

## National Alumni Board Meeting Minutes October 4-5, 2013

**Attendees:** Emily Abbas, Ann Anklam, Erica Axiotis, David Beall, Kevin Bell, Steve Berry, Martha Capps, Norah Carroll, Dale Charles, Roxanne Barton Conlin, Paul Doucette, Anne Driscoll, Janelle Holmes, Chad Hoseth, Jill Johnson, Shawna Kasner-Hannam, Chris McDonnell, John Miller, Max Miller, Dennis Olden, Brian Palmer, Loretta Sieman, Susan Stocum, Ted Thoms, Mary Walbridge, Greg Wilde, Sherry Wilkinson, Gary Zimmerman

**Staff:** Jessica Berger, Blake Campbell, Betty David, Ashley Nichols, Niki Smith, Liz Tesar

**Guests:** Chrystal Stanley, Jennie Zwagerman, Kristen Dunn, Beth Wilson

### College/School Meetings:

- **College of Business-Dean Edwards**
  - Challenge of big events, they are focused on Drake. They have success connecting with alumni by focusing on specific topics
  - Attitude towards development; it is important to build a relationship with our alumni first then the money will take care of itself
  - Connect alumni with each and their school, so both Drake and the alumni will benefit
  - Biggest challenge-how to connect to alumni, to bring value to them
  - Alumni enjoy engaging with current students, speed networking brings value
  - How do we tie the accomplishments; bring the faculty and alumni to talk to your business
  
- **School of Journalism-Kathleen Richardson, Director, School of Journalism**
  - Want alumni networking for the Journalism School only without the giving component
    - Networking circle with networking component is good
    - They have concerns about being only Drake focused thus pulling away the alums from their college; concerned because the development office would not fund a few hundred for a computer and only focus on large scale
  - #1 priority is curriculum and # 2 is recruitment
    - They would like assistance with student recruitment
  - The alumni office needs to establish credibility and needs to let them know how we can assist them
  - Some of the professors do a monthly newsletter, and partner with the Alumni Office for a list of alums
  - Show quality of success with a Journalism degree by connecting the alums, current students, parents and prospective students with an event –use Regional Advisory Boards to accomplish this
  
- **Arts and Sciences-Dean Lenz**
  - Need better communication with College/Schools
  - Desire to connect with other boards
  - Have misconception of Alumni and Development, connect us together with fundraising only
    - Professors have knowledge of recent graduates and sharing the information with the University but do not want to “turn the students in” for a ask from the Alumni and Development Office
  - They maintain a separate database. They said it takes 6 calls to get the information from the alumni office. They want to have access to run their own lists
  - Have professors stay an extra day when traveling to meet with alums in the area
  - Would like to make connection between students and alumni in various cities
  
- **School of Education-Dean McMahill**
  - The visit with the NAB is historic
    - Dean McMahill would like to attend a meeting with the NAB, or be invited to join the board for breakfast or lunch
    - Need to educate them about the mission of the board, our outreach objectives
    - They would like to have a liaison to represent them on the NAB or have a member of the NAB join their board
  - Have 225 graduates with 700 students in the graduate program
  - Their outreach and programs via online teaching has an enrollment of 12,000 all over the world
  - They do not have a budget for marketing to reach out to their alumni
    - Out of 10,000 alums they have 6,000 alums in their database with current information
  - Excited about the RAB's in the various cities and would like to know more about their mission and how

- To utilize them
- Make the faculty the centerpiece of an event
- **Law School-Dean Vestal**
  - The NAB joined the Board of Counselors meeting; topic was how to engage law grads in selling the Drake Law School program to increase funds for law school scholarships
  - They are seeing drops nationwide in law school applications
  - Creating a strategic plan; looking at how to move alumni forward as ambassadors to up their enrollment in the laws school
- **Pharmacy and Health Sciences –Dean Duncan**
  - Receptive but holding their board meeting at this time
  - Recurring theme was respect for the Pharmacy profession and a strategic plan for the pharmacy school
  - NAB comment: We need to meet them where they are, NAC are more professionally based

#### **College/School Action items**

- Regular meetings with college/schools
  - Topical: need searchable data bases
  - Events using professors as presenters
  - Outreach, do an event in larger city in connection with a performance
- Alumni career advice to current students
- Student recruitment
- Alumni Contacts (direct access or via Office of Alumni Relations process)
- Make Office of Alumni Relations (OAR) expertise on outreach and events and make available to college & schools
  - Create platform to engage alumni
- Have National Alumni Board liaisons for each college/school
  - Define relationships with various boards and push out information regarding events, initiatives and recognition
- Invite faculty to regional events
- Do a networking event to build relationship with various college/school boards

#### **Career Development: Jennie Zwagerman, Law School**

- Offer services to students as well as alumni for personal services and online services, called Simplicity
- Work with 400 + students/year plus alumni
- Offer career counseling services
  - Online system last year had over 400 personal appointments with student & alumni
- Have online job board that all alumni have access to
- Great connection with alumni
  - Use alums for panels & education seminars
  - Alums have an affinity connection with their school
  - Offer mentoring program pairing alumni & students
  - Started city groups, hold an event with student/alumni with only 2-3 week turnaround
  - Online job board
- Offer legal base seminars; how to open and run your own business
- They maintain a distance from the Development Office; don't want to be associated with money. They want to build a long term personal relationship starting with students and continue on in relationship with alums
- Starting October 15 each first student must participate in a small group session and have an individual meeting with one of the career personal either, Carol or Jennie by March 15. Good way to get to know them and their goals from 1<sup>st</sup> year of school thus being a good resource
- Communication with alums is a challenge
  - Required to do a 9 month employment rate after graduation so have good communication after graduation
  - They send a congratulations note after they pass the bar
  - Have data on 1,000 alums since started Simplicity system
  - Willing to meet with alums per their schedule, they are the client

### **Professional & Career Development: Chrystal Stanley**

- Career path starts the day the student steps on campus, focus on career development
  - Offer 4 career events per year, plus specialized fairs
  - Last year had 120 businesses on campus with over 800 students for the career fair
  - Provide portfolio reviews
  - Visit with students in classroom setting for effective engagement
  - Have 3 individuals with P & C Kelli Pitts, Annette Watson and Chrystal, part time
  - Use Simplicity System, Career Blueprint-all alums have access to this and can post jobs on this system and students also have access to this site
  - Offer networking opportunities
  - Provide mock interviews and assistance with their resume
  - Offer same services to alums that is offered to the students, resumes and cover letter
  - Are researching local companies to provide assistance with career planning for local alums
  - Alums do presentations on campus
  - Have 98.7% accomplishment rate for 2012; individuals working in their desired career
  - Ask students in April what their plans are for summer and fall with 500 responses
    - 12 % of students do internship in their 1<sup>st</sup> year
    - In senior year 77 % have completed an internship
    - Track Company, job, supervisor and location and ask for feedback
  - Touch point with 1,500 students and alums last year
  - Fill out survey at graduation, then follow up 6-7 months out to get new contact information
  - Keep data on alums who come to campus to help with an event

### **Marketing and Communication:**

- Developing new concept for the remainder of the campaign
- Separate concept for Drake University

### **Student/Alumni Committee: Emily Abbas**

- Allow students to keep their Drake emails and forward their emails to a new/personal account
- Send the recent focus group and survey information to new board members
- Need to pull a list of new people in town and share with the RAB's (mostly focus on this in the months right after graduation)
- Send an email to seniors a month or so before graduation with a link to the website with all of our Facebook groups and FAB contact info
- Make sure SAA students know they can use the Alumni office to help them connect with alumni in certain cities for jobs or networking
- Send an email to the Student Alumni Association members with NAB's pictorial directory with social media info included
  - Over 200 members
  - Shared various events of the student association and information regarding philanthropy week held in the fall and again in February

Shared Traditions book which is given out senior year and the bucket list given to the freshman

- Move DU Good Day to fall break so the students can participate
- January 30 is the student networking event in Des Moines

### **Alumni Programming Committee: Gary Zimmerman**

- Discussion of existing programming:
  - The three principal events are Drake Me Out to the Ballgame, Game Watch and DU Good Day.
  - We are responsible for two out of the above three events.
- Drake Me Out comments
  - Events were very successful at all locations where held last year  
Must let RAB be flexible in deciding what the actual event is – (in Omaha it is a soccer game)
  - In larger cities where a professional baseball game is involved cost does not seem to be a limiting factor-people like to go to a baseball game
  - this event is our spring event May, June, July, August  
next meeting we want to update, if necessary the materials in the Regional Advisory Handbook

- National Game Watch comments:
  - December, January, February (even March) event
  - again different things to different regions
  - discussion of Drake adding Loyola to the conference which should turn the Chicago event in to a “live” event
  - Key meeting will be the November RAB meeting in Chicago. At that time maybe we will know when Drake is scheduled to play in Chicago
  - Should there be two separate National Game Day Watch inserts in the Regional Advisory Handbook? One for a live event and one for watching on tv at a bar/someone’s home? Discuss in February.
- Decided that a Theater Event (Drake a Leg) would be too spotty an event to make for a national programming event each year. Not every year is there going to be a play/show that would be conducive to a yearly event at all locations. More of a one off event like Big Fish was. Chicago will do a one off event with Sound of Music at the Lyric Opera in the spring of 2014.
- Drake Speaks-an educational type of programming event.
  - Tying our visits to the Deans the day earlier, the concept of hosting a professor in a city with an RAB was discussed.
  - Ideas presented were:
    - Should be a fall event but could be a spring event depending on a professors availability.
    - Colleges of Arts and Sciences, Business, Journalism, and Education are primary colleges where we can find an available professor.
    - Must be a dynamic professor who can speak on a topic that would be attractive to a broad range of Alumni.
    - Would be attractive to young alumni less than 3 years out since they will have obvious familiarity with the professor.
    - Might attract older alumni who know that the strength of a Drake Education has always been the quality of the professors.
    - Try a prototype event in the spring in Chicago-Host at Gary’s home (near O’Hare) Goal is to get 20 alumni to attend.

Gary will draft a very rough outline for the event and distribute to committee members by the end of October. Idea will be introduced to the Chicago RAB at their November meeting.

Will report back to the Programming committee at the Winter NAB meeting

#### **Networking Committee: Ted Thoms**

- Communicate to new people in the area-push out names to RAB so they can connect, need to set up an alert system to be notified when someone moves
- Volunteer Handbook - Develop roll out plan-how to utilize this at RAB-simplify by having a chair program and a member piece
- Want to increase the annual events by 30% - Committee will look at various stages in life of alums to structure offers towards those stages. Encourage other committees to do the same.
- Expand reach of RAB’s events to extend outside of immediate area
- Increase social media by 5%, Staff to look into monitoring software like Radiant 6.

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

- Primary roles of committee
  - New NAB member recruitment
  - Alumni Awards selection
  - Discussed expanded recognition of alumni-discussed the college dean meetings and potential to link colleges better into the awards process and how RAB’s will provide opportunities to obtain nominations for the award winners who will be recognized next year
- Committee discussed the success of the roll out of the new Dignitas Society at the April Awards Ceremony; 53 of the living 150 or so honorees attended the celebration on campus.
- Will establish timetable and strategy for Alumni Awards-first step is to review the online submission form
- Work with Blake to explore metrics that can be used to capture alumni connections with all areas of campus and to enhance data capture in Raisers Edge
- Jill will send out the Alumni awards online submission form for committee review
  - Will Schedule dates for Alumni Awards selection process

## Philanthropy Committee: Janelle Holmes

- Participation, success/concerns
    - 19 cities
    - 450 volunteers
    - Need contingency plan due to inclement weather; selected charities should have both indoor and outdoor volunteer activities available
    - Discuss with Marketing expanded use of the DU Good Day smiling logo
    - Provide tips for getting media coverage and publicity, to promote the activities of Drake alumni in each city. Involve local media, especially Drake alumni.
    - Involve the Alpha Phi Omega service fraternity on campus
    - As this committee moves beyond simply DU Good Day, planning for DU Good Day needs to be put in the hands of the Regional Advisory Boards (RABs) in the 7 cities where one exists (Central Iowa, Chicago, Denver, Kansas City, Minneapolis, Phoenix & Washington, D.C.). Would it be possible for the Student Alumni Association to provide a representative on the DU Good Day committee in the cities that have RABs? This process should begin in January 2014 in advance of DU Good Day 2014.
    - Large groups (like Des Moines) should consider splitting. For example, Des Moines could split into Des Moines/Drake, Ankeny, Johnston, West Des Moines, etc. to serve multiple charities and locations throughout the metro area. Each location would have its own sub-committee on the Central Iowa DU Good Day committee.
      - Several cities worked with the Ronald McDonald House and appreciated the suggestion, though groups larger than about 10 are too large for the Ronald McDonald House. In 2014, United Way? Selected charity must be able to accommodate a large group of volunteers for a full morning (volunteers should begin and end at the same time)
    - October 11, 2014 (Fall Break, so students who go home can participate in their hometown)
    - The committee chose to cap the number of DU Good Day cities at 20, believing that is the maximum for effective & efficient coordination. Within those 20 cities, the event should go deeper into the alumni volunteer base and wider into the number of charities served.
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Philanthropy means "love of humanity" in the sense of caring for, nourishing, developing, and enhancing "what it is to be human" on both the benefactors' (by identifying and exercising their values in giving and volunteering) and beneficiaries' (by benefitting) parts.

Many high school students earn service hours in high school and arrive on campus already familiar with a culture of philanthropy. Drake supports that culture with the First Year Seminar (FYS) and service learning opportunities built into the curriculum, including the new J-term.

Regarding creating a culture of philanthropy among Drake University alumni, we must determine what "philanthropy" means to our audience. Does it mean "time, talents, treasures", or something else?

### **Future Meeting Dates**

**January 31 & February 1, 2014**

**Alumni Awards Reception-Cowles Library Reading Room, Thursday April 25, 2014-arrive by 3pm**

**Alumni Board Meeting-Levitt Hall, Friday, April 26 - 8 am-noon**

**October 17-18, 2014**