

## **National Alumni Board Meeting Minutes January 28-29, 2011**

**Attendees:** Emily Abbas, Joe Aiello, Chris Anderson, Ann Anklam, Erica Axiotis, Jonathan Azu, Laurie Cory, Paul Doucette, Marisa Gift, Jeremy Glenn, Buffy Higgins, Janelle Holmes, Jill Johnson, Shawna Kasner-Hannam, Max Miller, Dennis Olson, Loretta Sieman, Scott Stevens, Susan Stocum, Ted Thoms, Mary Walbridge, Greg Wilde, Sherry Wilkinson, Gary Zimmerman

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

**Guest:** Peggy Fisher, Ann Kovalchick, Jerrid Kruse

**John Smith:** Shared information from the Board of Trustees (BOT) plenary session, we have the boards' full support. They extended an invitation to come to them with specifics regarding budget and staffing needs. The BOT entertained a discussion on alumni and alumni involvement for the first time in recorded history. We have the attention of the BOT they want to know what the alumni engagement looks like now with our alumni and our students and what we perceive it to look like in the future. Our next step is to get feedback from the National Alumni Board (NAB) and Joe Aiello and Chris Anderson will present the findings to the Advancement Committee in April.

**Blake Campbell:** Discussed Alumni Engagement as presented in the white paper, which is a comprehensive plan of where we are and where we want to be in 3-5 years. We took data from two sources; one was a comprehensive alumni survey from 2007 with Essman, and another research survey recently with Widmeyer. The data showed 74% of alumni reported they are satisfied with the level of their relationship with Drake. Unfortunately, out of that number 44 % indicated that their level of involvement is only "somewhat connected." However, 94% of our alumni reflect on their Drake experience as positive and appreciate having had a personal relationship with faculty and staff.

In 2010 Drake benefited from more than 1,000 volunteers, 4,000 event attendees and 500 alumni serving on boards.

Three of the most important needs are:

1. Viable database that allows us to track activities in the system
2. Vibrant regional outreach
3. Increased staff to provide the opportunity for increased programming and outreach to make a personal experience for our alumni.

We need to move our alumni from just being satisfied to being loyal by giving them a sense of trust and engaging them in the University with a sense of purpose..

**Peggy Fisher:** Campaign co-chair shared how honored she was to be a part of this campaign and shared her motivation and total commitment to Drake and this campaign. She noted that the distinctly Drake campaign requires all of us to work together to succeed. Distinctly Drake requires all of us to work together as a board and to be personally active Drake ambassador reach out to your fellow alumni. Joe and Chris will be the board's liaisons with the BOT.

**John Smith:** Noted that more than \$83 million has been raised to date, with major gifts from Principal Financial, EMC, Morgan Cline,(gave an additional gift to add a Atrium to connect Cline Hall and Harvey Ingham) Laverne Briggs, Jim Collier and Melva Bucksbaum and Mary Bucksbaum Scalan. We have 32 million in outstanding gift proposals. As of January 13 annual funds raised 2.1 million towards the 3 million goal. He again shared the BOT challenge to match gifts up to 500,000 for all new and increased gifts. To date 2,027 people increased their gifts with 1,166 being new donors. We have 14 businesses that we will approach with a proposal before the end of the fiscal year, as businesses where waiting to see what Principal Financial was donating to Drake. We are at 14% alumni participation rate.

**Sarah Pritchard** addressed various giving strategies, more specifically sharing campaign priorities.

- annual fund
- include Drake in your estate planning and if you are 62 or older we can count this towards are campaign goal.
- Scholarships: we rolled out a term scholarship; one can donate \$5,000/yr over 4 years.
- endowed scholarship with a gift of \$25,000 or more.
- current gift of stock or bonds.
- A good way to stretch your gift to Annual Funds is to pay your pledge over a number of years. thus enabling you to make a larger gift
- Endow your president's circle gift with a \$25,000 contribution, with 5% going back to the annual fund every year.
- Matching gifts
- funding capital projects award.
- include Drake in a share of their retirement funds but to be included in the campaign one needs to be 62 or older.

**Greg Wilde:** Shared regarding his personal campaign gift.

**Ann Kovalchick/Jerrid Kruse: Educational Technology in Action:**

Ann shared how teaching techniques have changed over time. She said the set up of the class rooms needs changed to be conducive to personalized learning. The professors are in the process of implementing modern technology to enhance the learning experience of the students.

Jerrid shared how Facebook and social media are new ways to share information in our society. He also cautioned that items put on facebook are stored in a data base and cannot be deleted. So users must be cautious as to photos and items shared on Facebook in perpetuity.

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

**Titled: "DU It In A Day"**

Saturday, October 22, 2011 (*tentative date*)

**Feed the Need**

Students, alumni and their families  
Participation for any age and ability

2011: Des Moines, nine (9) Regional advisory board cities (17 major markets)  
Each city has a site leader  
identifies approximately four (4) organizations to support  
specify date, time, activity and registration information

Volunteer with local hunger organizations, such as:

Food bank  
Food pantry  
Feeding homeless  
Ronald McDonald House meals  
Backpack Buddies  
Support a military family  
Package food for the troops  
Meals on Wheels  
Meals From The Heartland

Communication – *pending marketing department involvement*

Web Site (DUitinaday.com)

Logo  
Mail (postcard) – direct to web site for more information  
    save the date  
    publicize national effort  
E-Mail – link to web site for more information  
Facebook event – encourage sharing; link to web site for more information  
Media – publicity information on web site  
    Press release  
    Photos  
Gather volunteer data for measurement each year  
Capture alumni data from participants  
Post-event survey (surveymonkey.com)

**Jill Johnson: Recognition Committee  
Alumni Awards:**

Jill provided an update about refinements in this year's Alumni Awards selection process. This year outreach for nominations was done utilizing the various social media vehicles of Linked In and Facebook. The nomination form was also made available on the Drake website. In addition, staff reached out to the various colleges to obtain recommendations. This effort was highly successful and resulting in more than 75 nominations for the five major award categories. Blake and his team reviewed the nominations and put forward 34 candidates for consideration by the Awards Committee. Nominees were limited to one category for consideration. To further refine the selection process, Jill developed a matrix of criteria for the awards to match the nomination form and the intent of the award. The Committee used this initial criteria sheet to rate each nominee and then the judges to submit their ranking via an online survey. This online survey allowed us to more rapidly collate the judge's perspective and allowed for a review to determine the final candidates for consideration for each category.

Thanks were extended to volunteers serving on the final committee for their time and support. The judges included Jill Johnson, Chris Anderson, Ann Anklam, Marisa Gift, Laurie Cory, Mary Walbridge and Gary Johnson. Through this process we determined that some terrific nominees should be considered for college awards and made referrals of these candidates back to the various colleges for their consideration. Based upon the judges' feedback, the Recognition Committee is in the process of revising the submission forms as well as criteria and survey for next year.

The Alumni Award winners for 2011 are as follows:

Young Alumni Loyalty Award: Paul Doucette

Young Alumni Achievement Award: Jill Nickols Haug

Christopher Goode (our original winner for 2010 could not attend at the last minute due to an unscheduled trip by President Obama. Christopher will be honored in DC at the distinctly Drake event and we will video tape him o show at our award ceremony in April.

Alumni Loyalty Award: Jeff Jontz

Alumni Achievement Awards: Judge William Duffey, Jr and Michael Emerson

Distinguished Service Award: Peggy Fisher

**New Board Member Recruitment** - We are now searching for future nominees for the Alumni Board. We are working with staff to enhance the diversity on our board and expand our skill set. So far we have identified that we need to find alums who graduated in the 1970's, late 1980's and mid 2,000's. We are looking for board members from the Kansas City or southern California area. We also are looking for fine arts graduates, as well as those who are practicing pharmacists and

educators. If possible, we would like to identify a potential board member of Asian descent.

**New Business:** The Recognition Committee put forward a motion for the board to approve the development of a new award category to recognize the significant accomplishments of alums who have done amazing things but who do not fit the current awards criteria. This new award would be called the "Community Service Award" and would recognize would honor an individual for their outstanding community service. This award would also recognize an important component of the Drake mission. The board approved with one objection to create this award and to further pursue and develop the criteria for this upon further discussion.

MOTION: The board hereby approves the creation of an alumni award honoring public or community service, the specific criteria which will be determined by the Executive Committee of the Board in consultation with Drake University administration.

### **Jonathan Azu: Programming Committee**

Our objective was to determine the life stages/segments of Drake alumni, the vehicles best used to reach them and directive/recommendations to the board on how to accomplish our goals of a more engaged alumni community. The following outlines the stages which we have identified. Following our session the programming committee will be conferencing on an activation plan against these segments.

- 1) 5 yrs. our or under, "Capture and Connect" (Ages 22-27), Recent grads, those looking to reconnect in that first chapter in life after graduation. This group is looking to network, so building a social event conducive to networking is essential. This would be much like a Bulldog Bash. Communication would be via facebook, by encouraging them to be a Drake Alumni fan, communicate these 1-2 weeks out. Following with a text down the road
- 2) 28-40 age group, "Engaged Group", Major transitions in life kids, marriage, grad school completion) Do a Drake day at the ballpark, or something similar. This is usually a transition pint in their lives. Doing a family event would be conducive to this group. Connecting them with their Drake family to share life experiences. Contact them 4 weeks out via email or post cards.
- 3) 40-55 age group, "Giving Back or Legacy"  
The children would be out of college. Programming would be more structured such as a special night out for dinner, or a wine and cheese event. Contact them 8 weeks out via email, post cards or letters
- 4) 55 plus group, "Big Ask"  
Contact a formal letter from the University to a structured event with an official representative from Drake attending the event. Visit with them about the Drake Campaign. This will be a process over the next years to communicate with or alumni and would like to work with the Regional Advisory Boards to select the areas to develop these events

### **Jeremy Glenn: Networking Committee**

Because the National Alumni Board strategic plan involves engaging our alumni in their local cities, the Networking Committee defined the purpose of the Regional Advisory Boards and assigned an Alumni Board member to each established board. The Regional Board are designed to have 20-25 members and they will support our *distinctly*Drake events and the National Day of Service. The RAB boards will be encouraged to create opportunities for alumni to network in the various cities and support alumni programming through a stable network of volunteers and contacts in various cities.

We will share a "statement of purpose" to each Regional Advisory Board (RAB), using Google Docs (thanks to Paul Doucett). This is a document that will be put on a website for RAB members to view as well. Every NAB member is expected to be engaged and actively involved in their city's RAB.

Members of the NAB assigned to Chair the RAB as follows:

**Denver:** Scott Stevens, this board already has more than 12 members including VA Barber, our former NAB board member, it is active and up and running. They will have 2 meetings before their *distinctly* Denver event in September.

**Twin Cities:** Laurie Cory is assigned to this board. The board has 17-18 members established and has several meetings before their June *distinctly* Drake Twin Cities event.

**Washington, DC:** Paul Doucett and Kent Stevens were involved in the recent formation of the DC Regional Advisory Board. We have 900-1,000 alums in this area to engage and motivate before the October 2011 *distinctly* Drake event in D.C.

**Phoenix:** Tammy Perkins will represent this area, which was launched in August of 2010 She will need to add a spark of life to the group. If you know anyone in the area, give them a motivational call before the *distinctly* Drake Phoenix event on March 18.

**Southern California:** Buffy Higgins will launch the Regional Advisory Board within the next couple of months.

**Kansas City:** Ted Thoms and Fuzzy Marek, we are assigning two members to this RAB board because of the current lack of KC alumni on the NAB and because Ted and Fuzzy work so well together.

**Des Moines:** Susan Stocum is the chair of the Regional Advisory Board in Des Moines. Susan has volunteered to network among the RAB chairs and will establish a communication link between the chairs of each RAB. This will allow for creation of a flow of knowledge as to what is happening in each city.

In the future, NAB members will be able to email Susan to communicate information to the various RAB chairs.

**Chicago:** Jeremy Glenn

**St.Louis:** Joe Aiello

If you know any candidates who would be an asset to one of our Regional Advisory Boards please let Ashley or Blake know the names of these individuals.

**Recommendations to engage Alumni where they live:**

- 1) Faculty would share their travel plans with the alumni office and the appropriate Regional Advisory Board in advance of travel to that RAB's area, so we could evaluate whether to coordinate an event or small gathering;
- 2) Create a Drake online portal as the exclusive hosting site for viewing pod casts already available from the University, and create a new monthly lecture series/webinar, to be presented by a professor, staff or alums (ideally a combination of all three) and this would be exclusive content for those who signed up on the Drake website;
- 3) Create a University master calendar coded by Region and email out to Regional Advisory Boards monthly;
- 4) Recommend hiring 2-5 student interns, for webinar management and faculty travel plans.

Next Networking Committee conference call is scheduled for February 17 @ 11am CST to discuss the Regional Advisory Boards' "statement of purpose" and online communities.

**Scott Stevens: Student/Alumni Relations**

Key objective is to get our alumni and well as our Alumni Board to interact on a regular basis with students. The dinner last night with Student Alumni Association (SAA) members and the

interacting with the students at the Don Adams Leadership were wonderful and we want to see this interaction continue.

The SAA is organized and has 200 student members (the largest student organization on campus); last November they had a successful dinner with local alums and the SAA. There will be a downtown Des Moines networking event for students and alumni in the area in late March (TBD), so if you live in this area please be involved in this endeavor with our students. Loretta & Emily have volunteered to help coordinate this event. Another event and opportunity to network in the Des Moines area is May 5, the Senior Experience Wine & Cheese event held at President and Mrs. Maxwell's home. We expect 150-200 seniors to attend and we would be delighted to have more alumni attending this event to network with our graduating seniors.

The National Alumni Board used to send a card to the each graduating senior congratulating them and welcoming them to the Alumni Association. The alumni office and marketing are now in the process of creating a brochure full of photos and describing what it means to be an alumni, welcoming them to the Alumni Association and encouraging them to stay connected to the University via the alumni website. Importantly, this is not a solicitation for giving as the focus is on simply staying connected at this stage. We will look to include some reference to Alumni Board contact information to encourage graduates to reach out as they disperse to various cities across the country.

The experience of young alumni is important and we need to keep them connected to Drake in those first few years after graduation. One way, while students are still on campus, is to leverage our Student Alumni Association so they begin to understand what it means to stay connected to Drake. A second way, as they graduate and move to various cities, is to leverage our regional alumni groups and programming activities targeted at young alumni to keep them engaged. Our committee felt this was an area of strategic importance worthy of additional resources for the Alumni Office (per white paper discussion).

In July and August, we will have first year send offs in various cities (pending final enrollment numbers): Chicago, Kansas City, Denver, Quad Cities, Twin Cities, St. Louis, Omaha, Des Moines and Milwaukee. We are looking for Alumni Board members to volunteer to either host an event or attend in your local market. Let Ashley Nichols know if you're interested in helping.

During our April meeting, if the agenda allows; our committee recommends a campus tour for the Alumni Board to see new or renovated facilities. Perhaps it could be led by Student Alumni Ambassadors or Tour Guides to create opportunity for student interaction at the same time.

**Alumni Awards Ceremony, Thursday, April 28, 2011 (arrive 5pm)**  
**National Alumni Board Meeting, April 29 (half day)**  
**Executive Committee Meeting, April 30 (2 hours)**