

## **National Alumni Board Meeting Minutes**

### **April 29, 2011**

**Attendees:** Emily Abbas, Joe Aiello, Chris Anderson, Ann Anklam, Erica Axiotis, Peter Barber, Laurie Cory, Chris Day, Paul Doucette, Anne Driscoll, Marisa Gift, Buffy Higgins, Janelle Holmes, Jill Johnson, Gary Johnson, Shawna Kasner-Hannam, Michael LaFauci, Tammy Lair, Fuzzy Marek, Dennis Olden, Dennis Olson, Tammy Perkins, Loretta Sieman, Scott Stevens, Susan Stocum, Tiffany Tauscheck, Ted Thoms, Greg Wilde, Sherry Wilkinson,

**Staff:** Jonathan Brendemuehl, John Brown, Diane Caldbeck, Blake Campbell, Betty David, Ashley Nichols, Sarah Pritchard, John Smith

**Pam Pepper:** Pam welcomed the group and gave a quick update on The Drake Fund. Pam referred to the handout in the packet which showed The Drake Fund at \$2,750,146 to date with a goal of \$3,000,000. Pam said she believes we could have a record breaking year. Pam also mentioned that the Board of Trustee challenge has been very successful in matching new or increased gifts to The Drake Fund. Pam reminded the group that if they have not yet made their gift to Drake to please do so before the end of the fiscal year on May 31.

**John Smith:** Visited about the distinctlyDrake Campaign, which went public on October 1<sup>st</sup> with \$45 million being raised, today, we stand at \$90 million dollars. We held campaign events in Des Moines, Naples, Southern California, Phoenix and Chicago to date. Future events are planned for Denver, St. Louis, Washington DC and Kansas City.

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. Major corporate gifts were made by EMC Insurance Companies, Principal Financial Group Foundation, Inc. and Meredith Corporation.

We are at 2,600 new or increased donors to meet the BOT challenge with a 14% alumni participation rate. It takes 570 new donors to increase participation rate by 1%.

**Blake Campbell:** Spoke of Philanthropy @ Drake Week in February; the purpose was to educate the students on the impact of philanthropy on students and to inform students on the importance of giving back to Drake and what effect philanthropy has on their tuition. Students will begin to be encouraged to get in the habit of giving while on campus.

**Joe Aiello:** It is the responsibility as a member of the Alumni Board to contribute to Drake. To date Drake has collected \$59,000 from the Alumni Board with 16 % of our members not yet making a contribution.

#### **Committee Reports:**

##### **Marisa Gift: Programming Committee Meeting**

###### **1) Discussion of reunion proposal**

- a. We discussed our recommendation to the board would be a hybrid model of the two proposals submitted by Alumni office: Focus on 2-4 affinity reunions each year along with alumni events for 5, 10, 20, 30, and 40. The 50, 60, 70 reunions would remain the same.
- b. We chose this hybrid model to embrace the popularity of the affinity reunions, reach out to alums at an earlier time (5 years out), and offer a personable experience for class reunions.
- c. Motion to recommend this hybrid model to Alumni office was passed by full board.
- d. Please remember to check timing of cluster reunions. Let's make sure we don't miss anyone when transitioning to the new model.
- e. Consider an affinity reunion for alums of graduate programs (e.g., all-MBA).

###### **2) Discussion of first "segmented" event**

- a. DU the Zoo in select cities (e.g., Omaha, Des Moines, St. Louis, Chicago, Minneapolis, Milwaukee...) to target "young family" segment

- Avoid the summer months due to busy schedules and vacations
  - Late summer/Early fall (late August-September) would be best this year; however, Board agreed that we do not want to compete with National Day of Service this year
  - May be best to hold off on DU the Zoo until 2012. Consider spring (focus on baby animals) or fall 2012.
- b. Alternate first event could be webinar(s) for “college-aged kids” segment this winter
- Possible webinars are *Starting Your College Search* (parents of high school freshmen/sophomores), *Surviving Your First Year of College* (parents of high school seniors)
  - Board recommended we focus on ALUMS (e.g., psychology professor could cover empty nesting!, financial aid from parent perspective, etc)

**Paul Doucette: Networking Committee**

**1) RAB Statement of Expectations**

After some further discussion about the draft Statement of Expectations for co-chairs and members of the Regional Advisory Boards, and after coming to a consensus on some final edits, the Networking Committee approved the Statement of Expectations and forwarded it to the full board for its approval.

**2) Recommendations**

- a. The Committee recommended that the Office of Alumni Relations distribute the Statement of Expectations to the full board for its review and approval in the next month, rather than wait until the board’s next meeting in October. The Committee believes approval of the Statement of Expectations is needed soon in order to facilitate recruitment of RAB members and co-chairs.
- b. The Committee recommends that the Office of Alumni Relations identify and select co-chairs of the RABs as soon as possible so that the RABs are prepared to help facilitate successful local distinctlyDrake events.

**3) Next Steps**

- a. At the conclusion of the Committee’s meeting, a recommendation was made for the Committee to develop a formal process by which members of the National Alumni Board can recommend alumni for involvement in and membership on RABs – something akin to a “warm source referral.”
- b. During its report to the full board, the Student Relations Committee recommended networking events as one way to engage recent graduates. It was suggested that the Networking Committee could provide input on some ideas, and that this was one area where the Student Relations Committee and the Networking Committee might collaborate.

**Scott Stevens: Student / Alumni Relations**

Student Alumni Association (SAA) had a successful first year in 2010-11, reaching 186 dues-paying members (the largest student organization on campus). Alumni interacted with this group on a few occasions:

- Networking dinner on campus – students joined alums with similar majors and career interests
- Downtown happy hour – about 100 total students and alumni met at Meredith Corp for a networking event
- The organization also held events on campus including a group basketball event during the Creighton game
- Philanthropy Week in which students built awareness and appreciation for alumni gifts to the University.
- Next year they plan to create a “Traditions Challenge” program in which students will receive a “tradition book” during freshmen year which outlines ~40 Drake Traditions. During their 4 years, students will experience each of the traditions and

record/commemorate their experience in the book for each. We'll work with the student group to encourage interaction with alumni as part of the program. Congratulations to Jonathan Brendemuehl and the student leaders who developed a strong student organization.

- First Year Send-offs will occur in several cities in late July / early August. Alumni Board members will be notified of events in the select cities and encouraged to attend. Send-offs are an opportunity for incoming Drake freshmen and their parents to meet others from their area before arriving on campus. It also provides a great opportunity for alumni to interact with parents and students to welcome them to the Drake community.
- At our October 2011 Board meeting, we will include a campus tour led by members of the SAA as an opportunity to engage with students.

A key opportunity for our committee (and the entire Alumni Board) going forward is to create a stronger, intentional connection with young alumni. Those first few years out of Drake are a critical time to build a new relationship with the University and avoid a gap that's harder to close in the future.

#### **Jill Johnson: Recognition Committee**

##### **1) Search for nominees for the Alumni Awards and select winners:**

- Outreach strategy for this year's nominations was highly successful and resulted in more than 75 nominations for the five major award categories – believed to be the highest ever received
- Refined this year's Alumni Awards selection process to implement a more disciplined review process
- Honored our Alumni Award winners at the reception on Thursday April 28<sup>th</sup>
- We will be further reviewing our Nominations form

##### **2) Search for nominees for new National Alumni Board member recruitment:**

- Evaluated the existing board composition and identified gaps. Determined where we needed to enhance the diversity on our board and expand our skill set to help accomplish our strategic plan objectives.
- Using the Prospective Board Profile Criteria, we worked with staff to identify highly engaged alumni who best met these criteria.
- Calls were made to each prospect to assess their interest level in joining the board and willingness to make the required commitment
- National Alumni Board will be voting to accept the complete slate to add 5 new board members (they were all approved later in the board meeting).

##### **3) Identify other opportunities to honor alums:**

- Currently exploring the addition of a new Alumni Award to honor Community Service – details being worked out for this award

#### **Greg Wilde: National Day of Service**

- Agreement reached between Committee and Drake staff to name the event DU Good Day
- Focus remains hunger in America with the tag "Feed the Need"
- Day of service scheduled for October 22, 2011
- Responsibilities have been assigned to committee members as follows:  
Site selection and recruitment of local coordinators – Greg Wilde  
Communication liaison with Drake – Janelle Holmes and Erica Axiotis  
Logistics/FAQ – Dennis Olson  
Feedback – Tiffany Tauscheck  
Job description for coordinator – Sherry Wilkinson
- Brief discussion of next steps for each of the key project steps. Communication discussion with Drake staff set for the week of May. Brief meeting held with 6 Alumni Board members from targeted sites to generate candidates for site coordinator. Initial block of FAQ's have been developed and forwarded to Drake Marketing staff. Conference call to be scheduled for late May to follow up on progress

**New Business:** Board approved Programming Committee's Reunion Proposal of 2-4 Affinity Reunions per year and a 5 year, 10 year and then every 10 years thereafter with the 50, 60, 70 year reunion remaining the same in May.

Joe addressed two issues regarding the surveys, first regarding the winter meeting being held in conjunction with the BOT, there was no consensus of agreement so we will be meeting again in Des Moines in January. The technology presentation survey had a wide variety of opinions however we will again continue with various presentations to keep the board connected to Drake.

Memberships of individuals whose terms are expiring and are renewing their memberships: Jeremy Glenn and Shawna Kasner-Hannam, Dennis Olson, Loretta Sieman, Kent Stevens, a motion was approved for renewal of memberships.

Chris Anderson our chairman has been on our board for 9 years and is no longer eligible for membership, motion was approved to extend Chris' membership on the Alumni Board for another year.

Joe thanked the three members whose terms are ending on the board, Laurie Cory, Gary Johnson and Chris Day.

Slate of new Alumni Board members was presented by Jill Johnson and approved with the following additions: Steve Berry, Bob Luxen, John Miller, Ami Thakkar and Nicole Trembley

**Blake Campbell:** Thanked Ted & Cosette Thoms who made a commitment of \$50,000 to support the President's discretionary fund. Joe & Leslie Aiello committed a \$50,000 student challenge to match dollar for dollar the gifts that are made to the Drake Fund as their first gift.

Alumni Relations Strategic Plan starts June 1

Summary of Strategic Priorities:

- Strategic Priority 1 Establish a reputation as the primary and most effective resource for connection between Drake University and our alumni and students
- Strategic Priority 2- Enhance and expand alumni programming and outreach in central Iowa, within the Midwest and nationwide
- Strategic Priority 3- Foster and promote a culture of philanthropy that invites alumni to participate in the *distinctly*Drake campaign
- Strategic Priority 4- Seek out new opportunities to collaborate with campus partners, including students, faculty and staff to help them appreciate the benefits of a lifelong relationship with Drake University
- Strategic Priority 5- Utilize electronic media/technology to create a robust communication and engagement strategy that connects alumni to Drake University

**Chris Anderson:** BOT Report: Provost Renner has resigned his position and a search committee has been formed for search for a Provost. Sue Wright is acting as interim Provost.

Vicky Payseur, Vice President, Business and Finance has agreed to stay in her position until May 2012. 6 firms submitted proposals and this was narrowed down to two companies. By Mid August they plan to have the top 20 candidates selected for interviews and have the position filled by winter break.

Tom Delahunt shared that there would be 860-900 freshman enrolling for 2011-2012. They will increase the enrollment by 20-25 over time until they reach 950 freshman students.

**National Alumni Board Meeting; September 30-October 1, 2011  
January 27-28, 2012**