

## National Alumni Board Meeting Minutes October 17-18, 2014

**Attendees:** Emily Abbas, Erica Axiotis, Jonathan Azu, Kevin Bell, Steve Berry, Martha Capps, Norah Carroll, Dale Charles, Tim Coonan, Marisa Gift, Janelle Holmes, Sally Holmberg, Tyler Marciniak, Ken Martin, John Miller, Max Miller, Laura Myers, Crystal Nance, Zach Nunn, Dennis Olden, Brian Palmer, Brian Reisetter, Loretta Sieman, Susan Stocum, Nikki Syverson, Tiffany Tauscheck, Mary Walbridge,

**Staff:** Blake Campbell, Betty David, Niki Smith, Liz Tesar

**Guests:** Renae Chesnut, Therese Vaughn, Kathleen Richardson, Joe Lenz, Catherine Gillespie, Ann Van Hermert, Laura Linn, Ted Thoms, Paul Secord

### **Admissions Update: Laura Linn, Director of Admissions**

- First Year students-870 students in 2014, vs 849 in 2013 and 848 in 2012
- Average GPA is 3.7
- Goal is to continue growth and potentially reach 1,000 first year students
- Significant Increase in College of Arts & Sciences
- Pharmacy had the most significant drop-will plan on 120 in the future-due to more schools offering Pharmacy
- Admission rate is 62% -this is the percentage of those that applied and were admitted
- Do holistic review for admission of students, including essay
- 497 students received admission's decision on October 15
- University of Iowa now offers Legacy Award similar to Drake's
- 25-27% of admitted students are Iowa residents
- Minnesota has 157 out of 870 enrolled
- Need to do better recruiting in Kansas City, St. Louis and Omaha
- Admissions would like the board to share culture of your city and share your contact information with students
- School of Journalism is doing roadshows and admissions is going to partner with them
- New Majors
  - data analytics-will admit students in fall 2015
  - Kinesiology
  - Journalism & Strategic Political Communications
  - Masters in athletic training
- Outcome scoring for the class of 2013 had 97.6 accomplishment rate with 93.3 % of graduates returning the survey
- Go to "Life After Drake" website, they are looking for more alumni success stories
- Partnered with "Search" do a survey finding out from students where their parents went to school so as to recognize them for the Legacy program
- Crew Scholars Program-in 2<sup>nd</sup> year
  - 1<sup>st</sup> year student of color-85 applied in 2013, 40 were admitted and 20 enrolled
  - They are guaranteed 50% in scholarships
  - Weekly activities for them
  - Mentorship program for these students

### **Presidential Celebration: Blake**

- Review the hand-out sheet with various celebration events
- Encouraged everyone to participate in President Maxwell's birthday celebration on December 5 –program @ Shivers Basketball Practice Facility 5-7pm then John Hammond Concert@ Sheslow 7:30pm
- Board of Trustee will bestow an Honorary degree on President Maxwell, either President Emeritus or Chancellor

### **Presidential Celebration: Ted Thoms, Campus Search Committee**

- You are encouraged to view the Profile for Presidential Search on the website
- Hired, AGB Search, and consultant, Jamie Ferrare, past Dean of School of Education, is in charge of the search
  - Published job in various magazines

- More than likely the pool would come from individuals AGB recommend and recommendations from faculty, staff and alumni
- Interview process has changed over the past 5-10 years, now the Board of Trustees will select the new President, making it a confidential search
- University Campus Committee met and reviewed 60 + candidates, narrowing the list using the knowledge of Jamie Ferrare from AGB and 9 different elements as follows:
  - Leadership, evidence of accomplishment, commitment to mission, financial/fundraising experience, evidence of strategic planning and thinking, community building, regional and national perspective readiness to lead Drake, managerial skills and expertise –main focus on fundraising
- Joint meeting between two committees to narrow down the candidate list. The Board Nominating Committee chaired by David Miles did telephone interviews to narrow prospects for face to face interview in Des Moines
- Goal is for the announcement to be made by the end of the calendar year

### **Discussions with the Deans:**

#### College of Arts & Science-Dean Lenz

- Networking event planned by NAC in late Oct.-students are very eager for this event
  - Increased interested from students in networking opportunities-speed networking with reception afterwards
- Alumni are connected to their professors and keep in touch after graduating-need to leverage those relationships for award nominations
- Have alumni based travel seminars, professionals in residence
- Many faculty enjoy giving talks in other cities (this is something we would like to implement from a programming standpoint). In these cases, it is probably best to work directly with professors.
  - Livestream or record these events if possible
- Opened student seminars to alumni in the past when not at capacity
  - Discussed offering web courses for alumni at a discounted rate/audit
- Provide a list of alumni who are interested in giving of time and talent

#### College of Pharmacy-Renae Chesnut

- Pharmacy has their own alumni recognition program, the Weaver Medal Award is the highest award and given over relays with a lecture
- The Dean asks faculty as well as the National Advisory Counsel for candidates for the National Alumni Achievement Award and they submit a slate of nominations to the Alumni Board Recognition Committee
- Alumni come back to campus to volunteer, they offer many opportunities for alums to be on committees
  - Alumni doctoral candidate interviews
  - Speakers for career orientation programs
  - PH has 12 programs that are in need of mentors
  - Students have a 40 week preceptor and work with alumni practitioners
  - Health Science students need 10 hrs. week locally
- Adding occupational therapy doctorate and athletic training master's program
- Pharmacy alumni feel separate from the University due to having extra years on campus after their friends graduate
- Faculty travels frequently and would be happy to coordinate with the Alumni Office –would like to coordinate with an individual from the alumni office – have a liaison
- We need to have Pharmacy track their alumni volunteers so we can capture these in the system

#### College of Education-Catherine Gillespie

- Have an annual award ceremony in April where they honor 3 individuals, this is associated with the graduating seniors and leans toward the social side
- Do Books and Bagels now with the students usually students but could be open to alum
- Students now need 100 hours of practicum before they can start student teaching-she mentioned it is hard to get these set up in the community-feels there is a disconnect-use Central Iowa RAB to work with Catherine
- Once student graduates need to use Linked Inn to reconnect
- Drake Blue needs to center on upcoming events

#### Law School-Ann Van Hemert

- Law school is an Island onto itself
- Supreme Court is the only award given to an alum, visited about expanding the awards

- Majority of law school awards go to the students- 50 awards are given
- The law school doesn't track volunteers-use many alums for moot court & mock trial
  - Need to find a way to measure time, talent and treasure
- Career networking and internships are utilized
- Faculty aren't receptive to traveling and don't have a budget for this
- Law School enrollment is down-around 110 enrolled

#### School of Journalism and Mass Communication-Kathleen Richardson

- Great accreditations
- Alumni recognition has taken a back seat-suggested the board recognition committee consult with them about criteria alumni board uses
- When we honor one of the alums from JO with an award, be sure to let Kathleen know of this in advance
- They keep alums engaged & track this
  - have annual SJMC days
  - Alums volunteer for various panels
  - Reunion/reception at relays
  - Alums judge project work
- Professors are doing roadshows with a couple students and meet with alums
- Hired an local consultant-need a marketing plan
- For continuing education- suggested they offer a leadership program focusing on women

#### College of Business- Theresa Vaughn

- Thinks it will take until Dec. 2016 for reaccreditation-thus she signed a 2 year contract
- 3<sup>rd</sup> reason why they lost accreditation- classroom size student/teacher rational is 40 -1 where pier schools are 30-1
- They have their own awards-asked her for recommendations for the Alumni Board awards
- Practical knowledge-wants to bring the alumni to the classroom and the student to the real world
- Hold a College of Business alumni cookout during relays
- Recommendation by Theresa to create a College of Business Alumni Association-need to have a conversation on this

#### Royalty Programs-Blake

- Liberty Mutual -up for a 5 year contract renewal-guaranteed \$5,000/year- need to review and decide by February
  - 178 people have a policy with them and are satisfied
  - Started program to bring value to our alumni
  - Forming a committee to discuss the Liberty Mutual proposal
- Grad med insurance-offers insurance to cover the gap between graduation and employment
- Diploma Displays- sent out an e-blast with great results
- Travel Program
  - 128 people traveled to Greece in 2013 with Diane Caldbeck-with a revenue of over \$14,000
  - 80 people are already signed up for the June 2015 Mediterranean cruise with Diane
- \$15,000 of the travel program will go to support a supplemental Raisers Edge program

#### **New Business**

##### Annual Report

- Review the draft report and use as a resource- this will be sent out digitally to all alumni and will live on the Drake website

##### Presidents Circle Membership gift criteria

- 2014 grads - \$100-total
- 2013 – 200
- 2012 – 300
- 2011 – 400
- 2010 – 500
- 2009 – 600
- 2008 – 700
- 2007 – 800
- 2006 - 900

## Recommendation for the Philanthropy Committee and the Recognition Committee

- Are they defined enough, and meet the goals and objectives to make them a standing committee
- If endorsed today, there would be a by-laws change which would be emailed 30 days in advance of the January Meeting. If we vote in favor the changes will be added to the bylaws
- Motion to endorse the Recognition and Philanthropy Committee as standing committees of the National Alumni Board of Directors-motion approved unanimously

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## Committee Meeting Updates

### Networking Committee: Susan Stocum

#### Objectives

- Understanding markets where existing networks of alumni are built and being supported thru social media, programming and Regional Advisory Boards
  - Regional Advisory Boards: Central Iowa, Chicago Kansas City, Denver, Phoenix, Minneapolis, Washington DC
- Understand current state of new website-goals moving forward-where people are going on site
- Discussed markets where we want to increase web presence

#### Action items

- Build landing pages for markets-start with Chicago, Central Iowa, Twin Cities and Kansas City
- Have alumni profiles -tap Alumni Board first
- Discussed markets to increase web presence, add Regional Advisory Board contact information

#### Staff Support Needs

- Audit
- Profiles in priority markets
- Web design publishing
- Confidentiality form will need to be filled out when requesting information

#### Long Term Goal

- A Virtual Regional Advisory Board

## Programming Committee-Marisa Gift

#### Objectives

- Coordinated effort to connect alums to drake and other alums thru social, networking, educational, philanthropic, and athletic events
- Review current events and update the list
- Fill in where missing items

#### Action items

- Need to have educational piece to the program, encourage educational event where there are RAB's, give guidance
  - Faculty to visit the other markets
  - Use Des Moines Executive Roundtable as an example for other cities
  - Stream on campus lectures, Bucksbaum-hold a watch event
  - Have a book club use list of Drake authors

#### Staff Support

- Diane Caldbeck to get potential alum presenters in various market
- List of Regional Advisory Boards
- Someone to coordinate w/schools and traveling faculty

## Recognition Committee-Mary Walbridge

#### Objectives & Actions

- Re-evaluate the online nomination form-make easier to understand-promoting nominations November 1
- Social media options to use for more nominees
- Better contact with the various Deans on campus-engage faculty and deans on nomination
  - Send a letter with information regarding the various awards
- Have early deadline for future selection

#### Staff Support

- Change dates to December 20
- Staff helps investigate –score by January 9, 2015

- Call date January 14, 2-4pm
- Ask tech services for help with a database by summer

#### **Long Term Goal**

- Write out the process for the awards
- Recognize volunteers that give of their time and talents

#### **Philanthropy Committee- Janelle Holmes**

##### **Objectives**

- Final Review of DU Good Day 2014
  - 16 sites, more than 300 volunteers pre-registered
  - NPX survey, out of 70 responding 60 scored 9 or 10 which is a good-score-overall comments were great
- Compile and communicate opportunities for alumni to volunteer on campus-post volunteer form online
- Set a date-DU Good Day 2015-Saturday, September 26-keep on last Saturday in September
  - Create a specific communication plan and distribute to Alumni Board and the Regional Advisory Boards; let Alumni know they can request a distribution list

##### **Staff Support**

- Liz will complete a volunteer form and post it on alumni website

**Conference Calls:** Wednesday, November 19 @ 1:30pm  
 Wednesday, December 17 @ 1:30 pm

#### **Student/Alumni Committee-John Miller**

##### **Objectives & Actions**

- Expand the Student Alumni Association (SAA) alumni network nationally. Presently they primarily approach and leverage only Central Iowa Alum for various requests. Additionally, they need help in tracking and promoting alumni when on campus. This will help both the student board and the Alumni Office.
- Set the groundwork in place to develop a mentoring program that is sustainable. This will take time, a committed audience, and a template in place the alumni buy into.
- Have a Student Alumni Association (SAA) member be on each committee to coordinate with their role in SAA

#### **Future Meeting Dates**

**Student Networking Event -January 29, 2015**

**January 30-31, 2015**

**Alumni Awards-April 23, 2015**

**Alumni Board-April 24, 2015**

**October 2-3, 2015**