

**National Alumni Board
Meeting Minutes
April 24, 2015**

Attendees: Emily Abbas, Erica Axiotis, Jonathan Azu, David Beall, Kevin Bell, Steve Berry, Martha Capps, Norah Carroll, Tim Coonan, Marisa Gift, Drew Gulley, Sally Holmberg, Janelle Holmes, Chad Hoseth, Chris McDonnell, John Miller, Max Miller, Laura Myers, Zach Nunn, Dennis Olden, Brian Palmer, Brian Reisetter, Loretta Sieman, Susan Stocum, Nikki Syverson, Tiffany Tauscheck, Nicole Trembley, Sherry Wilkinson, Gary Zimmerman

Staff: Blake Campbell, Betty David, Jessica Schroeder, Jennifer Woodley, Caroline Jones

Guests: Rachel Paine Caufield

Career Services Presentation: Blake Campbell & Jennifer Woodley

- Would like the Alumni Board to focus as a group on Career Services over the next year.
- Alumni Relations will be presenting a formal proposal to the Board of Trustees in June to support the needs of our alumni and students.
- 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 (FTE) reports 75 % of time devoted to the School of Pharmacy and Health Sciences and 25 % to the School of Education
 - One FTE reports 75 % of her time to College of Business and Public Administration and 25 % to School of Journalism and Mass Communications
 - One half time employee 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
- Will do another alumni attitude survey in July partnering with Kevin Saunders and the Institutional Research Office.

Drake and the Caucus: Tiffany Tauscheck, CVB & Rachel Paine Caufield, Associate Professor of Political Science and Associate Director of Citizen Engagement for the Harkin Institute

- Created an Iowa Caucus Consortium, “Iowa Caucus.org” partnering with the CVB, the Partnership, the State, the Des Moines Register and Drake
 - Market the region and state to showcase Iowa
- Help students be engaged and involved in the caucus process
 - Candidate events on campus, debates for 2015
 - Will have a caucus website monitored by students that will follow the campaign trail and updating what is happening in Iowa from their perspective
 - Created a new Iowa Caucus Collection at Cowles Library, keeping the history of Iowa
 - Making a full length documentary about the Iowa caucus, way to explain why Iowa is different and allowing the students to be a part of this. They received a grant from Humanities Iowa for this
- Journalist workshop in June, 20-30 journalists from all over the country will be visiting campus
- Set up a speaker series of lunch sessions where 10 students are invited to interact with individuals in the Des Moines business community
- ABC Debate hires Journalism students as paid interns and they work with the production staff
- Met with Admissions to make sure the counselors are aware of the opportunities in the political environment at Drake
- Live stream all caucus events at Drake
- J-term trip to DC is important for the students and the DC alums organize the site visits

Director of Live Mascot: Kevin Bell

- Part time position by Erin Bell
- 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
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Business Meeting:

- January board minutes were approved
- Celebrated and thanked members that are leaving the board
- Presented members up for renewal
- The new member slate was presented and approved
- The new members from the fall of 2014 were asked to assist Martha Capps, Secretary of the Board, organize the orientation for new members in October 2015
- Executive Committee changes: Chad Hoseth will assume the Vice President of the Philanthropy Committee and Steve Berry will assume the Vice President of the Recognition Committee role.
- Executive Committee Retreat will take place in August, date & time TB
- January meeting we hope to have President Marty Martin speak to the board
- distinctlyDrake Campaign Celebration on Saturday, October 3

Future Meeting Dates

Friday & Saturday, October 2 & 3, 2015

Thursday, January 28, 2016- Fireside Chat-Student Alumni Networking

Friday & Saturday, January 29 & 30, 2016

Thursday, April 28-Alumni Awards Reception

Friday, April 29-Board Meeting

Friday & Saturday, October 7 & 8