about importance of determining the platform for mentor/mentee program.**

- Drew led discussion on of the importance for the platform to have data warehousing capability
  - Online platform to do the matching
  - Use shared goals
- Also important for us to know what we want from the platform
- Student profile—determining some of the survey profile questions
  - Looking for:
    - Gender
    - Major
    - Career
- Corollary questions for mentors

**Discussion and questions about Career Services Program and their role is this?**

- What information are they collecting and what do they have?
- Are they efficient?
- Can we count on them?

**Discussion of prior Mentor/Mentee program tried by Alumni and students.**

- Katie Ramsey shared her experience. It was awkward and there was no follow-up after meeting.

- She filled-out survey and alum filled-out survey. They met at coffee shop

- Uncomfortable and nothing happened after initial meeting.

- As far as she knows, she was the only match that happened.

### **How do we make Mentee/Mentor experience better?**

- Best scenario is a more organic match, but we can create a way to match mentee/mentor
- Provide a profile online that houses the questions and matches
- Provide matching algorithm
- (Matching 1 to 1?)
- Possibly have 5-1 match for Mentee. Mentee picks from 5 Mentor options
- Must have mutually beneficial and comfortable platform that allows for documenting shared goals, frequency of meetings, communications, end goals
- Must have easy opt out option!

### **Pilot Program:**

- Utilize captive group of engaged students in SAA group. Already committed to being a part of the Alumni Association and highly motivated.
- Ideal world: 30 Mentee/Mentor matches
- Determine what success looks like from matches
- Need comprehensive assessment (*agree, strongly agree, strongly disagree...etc.*)
- Discussed need for doing formal focus groups and decided they are necessary for Pilot Program.

### **First sample group:**

- 30 Mentees and start with upperclassman
- Utilize NAB members as Pilot group of Mentors
- Utilize Young Alumni Committee (YAC) to help with mentoring and training

### **Option:**

- Utilize SAA senior members to begin a Mentor ( Jr.) Program with freshman on campus
- Learning to “Pay-it-Forward” and get generate experience for being a mentor as future alum.

### **Expectations:**

#### **What is the role of Mentee/Mentee Program?**

- Do we set expectations that we will help prepare students as mentees, help fine tune skills, work on resumes, prepare for informational interview, internship, etc.?

- Should this lead to a job?

- Discussion of concerns of duplication efforts with colleges and Career Services

### **Training:**

seniors

- How to facilitate the training of mentee/mentor and expectation of getting

- Build expectation of M/M meeting once in person or at event like Relays
- Need to set Pilot program schedule
- Program must have predetermined goals
- Possibility of video component

### **How do we begin?**

- We can begin to build the profiles and outline training of mentee options

### **Work groups:**

Breaking our committee into two working groups

- Kim, Kelly and Katie work on training and preparing student mentees
- John, Drew begin building profile
- Will work with our group and share at next conference call end of February

**NOTE:** These notes are based on our discussion Sat. afternoon. We began discussions on the survey questions but had a lot of questions about the platform. Decided to proceed with what we know.

*\*Executive Committee met and these goals/actions may have changed after our discussions*

### **Alumni Programming: Gary Zimmerman**

#### **Goals:**

- 1- Initiative Discuss Status of National Programming (National Game Watch, Du Good Day, Drake Me Out to the Ballgame)
- 2- Discuss Career Services

#### **Action Items:**

- 1- Chelsea will communicate committee discussion on national programming to the RAB's. No requirement that every RAB run a Drake Me Out to the Ballgame. Also does not have to be a baseball game.
- 2- Chelsea and Gary are putting together an outline of what the committee discussed as a means to create/institute a webinar series geared specifically to graduating Drake students/recent Drake graduates.

#### **University Resources:**

- 1- Active participation of Chelsea
- 2- Participation by local Programming Committee Members to get the project off the ground.
- 3- Will need the resources – studio, camera, website assistance necessary to create a webinar series for Drake students.

### **Recognition Committee: Steve Berry**

- Work with colleges/schools for their recommendations for the Alumni Awards nominations
- Alumni Awards nomination submission is due November 15

- December 10 is the committee conference call to discuss submissions
- Invite award recipients to connect with students while on campus in April
- Highlight the individuals that were submitted for the alumni awards and not chosen (everyone is a winner)
- Feature professors, students and alumni, “Did You Know”

### **Philanthropy Committee: Chad Hoseth**

1. Overview of each committee and their expected actions related to career services
  - a. Many overlap and, as a result, will be able to work together
2. Philanthropy committee goals
  - a. Chad indicated his decision to withdraw from the National Alumni Board in the spring.
  - b. Action Items
    - i. Research current/past outreach strategies among peer institutions and across Drake campus
    - ii. Develop a recruitment strategy, which includes the key message(s) we would like to communicate to alumni to connect with current students – Set CLEAR expectations up front with the reality of an all call to alumni would result in too much communication and expectation of involvement at the start of the program
    - iii. Create volunteer career advisor descriptions which include what opportunities exist and the expectations of each opportunity
    - iv. Develop a filtering process for alumni who would like to take part in a career advisor volunteer opportunity
    - v. Develop a process to use alumni who have signed up to mentor, and haven’t been matched, in other programming [opportunities](#)

### **Career Services Large Group Discussion and Committee Reports/Discussion of Graduway**

**Saturday, January 30<sup>th</sup>**

**Scott Raecker** – Introduced the new plans for the Robert D. and Billie Ray Center on campus.

**BaseCamp Training** – This is a place we use for uploading of documents for the committees and also to hold calendars and important discussions. Hopefully you have received an invitation to join via email. If you have not please feel free to contact Nicki at the Alumni House at 271-2463.

### **Future Meeting Dates**

Thursday, April 28-Presidential Inauguration 1:30-3 pm  
 April 28- Alumni Awards Reception  
 Friday, April 29-Board Meeting  
 Friday & Saturday, October 7 & 8

