

National Alumni Board Meeting

February 9-10, 2018

Cowles Library/Reading Room

Attendees: David Beall BN'81, Steve Berry LA'83, LW'86, Rachel Boon ED'99, GR'02, Kelly Caldbeck PH'01, Martha Capps JO'78, Norah Carroll JO'11, AS'11, Kristopher Covi AS'95, John Farmer AS'92, Drew Gulley AS'05, Brian Harms AS'89, Sally Holmberg ED'63, GR'69, GR'83, GR'94, Geoff Lawton PH'92, Pam Nelson AS'10, Zach Nunn AS'02, Brian Reisetter PH'85, GR'87, Laurel Rundle JO'91, Jeff Shawd JO'81, GR'83, Nikki Syverson JO'03, Annelise Tarnowski JO'15, Tiffany Tauscheck JO'01, Sherry Wilkinson ED'68, GR'75

Staff: Andy Verlengia JO'02, Director of Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Amelia Klatt PH'13, Assistant Director of Alumni Relations; Mark Reiter JO'15, Assistant Director of Alumni Relations; Heather Hendrix, Assistant to Alumni Relations; Nicki Kimm, Assistant to Alumni Relations

Friday, February 9

Executive Session

Welcome & Call to Order – John Miller

President Martin Address

Continuous Improvement Plan

Our commitment:

- Teaching and Learning
- Reflection
- Execution
- Stewardship

Online Learning Program

STEM at Drake

University Avenue Construction – Nelson Project

Boys and Girls Club

Lunch

Athletics Update – Brian Hardin

Brian started his new position on December 11th.

Focused on:

- Alignment
- Personnel
- Facilities
- Budget

Committee /Subcommittee Breakouts

BOT Update – David Golder

- Role of BOT – governance
- Budget
- Marketing - Enrollment - Money
- Innovation – Online Efforts
- BOT takes pride in hiring President Martin – very pleased with his leadership
- What VALUE does Drake give to someone?
- Faculty is committed to student learning
- Plugged the AHR that he hosted!
- Board Meeting hot topics from January – DIVERSITY

SAA Update/Presentation- Ashley Blazek

Ashley introduced the new board for SAA and showed Power point of some of the events on campus that SAA sponsored so far this year.

SAA Networking Event

Social Event – Steve Berry’s Band

Saturday, February 10

Breakfast and University Overview – John Smith

- We have the right president of the university at the right time
- Strongest President’s council John has seen in 12 years
- Core Values
 - Joyful Accountability
 - Generosity of Spirit
 - We are all in this together (John wants to change because it reminds him of High School Musical)
- FY19 ‘Quiet’ Phase of Campaign – based on the class numbers for next year

Committee Planning Sessions

Committee Report Outs / Next Steps

Recognition – Steve Berry

Alumni Award Winners for 2018

- Tammi Blackstone, AS’00, Young Alumni Loyalty Award
- Tiffany Tauscheck, JO’01, Young Alumni Achievement Award
- Catherine Gayle Williams, LA’61, Community Service Award
- Scott Johnson, GR’90, Alumni Loyalty Award
- Douglas G Bruce, BN’72, GR’89, Alumni Achievement Award
- Ron Pearson, BN’62, Distinguished Alumni Award

Programming – Martha Capps

- Finalizing RAB Handbook (more as a guide for the RAB)
- RAB Chairs will have point person from NAB to ask questions and feel more connected
- Working on positions for different types of boards (starting, sustaining and expanding)
- Inviting all RAB chairs to the April meeting
 - Introduce to NAB
 - Roll out handbook
- Alumni office will gather market analysis for each established RAB
 - Engagement scores
 - BOT members in their area
 - Admissions reports for their area, etc.

Outreach – Jeff Shawd

All-In Campaign with Becca Widmer April 5-6 from noon to noon.

3 messages:

- Support All-in - online availability and give form
- Share with other alumni
- Celebrate

Mentoring Program (AMP)

Key points:

- Pairing have been approved
- NAB/SAA Profile forms will be sent before March 1
- Students will send introductory email in March | First in-person meeting at April NAB

Admissions – Laurel Rundle

- Letter Writing Campaign
40% reduction in Melt rate over summer – partially due to letters written by Alumni last year. Personalization portion of letters speak to students who are still deciding on college. Goal of 100 volunteers and writing 1000 letters.
- Created a process for Admissions Committee members to send alumni volunteers the list of students they'll be writing letters to. This process is different from how we communicated with alumni volunteers last year, and has the goal of improving accountability with letters being written and gives us more data on which letters are most effective.
- Presentation from Liliana Bernstein on the matriculation process which provided valuable insight on how letter writing plays a role in getting students to commit to Drake.

University Brand Elevation – Dave Remund

Goals:

- Define and convey Drake's brand position and unique qualities
- Prioritize efforts that drive recruitment and yield
- Improve awareness and unaided recall of our brand
- Strengthen the University's image and reputation

Looking Ahead:

Revamp view book

Infuse more imagery

Expand and improve digital marketing and tracking

- Cost per click
- Click thru rate
- Conversion of clicks to inquiries/applications
- Platform performance (LinkedIn vs Facebook)
- Increase advertising

Lunch

Meeting Adjourned

Drave vs UNI Basketball

Upcoming Alumni Board Meetings:

April 27, 2018

October 5-6, 2018

February 2019 – TBA

April 26, 2019

October 11-12, 2019