

National Alumni Board Meeting Minutes
January 31-February 1, 2014

Attendees: Emily Abbas, Joe Aiello, Jonathan Azu, David Beall, Kevin Bell, Steve Berry, Martha Capps, Norah Carroll, Dale Charles, Paul Doucette, Anne Driscoll, Marisa Gift, Drew Gulley, Janelle Holmes, Chad Hoseth, Jill Johnson, Chris McDonnell, Tyler Marciniak, John Miller, Dennis Olden, Loretta Sieman, Susan Stocum, Tiffany Tauscheck, Nicole Trembley, Mary Walbridge, Sherry Wilkinson, Gary Zimmerman

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

Guests: Ellen Nelson, John Smith, Tom Delahunt, Laura Linn, Pam Pepper, Paul Secord, Sandy Clubb, Dave Haskin

Janelle Holmes: Philanthropy Committee has three tasks in the Drake strategic plan that are specific to committee

- National Alumni Board & Alumni Relations will partner to position Drake as top philanthropy priority for all alums-need alumni to know what ties them back to Drake University and how they can give back to Drake University
- Will pursue new opportunities to collaborate with campus partners to communicate benefits of lifelong connection with Drake University
- Collaborate with Student Alumni Association and campus partners to enhance the impact of and increase the involvement in Philanthropy @ Drake-include new graduates
 - Student Alumni Association is the largest student organization on campus
 - In the fall teach the students about philanthropy and why to give
 - In the spring they ask for donations to Drake

Ellen Nelson, Funding Solutions, Inc.: Presentation on philanthropy, see attached document

John Smith: Campaign Update: Campaign started in 2008 and will close in June 2015

- Point of celebration, raised \$159,652 as of January 31, 2014
- Development office is measured by progress in dollars by the Board of Trustees
 - We should never shy away from asking for money
- Campaign giving by category
 - Endowment - 53% of giving
 - Capital project is 19%
 - Collective strength is 28%
- Campaign giving by priority
 - Scholarships 22%
 - Capital projects 22%
 - Collective strength 32%
 - Academic centers 5%
 - Endowment of Professors and Faculty Dev. 19%
- Campaign current vs deferred
 - Deferred 29%
 - Current 71%
- Gifts to celebrate
 - Basketball practice facility- secured \$8.7 million of total support
 - Harkin Institute
 - Ed Foster-Colorado
 - Mary Walbridge
 - Chris Murphy-Murphy Cup-4 teams-composed of 2 Drake students and 2 Creighton Students work together to do a presentation to a client

- 120 Pending proposals representing \$30.6 million
- 123 identified prospects to solicit representing \$62.4 million in new ask
 - By June 2015 we need to be over \$200 million
- Harkin Institute and University Archives-Marcia Ternus, Director
- Principal Financial Group Center for Global Citizenship is sponsoring Kavi Chawla as Global Practitioner-in-residence in the spring of 2014.
- Need aggressive outreach, Theme for final 2 years of campaign is “Do Something”

Staff Updates: Ashley Nichols

- Regional Advisory Boards are planning yearlong calendar to share at events
 - Progress in holding members accountable
 - Event in May in Chicago, Sound of Music-in 3rd year of the Board
 - Scheduling Drake Me Out to the Ballgame-in progress
 - Membership recruitment
 - Event in April in Minneapolis-visit a store and here journey of the alum
- RAB handbook is on the website

Jessica Berger

- Alumni Connections program is off the ground
 - Alumni Fireside Chats
 - Bulldog Connections
 - Fall Mentoring Event
 - Available to SAA members
- Official Athletics student partner for the student section at Drake Athletic events
 - 450 students at games; goal is to create bulldog school spirit
 - Blue Crew
 - Beat Week
- Philanthropy week
 - Changed educational component to the fall
 - Ask is now in the February, with online giving capability
 - Informal “give up” campaign
 - Goal is 14 % of students with a \$5.00 minimum
 - Athletics is asking for 100 % participation from of the athletes, with money to Bulldog Club
 - New website: <http://www.drakesaa.com>
- Reaching out to Young Alums with a miss you postcard, encouraging them to update their information and reconnect with Drake-not a money ask

Niki Smith:

- Amazon wish list-building a library of books written and signed by alums
- DU Thankful Campaign this campaign, based on Facebook, highlighted the many things that we at Drake University are thankful for, including alumni, students, donors, etc. It received great success
- Facebook, 4,249 followers, have facebook groups in various cities with Regional Advisory Boards
 - Central Iowa, Kansas City, Southern Calif., Denver and Minneapolis, Niki will do desert bulldogs
- Twitter, 5,001
- Instagram 240
- LinkedIn 6,609
- Sent 289 emails last year with 28% open rate
- Have 45,000 emails for alumni

Liz Tesar:

- Shared plans for a number of roundtables with local executives. Twenty-two professionals were selected to participate, with over half holding graduate degrees

- Visit with CEO of various companies in Des Moines, host at their business location
- Feb. 18, March 18, April 15, May 20
- If goes well would like to expand the concept to other cities
- Golden Alumni Weekend-50, 60 & 70 year reunions
 - Moved from May to fall (October) to enable student and faculty engagement and ensure the availability of President Maxwell
 - Revised schedule involving more activities
 - PH alums will celebrate the year they graduate, unless otherwise specified
 - Separate marketing pieces for the 50 year and the 60 year, celebrating 1954 & 55 and 1964 & 65 in the fall of 2014
 - Mailing a class giving brochure that will highlight/share donor stories from their classmates

Tom Delahunt: Vice President of Admissions and Financial Aid

- 400 more applications this year than last year at this time
- 2014 - 3,980 admitted students; goal this year was 4,100 admits
- Trend is for 20% of the students admitted to enroll
- Our goal is 904 enrolled students- we have the capacity
- Drake University shares data with other private colleges-applications, admits, deposits
 - Several private colleges change how they do admissions; now admit by quantity not quality
 - Creighton, Loyola and DePaul changed their policy
 - Drake will not touch quality of students-need to have an average ACT-27 & GPA-3.67
- 70 % of revenue stream is from undergraduate admissions at Drake
 - Applicant pool was previously driven by the Pharmacy applicant pool, but that pool is drying up.
 - Average yield in sciences last year (number of students that were admitted who matriculated to Drake) was less than 17%, we have a good reputation in sciences, however our facilities don't match up; there is a need for better science facilities
 - 6 months after graduation we had a 98.7% class placement rate with 92% returning their survey
- Potential students meet one/one with faculty and an admissions counselor, making it personalized to the student and setting Drake apart from other Universities
- Drake needs to add more programs in order to keep the level of students we have now
- Neuroscience has tripled in applications, we have over 400 applications for the biology program
- Alumni Involvement
 - Started website, "Success after Drake, using alumni to help sell Drake University
 - Scheduled 18 Alumni Home Receptions for 2014
 - College Fairs in various cities
- Started new Program-Prep Talk
 - Set up virtual open house-can have up to 100 people participation in a presentation to potential students, will target specific alums to be involved

Pam Pepper: Director of Development Operations and Director of Annual Fund Programs

- Solicit all alumni, parents, faculty, staff and friends of Drake University, trustees and corporations/foundations
- Tuition only pays for 70% of the University's budget; from Valentine's day on tuition is covered by Annual Funds
- Annual Fund is part of the University's budget
 - Designations-College/School, Cowles Library, Bulldog Club, Donald V. Adams Leadership Institute, Friends of Drake Arts, Scholarship Support and Global Citizenship
 - Phonathon students call on Sunday-Thursday in the fall and spring-12-15 weeks long
 - For every \$1.00 received by mail you raise \$10 by phone and \$50 face to face

- Mailing in the spring and the fall-4 major mailings a year-have a theme for the mailings with feedback from others before finalizing the idea-all mailings are strategic
- The board would like to see a copy of the mailings that are sent-segmented.
- Segment by school, president circle etc.
- President Circle level is leadership level with gifts at the \$1,000 level or \$500.00 (for graduates out 10 years or less) They are currently looking at adding various levels for President Circle
- Have a gift request on pledge form based on last 3 years of giving
- Many companies offer matching gifts
- Drake Fund is entry point of giving, everyone can give at any level
 - Fiscal Year is now July 1-June 30
 - Have a yearly calendar that is shared with everyone
- May 6-7 will do a 24 hour giving campaign-noon to noon
 - Need alumni board's help to post on Facebook that you gave-"I'm In! I made my gift" spread the word by social media
- FY 14 Goal is \$3,360,000
- Estimated current donors-50 % will give same amount, 25 % will give more & 15% give less and 10% will lapse
- Endowed Chairs-has 4 levels-starting at \$1 million with endowed professorship with top level \$2.5 million and upward

Sandy Clubb-Director of Athletics, Dave Haskins-Associate Athletic Director

- Studied how to create success and live out the mission
 - Identify who we are –be who we are
 - Created touchstone-set of "we" statements-how we act, values and mission-act with integrity-be who we are
 - Uncompromising commitment to excellence,
 - Outthink and out perform our opponents
 - Be our best every day at all times-give 100%
 - Business model 7,000 seats in basketball arena and 14,000 seats on a couple days a year
 - Team members signs their names to make a commitment to" Live the Bulldog Way"
 - Maximize potential by aspiring to greatness
 - Want to compete in top 1/3 of league
- Practice facility
 - Broke Ground last fall
- Launched email newsletter to Bulldog Club members featuring current students and alums-sharing their stories
- Another feature sharing what your dollars are doing for the students
- 61 players on academic conference team
- Football team 106 guys have a 3.1 GPA average
- Total GPA for all athletes is 3.21
- 71% of student athletes have 3.0 GPA or higher
- 45 % of budget is from University stipend. Annual Fund can be designated for the Bulldog Club
- Started "Drake Fan I Am"
 - First year of launch, helps to spread the word about games
 - Rewarded with points on your account for tweets etc.
 - Bulldog app for smart phone with stats

Joe Aiello: BOT Report

- Held a distinctlyDrake event at the Newseum in Washington, DC with over 200 in attendance

- STEM Project Update
 - BOT approved a feasibility study for a \$60 million facility built to connect Olin & Harvey Ingham, it will house science, technology and the School of Education and mathematics departments. This is an updated plan from the original call for a stand alone School of Education building previously approved.
 - Have \$6 million pledged for the School of Education
 - Fundraising goal is \$24 million, moving forward with the possibility of issuing \$30 million in bonds – with low interest rates
 - STEM project has given focus to the campaign-revised energy
- Marcia Ternus, Director of Harkin Institute
 - Harkin donated papers to Drake University to preserve and display
 - Gov. Bob Ray has donated a good portion of his papers for archival at Drake University
- Changes in higher education
 - The Department of Education will be ranking colleges using their criteria by the end of April
 - Changes how lending works in higher education
- Finance and Investments Committee, good financial shape
 - Approved budget for 2015 school year, with a 4.5% tuition increase-crossing the 40,000 mark
 - Drake has a 17% discount rate
- Academic Affairs
 - 238 participants in J-Term-year two
 - Principal is funding a large sum to make Drake available to underprivileged students,
 - Principal will select these students and provide employee mentors
 - Survey among students-99% feel safe on and off campus in the daytime, 90% felt safe on campus at night, 70% felt safe off campus at night
 - 93% retention rate-freshman to sophomore year; 74% retention rate from freshman to sophomore year with students living off campus; Greek students have a higher retention rate' 68% retention for African Americans
- 11 % of our over 66,000 alums donate

Joe requested the money in the account for Spike's outfit be directed to the Alumni House. This account has \$500.00 in donations. The board approved Joe's proposals to redirect the funds already raised to this new purpose. Joe also asked the board for monetary donations to help furnish and equip the Alumni House. The board requested a list of priorities.

Jill Johnson: Recognition Committee

- Had over 85 submissions for the Alumni Awards –nominees approved
 - **Alumni Achievement Award**
Bonnie Pierce Campbell, LA'82, LW'84
Des Moines, IA
Former Iowa Attorney General

Kirk Hayes, LA'58
Algona, IA
Chairman, Pharmacists Mutual Insurance

- **Alumni Loyalty Award**
Joe Aiello, BN'80
Saint Charles, MO
Alumni Board President and Chair
All Greek Reunion Chair

Mike Mason, LA'68
Clarendon Hills, IL
Former Alumni Board/PC Board Member
Endowed Mason Scholarship

- **Young Alumni Achievement**
Felix Gallagher, PH'00
Des Moines, IA
Pharmacy NAC
Owner, Pharmserv Solutions

 - **Young Alumni Loyalty**
Kavilash Chawla, AS'98
River Falls, WI
Serves on International Alumni Council
Made major gift recently to support international initiatives
Executive in Residence for two weeks in January 2014

 - **Distinguished Alumni**
Jack Ellis, PH'57
Lake Barrington, IL
Retire, Abbott Laboratories
Funded establishment of Ellis Pharmacogenomics Lab

 - **Community Service**
Cherry Renee Hardman, LA'83, GR'89
West Des Moines, IA
Engaged in dozens of community boards and strong community advocate
- Looking for active alums as candidates for the National Alumni Board
 - Need board to provide prospective names to Blake and Jill
 - Recognition opportunities, share pertinent information of alums in your city

Philanthropy Committee: Janelle Holmes

- DU Good Day
 - DU Good Day 2014 is Saturday, September 27. In 2015, DU Good Day will be moved to coincide with Fall Break, likely Saturday, October 10, 2015.
- Philanthropy Committee Strategic Initiatives
 - From the Small Group Discussion: "How do we define time, talent and treasure as it pertains to alumni at Drake University?"
 - The Strategic Plan emphasis on alumni "participation" applies solely to giving. And yet, we know that engaging alumni with their time and talent is a means to an end of giving treasures. Yet the gift of time and the talent needs to be equally valued with a gift of treasure.
 - From the Large Group Discussion: "What are the barriers to getting alumni involved in creating the culture of philanthropy?"
 - A disconnect exists between the message of giving time, talent and treasure because the focus is solely on giving money. What is VALUED? Recognition and appreciation is only

- for giving money. A culture shift is required to authentically cultivate and value time and talent contributions.
- What do we believe we want philanthropy at Drake University to look like in three years, by 2017, as it pertains to alumni?
- More of a culture of giving that acknowledges and appreciates all three equally: time, talent and treasure.
- **STARTING POINT: Strategic Initiative #2**
 - The National Alumni Board and Office of Alumni Relations will pursue new opportunities to collaborate with campus partners, including students, faculty and staff to help communicate the benefits of a lifelong connection with Drake University through philanthropy (time, service and financial support).

Objectives

- Drake University needs to take the initiative to more fully engage with the Des Moines community.
 - Better promotion of what is already happening in this regard, as well as many more new initiatives at all levels.
- Compile and communicate opportunities for alumni to volunteer on campus
 - Need for an "Outreach" staff person in the Alumni office solely focused on professional development and college/school relationships.
 - Need for a portal on the Alumni web site listing University-wide volunteer opportunities
- Recognition of and appreciation for "participation"/giving of time and talent equal to the recognition and appreciate of giving treasures.
 - Triage system for writing thank you notes. Utilize alumni volunteers to assist.
 - Need for a portal on the Alumni web site for recognition of gifts of time and talent.
 - Gifts of time and talent need to be tracked as an in-kind gift, the same as any other contribution.

Philanthropy Committee members will make themselves available to participate in meetings/committees (outside of scheduled Alumni Board meetings) in order to move forward on these objectives.

Scheduled conference calls on Thursday, February 20 at 3pm and Thursday, April 10 at 3pm to continue working prior to April meeting.

Programming Committee: Gary Zimmerman

- Goal: Increase Programming by 30 percent
- Tactics to achieve goal
 - Ashley will compile a list (and corresponding number) of programs executed nationally measured from June 2013 to May 2014
 - The Programming Committee will review this list in May to establish the baseline number of programs
- Establish a list of Programming that will be counted in the future
 - In order to measure the progress of achievement of the goal a list of existing programs will be created
 - The obvious list right now is National Game Watch, Drake Me Out, DU Good Day and Special one-time events that both the RAB's and individual groups of interested alums conduct
- Create an "Idea List" for possible other programs for RAB's or other individuals to conduct. This list would be a catalyst for increased programming
- Programming Committee brainstorming ideas
 - Live streaming Bucksbaum Lectures
 - Social Event after DU Good Day
 - Add a Drake Me Out event in New York
 - Drake Farmers Market walking tour

- Piggyback on the Corporate Roundtable event in Des Moines involving four CEOs
- Jen Verlarde (Lille handbags company) in store event and address to alums
- Professors coming to a city (American Cocktail culture speech)
- Des Moines Magazine event that is held 4 times a year
- Event related to groups of students traveling to a conference (example journalism trip to New York)
- Celebration tour scheduled for 2014-2015
- Event relating to Olympic Swim Trials in Omaha
- On line event: virtual tour of Drake's campus
- Drake Alums performing-example-Chris Colby, comedian/attorney in Omaha
- On line event: Online book clubs
- On line event: Young alums with cool/unusual jobs
- Ask the RAB's for their brainstorming ideas at future RAB meetings
- Programming Committee will review the entire list at the spring meeting and compile a first list of ideas

Next Meeting of the Programming Committee: Conference call at 7:30 pm eastern time (6:30 pm central) on Wednesday, April 2-Ashley will arrange

Student/Alumni Committee: Emily Abbas

- Main focus-making Connections between students and alums-increase opportunities
 - Have an alum at every SAA monthly meeting-give 5 minutes of your background
 - Fireside Chats in the Alumni House-partner with the colleges and schools when alumni speakers are in town and arrange for them to meet with students
- Athletics Events
 - Partnering with other groups on campus
 - Blue Crew
 - Ticket exchange
- Mentoring Match
 - Follow up after Networking Events with students-have a meaningful relationship with
- Mailing postcard to 3,500 alums out 5 years or less-saying "We Miss You"
 - Keep in touch with Drake-update your information
 - Video created for alums out 10 years or less and will be emailed-shows Spike looking for students and campus is empty-"Drake hasn't been the same since you left"
- Engage young alums on Saturday of relays @ Alumni House
- Young Alum group of 30 formed in Des Moines
- Engage students on campus in an electronic way and connect them to various alumni events in other cities
- Philanthropy @ Drake University
 - Goal is 14% this year-asking a minimum of \$500
 - Share stories with alums via social media
 - Alums share they made a gift to Drake via social media
 - Share philanthropy story by weaving into the website for potential students
 - Take SAA leader along to distinctly Drake events
- Technology
 - To include students and alumni in regional events. For example, David is going to set up an event in Southern California with an LA Times columnist and invite alumni and students from across the nation to attend via a Google hangout.

Networking Committee: Chris McDonnell

- Ways to Engage people in individual regions with RAB's
 - Serve the needs of the volunteers-keep them as repeated volunteers

- Alumni Office will create an index card to replace the sign in sheet at registration for various events with various questions
 - How do you as an alum want to be engaged with Drake-tying in with the “Do Something” Campaign
 - Have RAB follow up with person and thank them for attending the event and update them on the upcoming events
- Provide more assistance to volunteers-provide a list of talking points
 - Send a letter or email telling what the volunteer can expect and who has RSVP'd for the event
 - Get a list of RSVP's for events in advance so they know who is attending and if there is something special they should know about the attendees, ex: A Board of Trustee shows up at an event-would be good to know about this in advance. This also requires that there be an RSVP for every event.
- Website List-static pages
 - Here is what is going on at Drake for the year
 - How to give without giving money-list of ways to be involved via time and talent
 - What Annual Fund did last year-examples of items purchased with the annual fund dollars
 - Long term calendar of events-18 months
 - Put video clips on the website
 - Post photos on website

Paul Doucette: New Business

- Board should discuss university wide involvement among boards and councils at future meeting
- Interaction with colleges and schools
- Board wants to see past annual fund sample mailings-perhaps present at a board meeting
- Do a Raisers Edge demonstration for the board
- Have staff email written reports in advance of the board meetings

Old Business: October minutes passed with a revision to the Pharmacy section-The board was receptive but holding their board meeting at this time

Future Meeting Dates

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

Fall 2014 Meetings- October 17-18, 2014

Student/Alumni Networking Event-Thursday, January 29, 2015
 Winter 2015 Alumni Board Meeting-Friday January 30 & Saturday, January 31, 2015