

National Alumni Board Meeting Minutes October 1, 2011

Attendees: Emily Abbas, Joe Aiello, Ann Anklam, Erica Axiotis, Jonathan Azu, Steve Berry, Paul Doucette, Anne Driscoll, Marisa Gift, Jeremy Glenn, Buffy Higgins, Janelle Holmes, Jill Johnson, Shawna Kasner-Hannam, Tammy Lair, John Miller, Max Miller, Dennis Olden, Dennis Olson, Tammy Perkins, Loretta Sieman, Kent Stevens, Scott Stevens, Susan Stocum, Tiffany Tauscheck, Ted Thoms, Nicole Trembley, Mary Walbridge, Greg Wilde, Sherry Wilkinson,

Staff: Jessica Berger, Diane Caldbeck, Blake Campbell, Betty David, President Maxwell, Mandy McReynolds, Ashley Nichols, Liz Tesar, John Smith, Holly Worthy

Mandi McReynold: Service Learning Coordinator at Drake shared her newly created role at Drake. She works with the University core space with classes as well as students, faculty & staff and engages them in local community as well as our global community. 200 plus students are involved every term, including the writing clinic where students are doing 30 -50 hours of volunteer work.

President Maxwell: Visited about the challenges facing higher education, internal challenges as well as challenges specific to Drake. We look at challenges as opportunities, the BOT was asked what they saw as challenges that they could help with and focus on as trustees and were very excited about helping the University.

We had over 6,000 applications for the first time in the University's history; this was a 100 % increase in applications in 5 years. Drake's selectivity rate has gone from 84% to 62% in the last five years. The discount rate is the percent of tuition revenue dollars given back in the form of aid. Drake would like to see merit aid outlawed, and to be able to give more need based aid. Three years ago we increased the number of qualified applications, so we accept fewer students; this is called the selectivity rate. The harder it is to enter Drake the more people want into Drake thus we do not need to discount the price and then we can offer more need based aid. Merit aide awards are awarded in 5 bands, and we raised the bottom of band 1 & 2 this year. We have an academic profile that is the best we have ever had with median 27 ACT, GPA 3.7 with 82% in the top of their high school class, admitting 812, with a discount rate drop of 5.3 percentage points. So the net revenue is higher than having 850 at the discount rate projected last year resulting in 1.2 million dollars more using the revised discount rate.

There are ways of boosting those numbers to make it look better; these were 6,000 who should be applying to Drake. We don't want to get bigger average 850-860 now could go to 900 without anyone noticing. We know that the size of the campus community is important to Drake. The ACT and SAT ranks just keep getting better.

If by hitting 875 or 900 next year our GPA lowers to 3.68 and ACT to 26.8 is that OK with us, we decided this would be OK as long as it is a temporary thing.

We have had 7 years of a surplus budget and have put 96 million in the physical plant since 2002.

US News & World report ranked Drake # 3 in the Midwest, Creighton is #1 and Butler is #2. This gives us visibility when you are in the top 5 in the region people want to take a look at Drake. However; research shows that this has no impact on enrollment decisions but they might apply because we are one of the top universities in the Midwest. 25 % of the data is called peer assessment, due to a questionnaire, that we get every spring to rate the other universities in our category. We are part of 472 Masters University and we are asked to rate other institutions and we rank in the top 10 for academic excellence.

Drake's Mission is to be –and to be recognized as –one of the very best institutions. We are getting there with Drake's national stature. The entire campus is taking interest in this; the faculty is tremendously involved in the recruiting process. Our 1st to 2nd year retention this is 88%, and is the 2nd highest in the University's history. The accomplishment rate is the percentage of graduates that within 6 months have job placement in their career field is 96% for the class of 2010.

President Maxwell: visited about the *distinctly*Drake Campaign, which went public on October 1, 2010, with \$45 million being raised, today, the *distinctly*Drake campaign is more than \$100,500,000, with the largest gift being \$3 million.

- 73% in current gifts / 27% in qualified deferred commitments
- 54% toward endowment

77% of the \$90 million raised is in cash or short term pledges with 46 million of this amount being donated by 26 donors, donating \$1 million or more. The remainder is in deferred gifts. 256 donors committed to gifts of \$25,000 or more. 90% of this campaign will come from 10% of our donors.

The Alumni Board as a group is to advise Alumni and Development and the University how we can best serve our alums and keep them connected to the University. We need your help in moving the needle on Drake, you are ambassadors for Drake, be sure people in your communities know who and what Drake is.

Jill Johnson: Recognition Committee

Recognition Committee:

The Recognition Committee reviewed our progress on our objectives in the strategic plan. These objectives will continue to shape our work this year.

New Alumni Award for Community Service: As community service and global citizenship are a key part of the Drake mission, earlier this year the National Alumni Board approved the addition of a new award for Community Service to be bestowed on a deserving alum. We discussed alternatives in how to describe the new Drake alumni award to reflect our intent and be consistent with our descriptions of our other award categories. The committee approved the following description:

The Community Service Award recognizes the significant accomplishments of alumni who have engaged in outstanding and meaningful community service.

Alumni Awards Promotion and Deadlines: We discussed the prospective calendar and approach to judging the awards. We will be implementing a similar approach to judging that we used last year. We will explore with staff the potential for the implementation of an online nomination form. Information regarding these awards will be sent out in the next few weeks.

New Board Member Recruitment: We are also looking for new board members. We asked members of the full board to provide us with names of candidates they would like to have considered for the board.

Greg Wilde:

National Day of Service Notes

Ashley provided an update on alumni response and enrollment for the October 22 DU Good Day by location. We will have 13 locations with approximately 250 alumni registered to date.

Email blasts with specific location details will start next week. A series of conference calls have been held to keep site coordinators up to speed with plans and Drake support. Supplies will be shipped or delivered to site coordinators the week of 10/17.

Tiffany reviewed the feedback surveys that will be sent to our site coordinators, DU Good Day participants and to the charity partners.

Preliminary discussions held on the 2012 event. Discussion held on what time of year to hold the national day of service. Conclusion was that fall was the preferred time. We had a preliminary discussion on the theme for 2012 with the final decision to be made at our January meeting.

Holly Worthy talked about social media: We currently have 2,500 followers on twitter which is a 140 character micro blog. Twitter is a good place to just have a conversation, one on one. We have a fan page on Facebook, we want to make this more than an event page, making it more engaging, and we are up 136% on posts. For email we are at 21% for open rate, we are experimenting on using a name instead of just Office of Alumni Relations when sending the email. Kent Stevens shared how they put together an event for visiting interns in DC in a 3 day period with 50 people attending by creating a Facebook event, using connections for invitations. It was noted that a Relays website is being created, a one stop shop for people visit and find all information needed for the time they are in Des Moines. She would like the website to be more of a destination for alums with stories of interest about fellow alums.

Anyone can add a class note after logging into the community, however few people do this. We are working on making this more visible. It was agreed that the Drake website needs improving to be user friendly.

Joe Aiello: The constitution was not followed by extending Chris Anderson a 1 year term extension. So we will follow the second paragraph where it states that anyone can be chair of the Alumni Board. Joe will make sure the constitution is revised to assure a term extension.

Scott Stevens:

Student / Alumni Relations Committee minutes

Committee meeting included 4 members of the Student Alumni Ambassadors (SAA). A key benefit of membership in the SAA is networking opportunities with alumni. The group (beyond just the 6 Ambassadors) would also like more contact with the National Alumni Board.

Given we have mutual objective of connecting students and alumni, our committee focused on ways to facilitate those connections.

1. November 8, 6-8:30 pm – Student / Alumni networking dinner on campus. Intended to match up alumni with tables of students with similar major or career interest. Expecting 80+ students to attend, open first to SAA members before broader student announcements. Would like as many NAB members as possible. Jessica Berger will send email invitation to NAB members.
2. March (TBD) – downtown Des Moines networking “happy hour” 5-7 pm. Students are bused to a downtown location to network with Drake alumni. More information to come at January meeting. Emily Abbas and Loretta Sieman volunteered to assist in planning.
3. Committee discussed making profiles and contact information for National Alumni Board available to SAA members for informal contact / networking. This could facilitate summer internships, full-time job prospects or simply connection to other Drake alumni in cities around U.S. We’ll discuss at January Board meeting and outline a proposed process.
4. Dinner or cocktails networking event between NAB and SAA during our January and April (time allowing) board meetings.

Committee also discussed an opportunity for the alumni website to have a search feature for identifying alums in a city (opt in required) willing to help with personal or professional connections. This could be made available to students or at least graduating seniors (young alumni). This was similar to a discussion in the Networking committee. Need help from Alumni Office in understanding functionality of the alumni site.

Regarding Young Alumni, couple discussion ideas emerged:

1. Life Skills training topics for seniors taught by alumni. For example, how to select insurance, financial planning as a recent grad, searching for apartment or first home, etc. SAA expressed interest in making this part of the Senior Experience program.

2. Enhanced “Care Package” or other incentive mailed to recent grads (summer after graduation) welcoming them to alumni status and encouraging them to provide updated contact information with the Alumni Office / website. Emily Abbas was willing to lead a “pilot test” of this idea.

Jonathan Azu

Drake Alumni Board Programming Committee Notes

“I Bleed Blue” National Drake Day

Drake programming committee is planning to coordinate one day ‘virtual event’ where alumni are encourage to ‘bleed blue’ by taking a photo of themselves wearing Drake blue. The virtual event will be promoted within Facebook where alumni can RSVP for the event.

On that day, alumni that participate would be directed to upload their photos to a social media platform (Facebook, Twitter, etc.). Drake’s social media and public relations teams will work to maximize posting by promoting them within Drake’s media assets (alumni magazine, website, newsletter, etc.)

The alumni board would take this day to the next level by volunteering to bleed blue at a local blood bank.

Looking forward into late 2012 and 2013 the alumni board would like to encourage all alumni to bleed blue at their local blood bank.

Jeremy Glenn

Networking Committee

A. Regional Advisory Boards

1. Discussion: In an effort to assist with recruiting Drake alumni to participate at the Regional Advisory Board (RAB) level, the committee felt it would be useful and helpful for members of the National Advisory Board (NAB) to have a brief narrative of the benefits and expectations of RAB members to be used when NAB members are engaged in encouraging participation in an RAB.

Action: Susan Stocum agreed to prepare a 1-page Recruiting Piece.

2. Discussion: The committee felt it would be most helpful to circulate among the RAB co-chairpersons a contact list for each of the RAB co-chairs to facilitate better communication among the RAB co-chairs. This can be especially helpful in communicating about RAB’s various organic alumni events that have occurred or are being planned, such as:

a. Phoenix – Desert Bulldog Club

b. Chicago – Football Game gatherings; beach volleyball outing

Action: Jeremy will follow up regarding the existence or updating of such a list.

3. Discussion: The committee felt it would valuable to discuss the option of including photographs (head shots or candids) with the Directory of NAB members and RAB members.

Action: No specific person was asked to follow-up with this recommendation.

4. Discussion: The committee felt it would be useful to encourage recent graduates to contact the RAB in their desired location for assistance in making contacts, expanding networks, and learning of upcoming or planned events

Action: Explore whether it is feasible to distribute, at graduation or shortly before, information to graduates about who to contact in RAB areas. One potential source would be the Student Alumni Association.

B. Alumni Networking Generally

Discussion: The committee discussed what particular type of information would be most helpful to Drake alumni in the current times and would thus raise the level of interest by alumni in participating in alumni events. The committee formed a consensus, not surprisingly, around the topic of employment. This may be of particular concern to recent Grads looking for a first job, as well as alumni who are transitioning careers on either a voluntary or involuntary basis. With this in mind, then, one key goal of future alumni events should be to connect recent graduates with established alumni in an environment that would promote the discussion of employment opportunities and business opportunities. Another way to think about this goal is to establish a better way to connect Alumni who have an interest in hiring Drake Grads with those individuals who are pursuing employment and wish to do so through their connection with Drake University. Ideas were discussed around the concept of creating a “Buy Blue” sort of publication, which would include a list of retail, service, or other businesses owned or operated by Drake alumni. This concept was also referred to as “The Blue Pages.”

Is it feasible to involve Drake’s existing and excellent Career Services Office in a discussion with the NAB Networking Committee regarding a process whereby a student (or possibly even an alum) sends his or her resume and a cover letter that is blindly distributed to a group of Alumni who have volunteered to receive such information? The alums on the receiving end would have the option of responding or remaining silent. Such a process would be a revision of the current model whereby an interested job-seeker must affirmatively call the Career Services office who then e-mails or calls the Alumni Office, which then researches if and where there are alums who may be interested in responding to a communication.

Action: Holly and Liz offered to gather information for the NAB’s January meeting, with a specific focus on the current career services that Drake is able to offer to alumni.

Our Next Conference Call, likely to be shortly after Thanksgiving, will be determined and announced by email.

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**National Alumni Board Meeting: January 27-28, 2012
April 27, 2012**

Alumni Awards Reception: April 26, 2012