

## National Alumni Board Meeting Minutes February 1& 2, 2013

**Attendees:** Emily Abbas, Ann Anklam, Erica Axiotis, Jonathan Azu, Steve Berry, Norah Carroll, Dale Charles, Paul Doucette, Marisa Gift, Ami Gopalan, Drew Gulley, Buffy Higgins, Janelle Holmes, Jill Johnson, Shawna Kasner-Hannam, Kyle Mertz, John Miller, Max Miller, Susan Stocum, Tiffany Tauscheck, Ted Thoms, Mary Walbridge, Greg Wilde, Sherry Wilkinson

**BOT Report:** Joe Aiello

**Conference Call:** Nicole Trembley

**Staff:** Jessica Berger, Blake Campbell, Betty David, Ashley Nichols, Pam Pepper, John Smith, Liz Tesar, Holly Worthy

**Ambassadors:** Nick Lund, Kayleigh Koester

**Guests:** President Maxwell, Larry Zimpleman Art Sanders, Sandy Hatfield Clubb, Frank Pucher, Rob Shoss,

**Ashley: Regional Update,** shared the cities with RAB's and cities with active markets. We offer National programming to any city in the country with the help of the RAB and the Office of Alumni Relations

- National Game Watch
- Drake Me Out to The Ballgame
- First Year Send Offs
- DU Good Day

Drake Women's Connection of Chicago will be completing its 3<sup>rd</sup> year; we bring a speaker from campus and partner with a local alumna in the spring and the fall. Drake Women's Connection of Minneapolis will be completing its 2<sup>nd</sup> year.

Networking event in DC with students on J-Term and alumni in that area was highly successful

We have had large scale campaign events in various cities in the US and in the fall of 2014 Drake will begin a celebration tours.

"Big Fish" written by alum John August will be at the Oriental Theater in Chicago on April 5. The Broadway Premier of "Big Fish" will open on October 6 in New York

Ashley also works with students who are looking for alums in various cities to connect with alums. We also send them to the Drake website to locate alums in various cities

**Liz Tesar: Reunion Update,** shared the various reunions that are scheduled during relays, see hand out regarding reunion schedule

- Fall 2012-Band Reunion which resulted in a scholarship fund in honor of Don Marcouiller
- Fall 2012-Theatre Reunion
- Moved away from the cluster reunions due to low attendance to a 10, 25 and 40 year and affinity reunions
- Have created an endowment fund for each of the reunions
  - Greek Reunion-every 3 years
  - African American-every 4 years
  - Band Reunion-every 2-3 year
  - Theatre Reunion-every 2-3 year
  - In the process of collecting & coding various groups on campus
- 10, 25, 40, this year we will also have a 20 year reunion
- 50, 60 & 70 year reunions in May

Liz has been meeting with the Deans and faculty of the colleges and Student Life to improve the data and code the one that are viable for the future

**Holly Worthy: Social Media,** Facebook events are created for all reunion events. When using I-Modules to RSVP there is an option to share that you have RSVP'd and it can push to facebook.

- Is a digital project manager, supporting the Alumni Team, last year sent 3,000 email blasts
- Create contact calendars for social media, to be more strategic with items posted on tweeter and facebook.

Weekly throw back Thursdays, to post nostalgic photos, the feedback is all positive and from individuals that we do not necessarily hear from. Celebrating Dolph at Feb. 16 game and will post nostalgic photos

- Starting an alumni blog that will fill a void for highlighting our alumni

- We are working on improving LinkedIn, at current we have 5700 members-but we need to make it an effective tool. we are looking for the board for assistance. It should not be generated by our office. The Alumni Attitude survey showed a need for professional linked in groups, 26% were professionals at a senior level
- Advocacy for social media, need corporation of the board
- People are tweeting especially during games

**Jessica Berger:**

Oversee scholarship programs-

- Alumnae Scholarship of Des Moines
  - \$15,000 - given in aide, 6 scholarships @ \$2,000 and 3 scholarships @ \$1,000
  - Have annual tea at Maddy Maxwell's to meet the scholars
- National Alumni Scholarship
  - Offer 16 scholarships per year, 6 are Alumni Scholars-full ride and 10 are Carpenter Scholars and they receive full tuition
- Central Iowa Regional Advisory Board
  - Let's DU Lunch, 3 held in the fall and 3 in the spring, we are in the 13<sup>th</sup> year of this program
  - Downtown Street Painting, invite alums from businesses to purchase a square to paint during relays week
  - Big Four Classic Event
- Student Alumni Association
  - Won National Award for Philanthropy @ Drake Week @ CASE and District Award
  - Philanthropy @ Drake in November, goal was 12% and exceeded this with 13% students \$550.93 raised
  - Hosted Traditions event at the Kissing Rock called "Kiss & Tell" had 120 students attend this event
  - Downtown Networking event -75 people attended
  - Launching a mentoring program Feb 1, for the Student Alumni Association members where they will fill out a profile of themselves and the Alumni office will find alumni to match them. the board being the first point of contact
  - Student task force with athletic students to increase students attending sports activities
  - Hosting District VI Conference for ASAP in April

**Sandy Hatfield Clubb, Frank Pucher: Athletics,** shared Athletics dream of being a source of pride and joy

Two assets Drake Relays & Drake Basketball

- Create a culture of excellence & ethics for coaches and student athletics to be directly aligned with the core of the institution
- Hy-Vee has made a major investment with the Drake Relays in order to expand our vision, which will now be called "The Drake Relays presented by Hy-Vee"
  - Now offering the largest single event purse prize money in the world
  - Have garnered the attention of athletics and coaches everywhere
  - 6 running events
  - 6 field events
  - Have medalist from the Olympic Games attending plus other finalist from the games, the 110 men's meter hurls medalist and Oscar Pistorius will be attending this year
  - Tuesday is the Grand Blue Mile
  - Friday night will be Hy-Vee night at the relays with key events
  - Sunday we are adding road races with approximately 10,000 people running at the Hy-Vee road races
    - With a 6k, 10 K and a half marathon going on at the same time with bands along the way, finishing inside the Drake Stadium
    - 90 minutes prime time on ESPN 2 on Saturday night

The community will bid on the 2016 Olympic Trials- we need to show them we have the funding before we can bid

- project cost is 24 million-currently have 4 million committed
- remodel current field house
- Need to build a new field house in order to get the Olympics, close 27<sup>th</sup> street -build north of the existing field house
- New track with 60 yards of indoor turf
- Build new basketball practice facility to the north of the field house with facilities for both men and women

Started a program called Coaching in the classroom, had a faculty member sit on the beach and participate in pre-game locker room and other details. The faculty was astounded and wants to be able to create this type of connection with his students. 15 faculty applied for 6 positions to experience coaching while the coaches attended the classrooms

**Blake:** Go Next and Liberty Mutual are the only two Alumni benefit programs at this time. Personal Emergency program information was shared with the board. They would offer it to Drake Alumni and students for \$3.95/year instead of the actual \$20/year.

**Jill Johnson:** Alumni Award Recipients, had 65 submissions of which was narrowed to 35 submissions for the committee to review  
Distinguished Alumni Award-Don Fletcher  
Alumni Achievement Award- Roxanne Conlin and Brian Wansink  
Alumni Loyalty Award- Ron Snow  
Young Alumni Achievement Award-Amy Ohde  
Young Alumni Loyalty Award-Emily Abbas  
Community Service Award- Udell Cason

Voted on recipients-Jill motioned to accept as presented and Paul 2<sup>nd</sup> (with Steve Berry opposing)

The "Dignitas Society" will be initiated this year to honor previous award recipients. The committee is working on items to present to these individuals

### **Student/Alumni Committee Touchbase**

*Friday, February 1, morning (Emily Abbas, Ami Gopalan, Ken Martin, John Miller, Norah Carroll, Emily Gonser, Jessica Berger)*

Student Alumni Association should maybe look at taking responsibility for pushing information into alumni markets about new grads heading into those markets

NAS: Get a list from Wendy of alumni & faculty/staff who are interviewers so NAB can write thank you notes

### **Alumni Programming Committee**

. Create a comprehensive schedule of national programming with rollout protocols for RAB's (regional advisory boards) and other markets. This would give coordinators an easy template to follow for organizing the national game watch, Drake Me Out event, DU Good Day, and a new educational programming component.

- This template is complete for DU Good Day
- This template is in progress for Drake Me Out (see attached)
- This template needs to be created for National Gamewatch (Ashley, please send me any materials we can work from)
- This template will need to be created for the educational programming component
- The first comprehensive calendar will be for January 2014-December 2014. Ashley will work on putting together a calendar for the remainder of 2013.

2. Add an educational piece to our national programming events. This maybe be related to the new alumni blog, webinars, faculty visits to cities, etc. This is a great opportunity to capitalize on the "degree equity" that we heard is so important to alums. Let's show them what a great academic reputation Drake has today!

- Aim to have education piece added by calendar year 2014? Is this too ambitious?

3. Work to make the alumni experience more intimate. Keep this goal in mind as we tackle #1 and #2.

### **DU Good Day Committee**

Introduced Liz Tesar as the new Drake Alum staff partner. We were limited with time, but the committee should discuss the role of liaison and if there is anything important to know going forward.

- **Committee Structure**
  - What are our measures of success and objectives for 2013?
  - What are our expectations? What are our goals in relation to attendance?
  - Do our Committee and each of our individual responsibilities support our goals?
- **Create a 2013 Timeline**
  - 3.31.13 Re-recruit 2012 site coordinators and 2012 participants.
  - 3.31.13 Communicate support for site coordinators and participants.
  - 6.30.13 With Drake staff guidance, identify potential expansion cities and potential site coordinators. Recruit site coordinators for new locations

and for sites with turnover in coordinators.

- 6.30.13 Distribute support materials to sites – what and when?
- 7.31.13 Receive all info from site coordinators by end of July.
- 8.1.13 Project info should be up on website by August 1.
- 8.15.13 Schedule conference calls with site coordinators
- 9.28.13 DU Good Day

- **Marketing**

- Discuss 2013 theme
- Liz will work with Holly to build RSVP site and save-the-date e-mail
- Liz will work with Drake Marketing to create; t-shirts, postcard, and follow-up thank you post card.
- Work to get story in March E-Blue soliciting volunteers and locations

**Round Table Discussion: Jessica Berger-How do we begin to engage young alumni?**

*Saturday, February 2, morning (Dale Charles, Norah Carroll, Ken Martin, Kayleigh Koester, Jessica Berger)*

1. More regular programming events—aren't doing ANY specific to this age group now
  - Game watches, happy hours, networking events, etc.
2. Virtual events—best way to reach these alums to engage them to get to come to other types of events is through the web
  - Takes away the trepidation of attending an event in a physical space
  - Levoleague (<http://www.levoleague.com/>)
    - Office hours video chat
  - Webinars each week (educational, professional, topical campus events—beyond social programming)
  - Something online to celebrate iconic moments in the lives of young alumni
    - Getting first job, first apartment, vacation with friends, cars, etc.
  - Send us your photo! Contest
    - Best photo of first apartment or hanging your degree at your first job
3. Different, targeted solicitation
4. Young Alumni Section in the Magazine
5. Provide them with five "I'm Moving" cards for them to update their information OR online web form from an outside account that will be manually updated by the office
6. They like incentives—even cheap ones!
7. Ask them WHERE they are and WHY
8. Building the value of their diploma and including them in the brand—"you are now part of a brand—act accordingly!"
  - Show them what exactly their degree means
9. Graduate box distributed—mug, decal, mementos from Drake
  - SOMETHING that makes the "first touch" a special one—impactful, memorable
    - "Welcome" message vs. "Give" message
10. Hone in on their "lostness"—new city, new job
  - Take advantage of their Drake safety net
11. Alumni Welcome at Commencement
  - Engagement message vs. giving message
12. Drake doesn't do a good job of communicating urgency or need
  - How money makes a difference
  - Tuition runs out in February
  - Make them passionate about Drake and don't be afraid to tell them we need them—no other charitable organizations are shy about it!
13. WE NEED TO TAILOR OUR ASKS TO YOUNG ALUMNI. There's no way around it!
14. Alumni.drake.edu e-mail addresses—what better way to make them feel connected to Drake than to have a real connector like an e-mail address provided with a web server
15. Would need to find metrics to measure all of this development

## Round Table Discussion: Liz Tesar-How can we make committee members feel more invested and valued in today's world?

- Group Skype: easier to hold accountability when you can see people.
- Live meeting, Webx, Webinar: at least for the first meeting
- Create packet with committee information and photos. Give at first meeting. This will allow the committee to feel more engaged. It makes it feel more "real".
- Warm up welcomes
- Flexibility is key
- Make the question "How many calls have you made?" – Helps hold people accountable.
- Don't be afraid to call people.
- Have a timeline ready from the beginning to have committee members put on their calendar. Set the tone early of expectations. Send meetings with outlook attachments so it's easy to add to calendar.
- Ideas to improve calling:
  - Make sure to cater calling list to the alum. Acknowledge that this is the hard part, and it's not fun, but it's the most important part.
  - Encourage committee to send Christmas cards and to put reunion info into the card.
  - Create a fun visual like a D thermometer that fills up as we reach our goal for alums. Prize for finishing first?
  - Call individual committee members to follow up on their calls.
  - Script key talking points for all the committees. Craft an e-mail template as well as samples of Facebook and Twitter blurbs.
- Showcase committee list on Facebook, invites, etc.
- Why come to a reunion?
  - Activities
  - People you know
  - Facebook should accelerate, not replace your alumni experience. "make the reunion real, not virtual"
- Set fire, phone-tree
- Continue to make Facebook work afterwards, use for everyone after the reunion.
- Aftermath, follow-up with who was there. Need to show RSVP list easily.
- The list is important, can we sort by activities?
- Do the different colleges host a reception over relays? This would be a good thing to talk about.
- Put recognition of reunion and committee in the magazine.
- Committee Photo: Facebook, E-mail, Magazine

## Roundtable Discussion-Holly Worthy-Social Media

*How can we make LinkedIn a more vibrant networking tool for our alumni?*

LinkedIn sends weekly emails and shows promotions and job changes on the home screen—why not show those successes in the Drake University Alumni group?

- Featuring an alumnus creates content and also garners pride among others

Sharing statistics like the ones shared in Holly's presentation might be insightful to alumni also

Create content calendar for LinkedIn similar to how we reach out to alumni on Twitter and Facebook

- Seek out contacts across campus to lend their expertise (professors, John Smith, etc.)
- Give them broad topics to contribute conversation

Is LinkedIn a place to have former students connect with their professors?

Share Times-Delphic articles—board members say picking up the T-D is one of the first things they look for when they're back on campus

### Round Table Discussion-Ashley Nichols

- Planning in advance is important
- It would be good to do more sharing of information between cities
- Develop best practices to share with RABs
- Find leader in each market that is willing to take a more active role Alumni Office should help with that
- Would be helpful if we could show alumni around the country the current investments being made in the university and provide more regular updates in markets about the university
- Customizing programming to fit each region
- Connect the Admission Counselors to the RABs

**President Maxwell:** Strategic Plan process takes on the 4 big items being talked about in higher education as challenges to higher education and the way we do it

- What does 21<sup>st</sup> Century Education look like,
  - how do we preserve relationship between faculty and students
  - The work environment is changing effecting learning
- VUCA World-Volatility, Uncertainty, Complexity, Ambiguity
  - What does a leader look like in the VUCA World
  - How do we organize and restructure the institution to function in a collaborative manor and still maintain our mission
- Finance
  - What does a sustainable model look like
  - Higher education model depends on revenue from student tuition, endowment income (relay on 6.25 million from endowment), and philanthropy, which are three unreliable sources
  - 11.8 to 1 is student /faculty ratio at Drake at current, which is conducive to learning
  - Need to be more productive, how can we become more effective with learning
- How Institutions communicate to their various constituents and how they listen to their constituents
- MOOC=Massively Open Online Courses
  - Will not replace tradition 4 year undergrad education
  - Engagement and the curriculum is what it is all about and learning outcomes
  - 97.6 % is the members of the class of 2011 at Drake with job placements in their career field within 6 months of graduation
  - Started by two individuals at Stanford with a free online course
  - Concept is to take an excellent professor to teach online courses to create a market
  - Corsea, a venture capital group , approached the American Council of Education credit division and asked them to evaluate 11 courses for academic credit
  - Corsea now offers certificates of completion for \$150.00
  - This opens a whole new door for giving undergraduate students credits for online courses
- Students are more likely to go to 3<sup>rd</sup> or 4<sup>th</sup> choice school due to more merit aide
  - Academic merit aide is actually a discounted rate, would like to see merit aide outlawed as a non competitive monopolistic practice
- Created TIGS , Task Implementation Groups to take 9 sets of task and by March 29 give us an implementation plan

**Larry Zimpleman, Chair of the Board of Trustees:** The Trustees believe that Drake remains in a good position, however we should never take that for granted. The Strategic Plan is an important process for Drake.

- Continue to spread the word about Drake, be passionate
- Establish a culture of Philanthropy, we are nowhere near where we need to be

- Important to let people know that small gifts given monthly add up to a significant amount collectively
  - Student Philanthropy is active on campus, to instill the habit of Philanthropy, starting the first day on campus that will continue after graduation, must keep that touch point within the first 5 years
  - Need to state that as a Drake graduate it is your responsibility to give back to Drake, get alums to pay it forward
  - Tuition only cover 65% of the actual costs the remainder of education money is from Philanthropy
  - Need to get faculty on board
  - Need to move the mind set of equating tuition to donation, make individuals aware that tuition runs out in February and it only thru Philanthropy that one can continue at Drake for the remainder of the year
  - Elevate Drake's status
  - Promote Drake to the Community, Drake now employs Shannon Cofield to promote Drake to the Des Moines Community
  - National visibility, David is on Board of Directors of National Board of Independent Colleges and Universities, by invitation
- 4.3% increase in tuition for next year, yielding 1.9 million increased net revenue with 1.3 million for a 2% merit based compensation increase pool, 100,000 for fixed cost and liability insurance with the other 410,000 is targeted for some of the Strategic initiatives for the Strategic Plan to invest in and expand our graduate programs which can be a significant source of revenue to the University
  - 51% of undergrads are now over age 25

**Paul Doucette:** Asked each committee to work on Goal 4 of Drake University Strategic Plan

Map items to align with Drake University Strategic Plan, this information will be submitted to the Task Implementation Group by March 29.

Create list of action items

- Evaluate list, prioritize top 3 items
- Identify a timeline for each action item
- Increase alumni participation beyond the current 12 %

**John Smith:** approximately 800 individuals on campus participating and thousands of alumni and friends take ownership of this program. Janelle will be the voice for the Alumni Board

#### Future Meeting Dates

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

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

**October 4 & 5**

