



Alumni Relations Annual Report

Academic Year 2014-2015



Drake has nearly

70,000

living alumni—and counting.

Strengthening the Pack

About the Office of Alumni Relations

Once a Bulldog, always a Bulldog. Through regular programming, outreach, and communication, the Office of Alumni Relations seeks to instill the Bulldog spirit and pride in students from day one. We work to create an intimate and meaningful experience for current, former, and future students, one they'll carry with them throughout their lives as proud alumni.

In partnership with the National Alumni Board of Directors, Drake Alumni Relations strives to meet the University's alumni where they are personally, professionally, and geographically. Whether it's holding a pre-game reception before a basketball game, organizing a reunion tent party, or scheduling DU Good Day service projects, connecting our alumni and students to Drake and each other in ways that inspire the Bulldog spirit is our top priority.

Home Turf

Alumni House

Before it became Drake's Alumni House in 2014, the century-old home at 2700 University Ave. had already borne witness to many interesting lifetimes.

Built in 1901 by Drake Chancellor William Bayard Craig, "Craig House" was home to the chancellor and his wife, Mary Carpenter Craig—the daughter of Drake's first chancellor and founder, George Carpenter. From 1920 on, the residence had many occupants, including Drake presidents (Morehouse and Harmon), a sorority, and various University programs.

During the 2014 Drake Relays, the home was dedicated as the official location for the Office of Alumni Relations. In addition to offices for the staff, the house provides

space for meetings, receptions, dinners, and other gatherings. The House is also a home-away-from-home for alumni, who are invited to use the building as "home base" during visits, make use of the office reserved for alumni use, or just drop in to say "hello." More than 3,000 visitors have stopped by since January 2014.

The Alumni team has been working to furnish and decorate the house with both period style and Drake spirit thanks to valuable guidance from decorator and alumna Leslie Aiello, FA'79.

An alumni authors library has also been created within the house, which celebrates and features the works of alumni who have published books. Alumni authors can learn how to submit a signed copy of their book to the Alumni House by emailing alumni@drake.edu.

HISTORY OF THE ALUMNI HOUSE

1901 Built by and Home of Drake Chancellor William Bayard Craig

1920–1935 Women's Dormitory

1935–1941 Home of President Daniel Morehouse

1941–1945 Home of Henry Gadd Harmon

1945–1962 Chi Omega Sorority House

1962–1969 University College

1969–1988 College for Continuing Education and Women's Programming

1988–2001 International Center

2002–2013 American Judicature Society Headquarters

2014 Drake University Alumni House

The Drake Alumni House hosted over **3,000** guests since January 2014.





Bulldog Strong

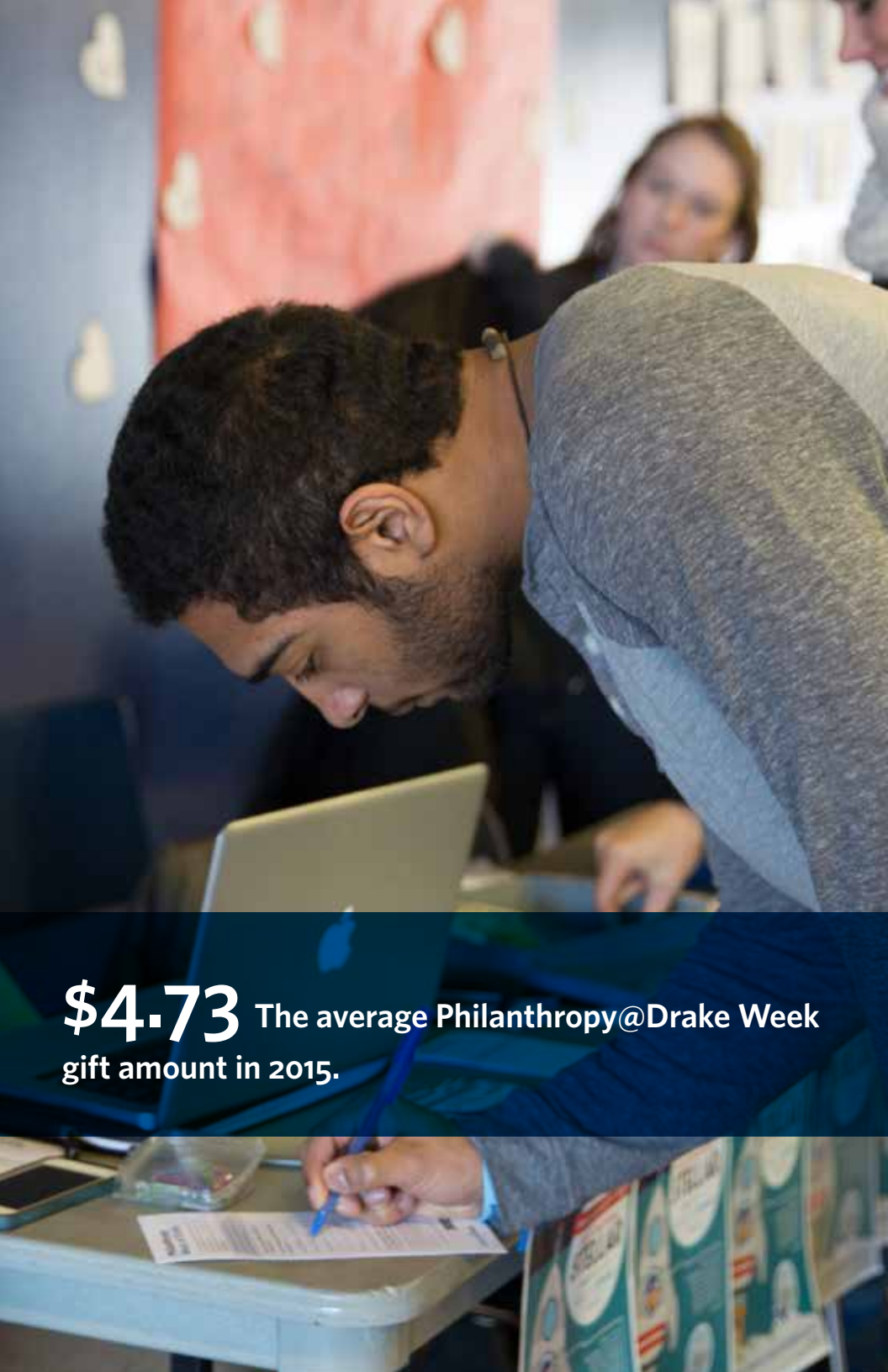
Student Alumni Association

The Drake University Student Alumni Association (SAA) is a student organization passionate about creating an engaging campus experience for Drake students while providing them with valuable opportunities to connect with our more seasoned Bulldogs. Members of SAA get the privilege of attending exclusive events, working to foster campus-wide Drake pride, and serving on committees or holding leadership positions within the organization.

125 students belong to the Student Alumni Association this year, making it one of the largest student organizations on campus.



www.facebook.com/drakesaa



\$4.73 The average Philanthropy@Drake Week gift amount in 2015.



PHILANTHROPY WEEK

Each year, the Student Alumni Association rallies students together to celebrate Philanthropy Week. The event is focused on education, introducing students to what philanthropy is and how it benefits their Drake experience. It provides Drake students a chance to engage and reach a giving goal of their own.

Since 2011, Drake Trustee Joe Aiello, BN'80, and his wife Leslie, FA'79, have issued an annual participation challenge to students. In 2015, the Aiellos donated \$15,000 when students reached (and exceeded) 15 percent giving participation. In total, nearly \$18,000 was given to provide scholarship support through The Drake Fund.

ALUMNI FIRESIDE CHAT

SAA's Alumni Connections program offers students large-scale professional connection opportunities, and now the organization's new offering—Alumni Fireside Chats—provides a smaller, more personal way to connect. Alumni Fireside Chats are networking events that bring together SAA students in a particular area of study to hear from a panel of alumni also in their field. Sessions included a National Alumni Board panel and an education-focused discussion with Jeff Berger, deputy director of the Department of Education. The intimate events, which take place in the Alumni House, enable student attendees to have conversations with alumni panelists on everything from Drake memories to career advice.



TRADITIONS PROGRAM

Another SAA cornerstone offering, the Drake Traditions Program evolves each year to fulfill the needs and requests of the student body. The program kicks off with a Bulldog Bucket List poster filled with traditions to conquer (like “Hubbelling” down a snowy hill on cafeteria trays), which is given to first-year students. It culminates with *The Bulldog Book*, a keepsake/memory book of Drake traditions that’s presented to seniors.

CAMPUS ENGAGEMENT & ATHLETICS PARTNERSHIP

Once again, Drake Alumni Relations partnered with Drake Athletics to focus on amping up school spirit and support of student athletes. Whether it’s football, basketball, soccer, or tennis, SAA works to build the best competitive environment possible for student athletes, and shares that passion with their peers to encourage attendance and boost University pride.



The Drake Traditions Program **evolves** to include **spirited events** like the Nearly Naked Mile.



Paint the Town Blue

Des Moines Area Outreach

Being a Bulldog would not be the same without Drake's hometown. Our community stretches beyond campus thanks to our growing relationships with the people and organizations of the city of Des Moines. The Drake Office of Alumni Relations actively seeks to create programming to foster and strengthen these connections.



[www.facebook.com/groups/
drakealumniofci](https://www.facebook.com/groups/drakealumniofci)



[www.alumni.drake.edu/
centraliowa](http://www.alumni.drake.edu/centraliowa)



EXECUTIVE ROUNDTABLE

The second year of Drake University Alumni Executive Roundtable offered a lunchtime leadership forum where alumni and distinguished members of the local business community engage in dialogue focused on community awareness, professional networking, and leadership. This year's group of 25 alumni participated in roundtable discussions with key alumni speakers, including:

- **Jeff Russell**, JO'94, President and CEO of Delta Dental Plan of Iowa
- **Larry Zimpleman**, BN'73, GR'79, Chariman, President and CEO of Principal Life Insurance Company
- **Marsha Ternus**, LW'77, Past Chief Justice of the Iowa Supreme Court; Director of the Harkin Institute
- **Patrick Meyer**, President and CEO of Pella Corporation
- **David Miles** LA'79, GR'81, Chairman of the Drake Board of Trustees; CEO and Principal owner of Miles Capital
- **Kristi Knous**, GR'10, President and COO of the Community Foundation of Greater Des Moines





LET'S DU LUNCH

Ever curious and with a keen intellect, Bulldogs love to learn. Let's DU Lunch, which just completed its 15th successful season, is a professional speaker series that allows alumni to satisfy that passion and to hear firsthand from community leaders who make Des Moines great. Alumni enjoy lunch, networking, and socializing while they hear from dynamic speakers. Six lunches were held throughout the year at the Des Moines Club downtown. The lunch is sponsored by Drake University and the Greater Des Moines Partnership. Fiscal 2015 speakers included:

FALL 2014

- **Jay Byers and Gene Meyer**, GR'81, Greater Des Moines Partnership
- **Donna Tweeten**, JO'85, Hy-Vee, Inc.
- **Luncheon honoring Robert D. Ray**, BN'52, LW'54

SPRING 2015

- **Don Short**, West End Architectural Salvage
- **Connie Wimer and Janette Larkin**, Business Publications Corp.
- **Central Iowa Entrepreneurs and Innovation Panel:**
Brian Hemesath, Global Insurance Accelerator
Mike Colwell, Business Innovation Zone
John Kackovin, Bawte

 www.alumni.drake.edu/letsdulunch



602 total guests attended the
15th season of Let's DU Lunch.

Fiscal Year 2015 By the Numbers

70,049

Total Number of Living Alumni

1,655 *Reunion
Attendees*

1,106 *Alumni Living
Outside the U.S.*

730 *Alumni
Volunteers*

2,253

Alumni Event Attendees

283

Alumni Serving on Boards



Bulldog Nation

Regional Outreach

NATIONAL GAME WATCH

Alumni around the country connected—in person or through social media—to cheer on their Bulldogs against the University of Northern Iowa Panthers in February 2015. The event encompassed loyal-hearted Bulldogs in 13 locations across the nation ([Boston](#), [Chicago](#), [Denver](#), [Kansas City](#), [Los Angeles](#), [Madison](#), [New York City](#), [Omaha](#), [San Diego](#), [St. Louis](#), and [Minneapolis](#)). Tune in for information on the National Game Watch on Feb. 6, 2016.

Bulldogs enjoyed the game at **13** sites
around the country in 2015.

402 DU Good Day volunteers served in
18 locations across the country.



DU GOOD DAY

We held our 4th annual DU Good Day in September 2014, giving alumni an opportunity to take part in a national day of service for the benefit of their local communities. Participants packaged food for the hungry, and organized food supplies for underprivileged children; coordinated donations of merchandise for local nonprofits, prepared meals for the hungry, and painted low-income housing.

REGIONAL ADVISORY BOARDS

A key way Drake graduates can get engaged with the University and their own communities is through participation on regional advisory boards. These include 12 to 20 alumni who represent various graduation years and professions. The boards meet three to four times a year and also participate in national

programming efforts—National Game Watch, Drake Me Out to the Ball Game, and DU Good Day. They also organize additional events that are region-specific, such as Drake Alumni Night at Sporting Kansas City, a Chicago family outing to *Carousel*, and professional networking events.

Read more and check out pictures from the day at www.storify.com/drakealumni/du-good-day-2014

DRAKE REGIONAL ADVISORY BOARD LOCATIONS

Chicago
Kansas City, Mo.
Central Iowa
Minneapolis-St. Paul
Denver
Phoenix
Washington, D.C.



www.flickr.com/photos/drakealumnierevents



www.alumni.drake.edu/rab



445 students/alumni and friends participated in Drake me out to the Ball Game event.

DRAKE ME OUT TO THE BALLGAME

Drake Me Out to the Ball Game encourages alumni to join together and take in a baseball game (or other sporting event). It's fun, casual, and a great way to connect. Events take place in markets across the country, especially in areas with regional

advisory boards. In Fiscal 2015, more than 400 alumni and friends participated in Drake Me Out to the Ball Game events in Atlanta, Boston, Chicago, central Iowa, Denver, Kansas City, Minneapolis-St. Paul, Omaha, Phoenix, San Diego, St. Louis, Tampa, and Washington, D.C.

FIRST-YEAR SEND OFFS

Each year, Drake alumni in various regions welcome admitted Drake students to the pack, opening their homes or providing a location for a barbecue or ice cream social. These First-Year Send Off gatherings are a great opportunity for the newest additions to the pack to connect with other future and current Bulldogs from their hometown. In fiscal 2015, there were six First-Year Send Off events: central Iowa, Chicago (Park Ridge), Chicago (Glen Ellyn), Kansas City, Minneapolis-St. Paul, and St. Louis.

TRAVEL PROGRAMS—MEDITERRANEAN CRUISE

Bulldogs love adventure, and in June 2015 more than 100 Drake alumni and friends came together for Pearls of the Mediterranean, a seven-night luxury cruise.

Associate Vice President for Alumni and Development Diane (Anagnos) Caldbeck, ED'72, and her husband Bill, BN'70, led fellow alumni on this trip through the Mediterranean Sea from Rome to Monte Carlo. See the links below for more about upcoming Drake Alumni travel programs.



[View Mediterranean trip Flickr gallery](#)



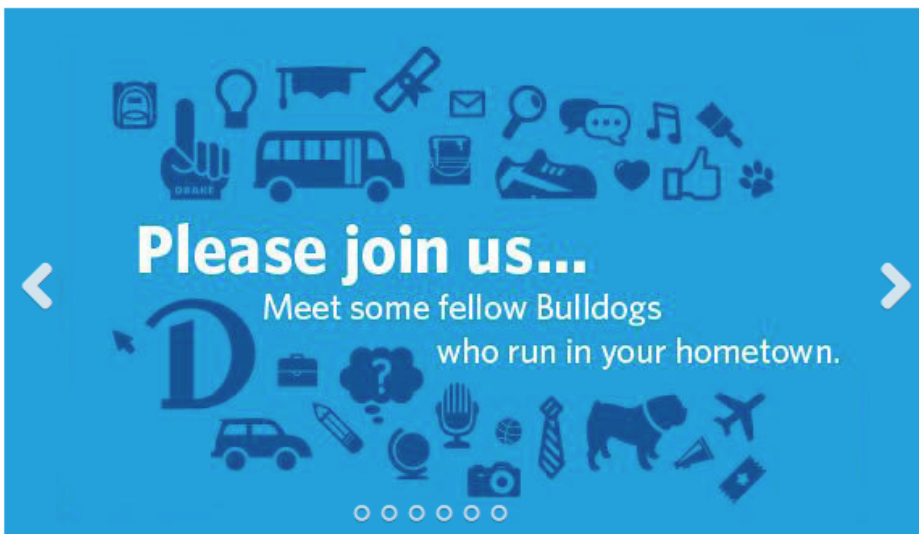
www.alumni.drake.edu/travel



NEW WEBSITE

Make sure to visit the website often to check for upcoming events and alumni news.

REGISTER ▾ ABOUT US ▾ STAY CONNECTED ▾ ALUMNI ORGANIZATIONS ▾ SERVICES ▾ GIVE TO DRAKE ▾ NEWS & MEDIA ▾ LOGIN



Alumni Community

Get access to Class Notes, Message Boards, Groups and much more. [Review the benefits of logging in here.](#)

[Login to your account](#) >

[Register for account](#) >

[Forgot Username/Password](#) >

[See which browsers and versions this website supports](#)

Events

News

Tuesday, December 15
[Chicago Happy Hour at Randolph Tavern](#)

Saturday, December 18
[HyVee Big Four Classic](#)

Monday, January 15
[Welcome Drake's newest Bulldog—Phoenix](#)

Saturday, January 23
[Drake Men's Basketball vs. Loyola Pregame Party—Chicago](#)

[More Events >>](#)

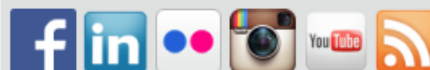
Tweets

Follow

Drake Alumni Office 7 Dec
@DrakeAlumni
OPA! pic.twitter.com/IGUYkiDhh6
 Show Photo

Drake Alumni Office 7 Dec
@DrakeAlumni
@DrakeAlumni and Development's annual birthday lunch for Diane Caldebeck, ED'72! Happy Birthday Diane!
pic.twitter.com/PGrJuc1Akk
 Show Photo

Drake Alumni Office 5 Dec
@DrakeAlumni
The @DrakeAlumni House is in too form



donate *to drake*

register *for events*

update *profile info*

www.facebook.com/drakeuniversityalumni

[@drakealumni](https://twitter.com/drakealumni)

www.instagram.com/drakealumni

www.linkedin.com/company/drake-university

www.flickr.com/photos/drakealumnিয়েvents

www.youtube.com/GoDrakeBulldogs

www.alumni.drake.edu



SOCIAL MEDIA

The Office of Alumni Relations is continually striving to find creative ways to connect with alumni and friends on social media.

RELAYS COVERAGE

For the third year in a row, Alumni Relations partnered with Drake Athletics and University Communications to provide comprehensive coverage of Drake Relays week activities and events. From Pole Vault on Court to the Beautiful Bulldog contest, alumni were able to visit the Relays website to follow the fun.



6,400+ Drake Alumni Twitter followers, 6,000+ Drake Alumni Facebook fans and 880+ Instagram followers

ALL IN CAMPAIGN

In May 2015, the Office of Alumni & Development—which encompasses Alumni Relations as well as the development arm of the University—launched its second 24-hour giving campaign. Using a variety of goals and incentives, the University challenged alumni to go “All In” for 24 hours to make their gift in support of Drake University. Through Facebook and Twitter, alumni got engaged with All In and rallied their classmates and friends to do the same. With more than 280 donor participants and \$101,100.43 raised, All In was a huge success in raising awareness and support for The Drake Fund and our students and faculty.

ENGAGEMENT

In 2014–2015, Drake’s digital media metrics continued to grow in followers and engagement. Drake’s Twitter presence increased by 1,000 followers to 6,200. Facebook fans are up to more than 5,700 “likes,” and LinkedIn users are at 7,500 up about 600 from a year ago.



www.facebook.com/allinDrake



www.storify.com/drakealumni/all-in



Dog Days

Drake Relays

ALL ALUMNI TENT PARTY

Drake alumni from all years were invited to gather under one tent to reunite with fellow Bulldogs and the University that brought them together. More than 700 alumni attended the 2015 All Alumni Tent party, held the Friday night of Relays.

All Bulldogs were welcome to join the fun, but these milestone classes were celebrated in particular:

2010 (5 years), **2005** (10 years),
2000 (15 years), **1995** (20 years),
1990 (25 years), **1985** (30 years),
1980 (35 years), **1975** (40 years),
and **1970** (45 years).

The event was free and included Relays-themed games, a giant photo booth, special giveaways including a signature Relays mug, refreshments, and live music from the band Final Mix.



[View All Alumni Tent Party Flickr gallery](#)



www.alumni.drake.edu/relay/relay-home



YOUNG ALUMNI BRUNCH

The Office of Alumni Relations welcomed back Drake's most recent graduates to celebrate a new Relays tradition: a Saturday morning Young Alumni Brunch. During the gathering, recent Drake graduates bid their farewells to outgoing Drake President David and Maddy Maxwell.

REUNIONS

A variety of reunions brought Bulldogs back to their forever home. The Golden Reunion welcomed home the classes of 1954-1955 and 1964-1965. Over Relays weekend, many Bulldogs came back for the Greek Reunion and reunions for the School of Journalism and Mass Communication and College of Business and Public Administration. Former student body presidents from as far back as the 1970s also reconnected during Relays.



[View Young Alumni Brunch Flickr gallery](#)



More than **600** alumni attended the 2015 All Alumni Tent Party.



Leaders of the Pack

National Alumni Board

ALUMNI AWARDS

Each year, the National Alumni Board of Directors reviews nearly 100 nominations for six prestigious awards.

Whether it is achievement in a given profession or loyalty to their community or alma mater, these awards highlight the leadership, tenacity, and determination of Drake graduates across the globe.

Awards highlight **leadership** and
Bulldog spirit across the globe.

To nominate someone:



[www.alumni.drake.edu/
alumniawards](http://www.alumni.drake.edu/alumniawards)



ALUMNI AWARDS

This year, the following alumni were awarded for their service and spirit at our April 2015 Distinguished Alumni Awards event.

Distinguished Alumni Award:

Ric Scripps, ED'70

Debbie (Engstrom) Scripps, ED'72

Alumni Achievement Award:

Michael Vasquez, BN'80

Alumni Loyalty Award:

Brent & Diane Slay, ED'70

Young Alumni Achievement Award:

Darci Vetter, AS'96

Young Alumni Loyalty Award:

Anthony Pudlo, PH'07, GR'07

Community Service Award:

Honorable Ruth Klotz, BN'54, LW'55

STRATEGIC PLAN

The National Alumni Board of Directors continued a three-year-long strategic plan process to better align its priorities and work with the Drake University Strategic Plan 2020. Efforts include increased alumni outreach, improved communication channels and networking, and professional programming. The three-year plan enables the National Alumni Board to support the work of the Alumni Relations team as well as raise the visibility of University needs and priorities.



[View Distinguished Alumni Awards Flickr gallery](#)



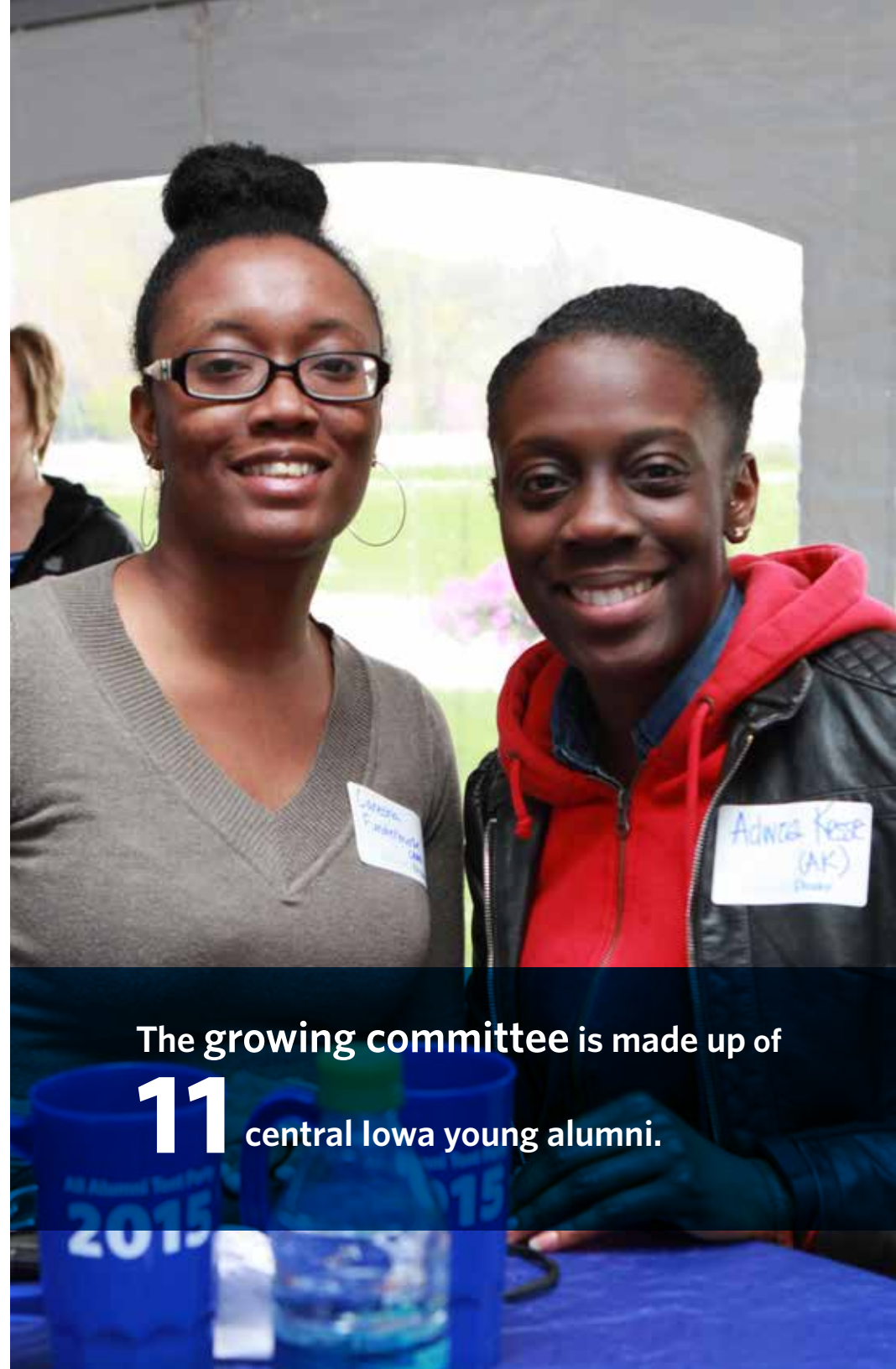
YOUNG ALUMNI COMMITTEE

A new branch of the Central Iowa Regional Advisory Board launched in 2014 with one purpose: to engage young alumni in central Iowa through philanthropic, leadership, and networking opportunities. The Young Alumni Committee was created in response to the Drake University Strategic Plan, which identified the need to better connect with alumni in the area.

Launched at the inaugural Young Alumni Brunch during the 2014 Drake Relays, the growing committee is

made up of 11 Central Iowa young alumni—defined as 2005–2015 graduates in undergraduate and graduate programs who are under the age of 35.

The committee hosted the Young Alumni Summer Series of three social events around the Des Moines area. The group also welcomed the newest Drake graduates into the National Alumni Association on commencement weekend and has a full calendar of upcoming events designed to fulfill the philanthropic, networking, and social aspects of its mission.



The growing committee is made up of
11 central Iowa young alumni.

Drake Alumni Association

Board of Directors

EXECUTIVE COMMITTEE

Emily (Reis) Abbas, JO'97, GR'09

—President, Des Moines

Paul Doucette, BN'97

—Chair; Alexandria, Va.

Gary Zimmerman, LA'79

—Vice President, Alumni
Programming; Park Ridge, Ill.

Nicole (Sandage) Trembley, JO'97

—Vice President, Networking;
Leawood, Kan.

John Miller, BN'82

—Vice President, Student Relations;
Lenexa, Kan.

Mary Walbridge, PH'74

—Vice President, Recognition;
St. Louis

Janelle (Feddersen) Holmes, BN'90

—Vice President, Philanthropy; Des
Moines

Shawna Kasner-Hannam, AS'97,
GR'00

—Secretary; Omaha, Neb.

AT-LARGE MEMBERS

Ann (Alexander) Anklam, ED'72

Eden Prairie, Minn.

Erica (Aronsen) Axiotis, GR'06

Des Moines

Jonathan Azu, BN'99

Brooklyn, N.Y.

David Beall, BN'81

Orange, Calif.

Kevin Bell, LW'11

Des Moines

Steve Berry, LA'83, LW'86

Des Moines

Martha Capps, JO'78

Eden Prairie, Minn.

Norah Carroll, JO'11, AS'11

West Des Moines, Iowa

Dale Charles, BN'87

Longmont, Colo.

Roxanne (Barton) Conlin, LA'64,
LW'66, GR'79

Des Moines, Iowa

Tim Coonan, AS'96, LW'02

Des Moines

Marisa (Ellsworth) Gift, AS'02

Omaha, Neb.

Drew Gulley, AS'05

New York

Chad Hoseth, AS'94

Fort Collins, Colo.

Sally Hulmberg, ED'63, GR'69, '83, '94

Pleasant Hill, Iowa

Bob Luxen, FA'73

Dallas

Tyler Marciniak, JO'05

New York

Ken Martin, ED'81

Little Rock, Ark.

Chris McDonnell, JO'05

Orland Park, Ill.

Kyle Mertz, BN'04

Altoona, Iowa

Max Miller, BN'80, GR'80

Naperville, Ill.

Dr. Laura Myers, AS'95

Ankeny, Iowa

Crystal Nance, AS'10, JO'10

Saint Joseph, Mo.

Zach Nunn, AS'02

Bondurant, Iowa

Dennis Olden, LA'61

Tampa, Fla.

Brian Palmer, AS'96

Rochester, Minn.

Brian Reisetter, PH'85, GR'97

Oxford, Miss.

Loretta (Tursi) Sieman, LA'66, GR'72

Clive, Iowa

Susan Stocum, JO'92

West Des Moines, Iowa

Nikki Syverson, JO'03

Clive, Iowa

Tiffany (Abell) Tauscheck, JO'01

Clive, Iowa

Sherry (Clark) Wilkinson, ED'68, GR'75

Urbandale, Iowa

SPECIAL MEMBERS

Anne (Anderson) Driscoll, ED'63, GR'68

—Drake Alumnae Association
Des Moines

See the list of new members
and executive committee
members for the 2014-2015
academic year:



[www.alumni.drake.edu/
alumniboard](http://www.alumni.drake.edu/alumniboard)

Loyal, True Hearts

distinctlyDrake

FRANCIS MARION DRAKE SOCIETY

In celebration of the impact of philanthropy at Drake University and the support of our donors to The Drake Fund, Drake Alumni & Development welcomed back nearly 350 donors and friends to campus for the annual Francis Marion Drake Society (FMDS) Dinner. Throughout dinner, attendees heard stories of the generosity of alumni and donors and received thanks directly from those whose lives have been changed by their support—Drake students.



350 donors and friends were welcomed back for the
Francis Marion Drake Society Dinner.



[View Francis Marion Drake Society Dinner Flickr gallery](#)



Drake Office of Alumni Relations Staff 2014-2015

Blake Campbell, GR'05	Director
Jessica Schroeder, JO'09	Assistant Director
Jennifer Woodley, gr'07	Associate Director
Liz Tesar, BN'07 GR'14	Assistant Director
Caroline Jones	Assistant Director
Joy Giudicessi, FA'72	Manager of Special Programs
Betty David	Administrative Assistant
Brooke Vance	Administrative Assistant

Staying Connected

IN PERSON OR BY MAIL

Drake Alumni House
2700 University Ave.
Des Moines, IA 50311

PHONE

515-271-3152

WEB

www.alumni.drake.edu

EMAIL

alumni@drake.edu

Links



www.facebook.com/drakeuniversityalumni



[@drakealumni](https://twitter.com/drakealumni)



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www.youtube.com/GoDrakeBulldogs