

**National Alumni Board
Meeting Minutes
October 2 & 3, 2015**

Attendees: Emily Abbas, Erica Axiotis, Steve Berry, Kelly Caldbeck, Martha Capps, Norah Carroll, Tim Coonan, Marisa Gift, Michael Hall, Sally Holmberg, Chad Hoseth, Geoff Lawton, Mike Mason, John Miller, Laura Myers, Crystal Nance, Amy Ohde, Dennis Olden, Brian Palmer, Brian Reisetter, Jeff Shawd, Loretta Sieman, Susan Stocum, Nikki Syverson, Tiffany Tauscheck, Sherry Wilkinson, Gary Zimmerman

Staff: Blake Campbell, Betty David, Chelsea Ochylski, Brooke Vance

Guests: Kevin Saunders, webinar with Rob Shoss, PEG Ltd.

Review of Past Success per the Strategic Plan: Emily Abbas

Priority1: Establish a Connection between Alumni, Students and Drake University to advance the University and fulfill commitments to the communities

- **Accomplishment**
 - Implemented Raisers Edge; engaged the colleges so they can view the information
 - Reached out to the Deans of the colleges to improve communication with an open dialogue
 - Deans or representative joined us for lunch & small table discussions
 - Visited each college to discuss what they do and how to collaborate
 - Appeared that the deans were not aware of what the Alumni Office did
 - Alumni Office produced an annual report to share with the board

Priority 2-Programming

- DU Good Day was greatly supported-National Program
- Increased number of events
- Refocused our reunion program toward infinity reunions
- The Alumni Office does an alumni attitude survey every 3 years

Priority 3-Foster and Promote a Culture of Philanthropy

- Added Philanthropy at Drake Week-18% of students donated to the campaign during this week
- Educated the students that tuition doesn't cover the cost of their education
- Added the Philanthropy committee as a standing committee to the board
- Started a 24 hour giving campaign-"All In"

Priority 4-Colaborate with Campus Partners, including Students, Faculty & Staff

- Created a Student Alumni Association (over 200 members)
- Formed a Young Alumni Committee in Central Iowa
- Created a traditions book

Priority 5-Utilize Technology to Create a Robust Communication Strategy

- Increased emails from 33% to 55%
- Award winning social media
- Created a new alumni position

Current Focus for all Committees: Career Services

- Create a formal structure/ partnership with Alumni Relations and Career Services
- 70% of our efforts will be focused on students and 30 % on connecting alumni
- Partner with Professional and Career Services staff, move towards our goals together
- Hold a National Career Event
- Alumni and students now connect via networking events and on social media
- Ultimate goal is an Endowed University Career Center
- 74% of alumni stated the importance of identifying job opportunities for graduates
- Career Services definition: Eco system that fully engages the entire University of student faculty, staff, alumni and surrounding communities
 - Need a master list of alumni who want to be involved and what they would be willing to do and share this list with faculty
 - Networking committee will put together some thoughts on ways to connect back to the University and provide a voice.
 - Have our alumni help with resume reviews for our students and give them feedback and guidance.

Presentation on Alumni Attitude Survey: Rob Shoss, PEG, Ltd.

- Over 1,600 responses-see attached sheet
 - Average response rate is 3.5%, Drake had a 4.5% response rate
- 50 % of alumni respondents rated the importance of current students interacting with alumni as critically important
- 46 % of alumni respondents rated Drake's performance in connecting students to alumni as poor or fair
- People promote the institution regardless if they give or not so it is relevant to keep them on the mailing list as they want to be informed.
 - Young alumni want to be invited to all events, regardless if they attend or not
- Important to get our young alumni engaged early on and keep them engaged
 - They want to see alumni being involved on campus
- 90% of the alumni want to know how the equity of their degree has more value today and what the institution is doing to increase the value
 - Equity of degree is defined by the accomplishments of the students and faculty at the current time
- Survey results will be shared with our alumni with the main data points, letting them know we are listening to their requests.

Campaign Update: Blake Campbell

- Campaign goal was \$200 million, we surpassed and raised \$216 million
- Intention is to maintain \$25-30 million raised per year post campaign

- \$156 million in cash gifts of total raised
- \$60 million in planned gifts of total raised
- \$118 million went into endowments-including deferred gifts
- \$52 million went to annual funds
- \$45.9 million went into capital funds
 - 240 donors gave \$172 million
 - 59 donors gave \$1 million or more
- BOT members gave 15% of the total dollars raised
- **STEM** project costs over \$30 million
 - \$14.2 million have been secured in gifts and pledges
 - Need to secure \$15.8 million by June 30, 2017
 - Additional amount will be bonded by the institution

Career Services at Drake

Career Services currently has 2.5 people on staff, reporting to the Associate Provost for Academic Excellence and reside in the respective colleges, meeting once a month as a group

- One full time employee (Kate Evans) (FTE) reports 75 % of time devoted to the School of Pharmacy and Health Sciences and 25 % to the School of Education
- One full time employee reports (Annette Watson) 75 % of her time to College of Business and Public Administration and 25 % to School of Journalism and Mass Communications
- One half time employee (Chrystal Stanley) reports 50 % of time to Arts and Sciences and other half of her time to Academic Success programs for the University
- Need to move to connection & community model; transition from a Student Affairs-only model to a structure with shared ownership by Student Affairs, Academic Affairs, Admissions and Alumni Relations and others.
- Students and alumni need personal support service from the moment a student steps foot on campus and continuing throughout their lifetime
- 2012 alumni attitude survey results of participants who responded-
 - 74 % rated the importance of increased alumni career services as critical
 - 50 % rated the quality of opportunities to volunteer for the University as poor or fair
 - 50 % rated the importance of current students interacting with alumni as critically important
 - 46 % of alumni rated Drake's performance in connecting student to alumni as poor
- Our challenge is to connect alumni with our students. Our alumni are interested in helping and recruiting new talent in their businesses and communities.
 - Need a structured system to improve and provide an opportunity to connect the student with the alumni
 - Need a master list of alumni who want to be involved and what they would be willing to do and share this list with faculty
 - Networking committee will put together some thoughts on ways to connect back to the University and provide a voice.
 - Have our alumni help with resume reviews for our students and give them feedback and guidance.

- 10 projected future trends in college career services
 - Elevated career services, increased importance on campus
 - Moves & mergers, new reporting structures and partnerships
 - Money, space, and people need more allocated resources and spaces
 - Ecosystem rather than place, presence permeates campus
 - Customized connections & communities, purposeful programming to build networks
 - Chaos and happenstance, trying new strategies and programs
 - Outcomes, ROI and assessment increases
 - Buzz worthiness, telling the story of success stories
 - New technology, social media, startups to improve connections
 - New breed of professionals, new ways of doing business, building community

Career Services Board Group Discussions:

OPPORTUNITIES

- Connecting and mobilizing alumni, getting them involved with students
 - Exploration (find goals of students), guidance and placement
 - Program must be seamless, coordinated and comprehensive
- Outreach to companies (Do we have technology for companies to post available positions?)
- Gatekeeper mentality: how do we let students know opportunities and make information more accessible
- How do we align our committees to these career goals? Need to have recognition for companies/individuals who provide career opportunities
- Showcase our alumni by sharing their story
- Have tools that allow students and alumni to connect in real time
- Teach students how to connect with alumni on LinkedIn and via webinars

BARRIERS

- Begin to prepare students as first year students (make career development part of the entire experience, starting with orientation)
- Current structure – every college and school is approaching career development and alumni outreach in their own way
- Don't have job titles for majority of alumni in our data base or information may be outdated
 - We don't necessarily want all alumni talking to students, and some don't want to be involved in this process, how do we screen our alumni?
- Technology – keeping information up to date, specifically the Success at Drake page (drake.edu/career)
- Do students understand the benefit of SAA? Is cost a barrier to joining?
- Does it make sense to have a standalone system?
 - Create a data base with current alumni information for students to access

NEXT STEPS

- Look at successful peers programs for Career Services, who is succeeding and what process are they using
- Visit with the Deans of the Colleges, see what they currently have in place and what they need from us
 - Centralize process so not to duplicate efforts
- Integration of NAB and SAA – how can these two groups work together?
- Formally introduce mentoring
 - Get alumni involved with time and talent
- Update drake.edu/career page with current information from featured alumni
- Create a marketing piece showcasing our alumni and their pride in a Drake degree
- Tutorials, webinars to help students search independently
- Create a visual org chart for Career Services
 - Collaborate with Career Services staff and Deans
- What is career services role vs students' role
- Explore data base for implementing process of connecting alumni to students in given field

Committee Reports:

Blake will reach out to our peer institutions to assess the best points of contact for learning about the work of their offices

Networking: Norah Carroll

- Research use of technology
 - Research other Universities what works for them
- Each college/school had own program, what is the solution?
 - Do research and have data compiled in the next 30 days
- Comprehensive: bring in alumni from other schools

Student/Alumni Committee: John Miller

- Connect with peer institutions to see what is working for them
- Find out what each college/school is doing
- Find out what the various organizations on campus are doing

Alumni Programming: Gary Zimmerman

- Overview of National Programs-Game Watch, Drake Me Out
 - Invite students to these events
 - Monitor for viability at each location where the event is held
 - Have media based events-webinars, taped lectures available
- Have an SAA student assigned to each NAB committee
 - Designated member will participate on all calls and in the board meetings
- All Drake alumni are “Ambassadors” for Drake; need to encourage more young alumni to be involved on the Regional Advisory Boards
 - Encourage Student Alumni Association members to transition to the RAB’S once they graduate

- Work with Drake to locate where the recent grads have settled and contact these individuals
- Broadcast lectures on Drake campus

Recognition Committee: Steve Berry

- Work with colleges/schools for their recommendations for the Alumni Awards nominations
- Alumni Awards nomination submission is due November 15
 - December 10 is the committee conference call to discuss submissions
- Invite award recipients to connect with students while on campus in April
- Highlight the individuals that were submitted for the alumni awards and not chosen (everyone is a winner)
- Feature professors, students and alumni, “Did You Know”

Philanthropy Committee: Chad Hoseth

- Celebrate gifts of time and talent
- How can we find out what is happening on campus and be supportive
- “Whose job is it”
 - Looking to alums to develop links to advocate with the Deans and administrators in their college/schools
- Invite alums to be engaged via time and talent
- Central Iowa RAB is key, how do we activate the regional groups
- How do we recruit students?

Director of Live Mascot:

- Part time position by Erin Bell has been realized
- This position will begin when fully funded by private donations, they are raising money for a 3 year span of expenses
- Focus on locating a mascot with a bulldog owned, licensed and insured by the University and will live with Kevin and Erin Bell

Future Meeting Dates

Thursday, January 28, 2016-Fireside Chat-Student Alumni Networking
Friday & Saturday, January 29 & 30, 2016

Thursday, April 28-Presidential Inauguration 1:30-3 pm
April 28- Alumni Awards Reception
Friday, April 29-Board Meeting
Friday & Saturday, October 7 & 8