

**National Alumni Board
Meeting Minutes
Jan. 30-31, 2015**

Attendees: Emily Abbas, Erica Axiotis, David Beall, Kevin Bell, Steve Berry, Norah Carroll, Dale Charles, Tim Coonan, Marisa Gift, Drew Gulley, Janelle Holmes, Chad Hoseth, Tyler Marciniak, John Miller, Max Miller, Laura Myers, Crystal Nance, Zach Nunn, Brian Reisetter, Loretta Sieman, Susan Stocum, Nikki Syverson, Tiffany Tauscheck, Sherry Wilkinson, Gary Zimmerman

Staff: Diane Caldbeck, Blake Campbell, Betty David, Jessica Schroeder, Paul Secord, John Smith, Liz Tesar, Jennifer Woodley

Guests: Sentwali Bakari, Meghan Blancas, Mark Kloberdanz, Alysa Mozak, Tony Tyler, Martina Verlengia

Students: Annelise Tarnowski, Nathan Jacobson, Korrie Merley

Campaign Update: John Smith, VP, Alumni and Development

- January 12, Drake surpassed the \$200 million financial goal
- 23,000 donors
- 63 donors donated 1 million or more
- Largest gift was 7 million
- Campaign closes June 30
- Celebration with President David Maxwell & President Elect Marty Martin in October 2015

Shannon Cofield, Sr. Advisor for External Affairs

- Involve Des Moines Community, need to build relationships with the community
 - Visited with 90 key people in Des Moines area in first year
 - Already had Drake Community outreach programs in place
- Relationship with business community, community leaders speak @ Drake University
- Principal's relationship with Drake is strong; would like to start Drake Alumni Group Events
- 75 % of freshman students come from outside of Iowa, retaining 60 % of the group at graduation
- Focusing on 4 principals: Relevance, Reciprocity, Responsibility and Results
- Visited with 14 CEO's and top executives of Des Moines companies, asked what are their needs and challenges
 - Companies want non-degree programming, leadership courses
 - Building executive education programs through generous gift of 2.5 million from the Bucksbaum family
 - Ran digital & print ads for sponsorship series with Business Record, mentioned data analytics program
 - Started an economic power luncheon series; 350 attended
 - Offer a power breakfast 3 times a year, with the Deans and business community, next one is February 25

- Starting a master in law non-degree program to learn about law
- Corporate Partner Programs, launched out of External Affairs
 - Membership based, gives you the privilege to have a professor do presentation during the day at their company (faculty are excited about this program)
 - No-fee for career fair
 - Partnership with athletics
 - Connect companies with specific individuals
- Drake has an Adult Literacy Program
- Drake partnered with Principal and the Des Moines Community Schools to launch Stem Explorers Program with 40 students that is criteria based.
 - They must be in upper 25% on math scores and based on income & they must maintain their GPA
 - 14 Drake students will mentor these students.
 - Encourage majors of data analytics, actuarial science and information technology
 - Business will offer paid internships to these students
- Drake needs to be more visible in the suburbs, need Drake items in stores
- Encourage organizations to meet on campus; helps promote Drake University
- Coordinate with businesses to have a “Drake Pride Day”, promote via email to Drake alumni at their business
- Need to market results, develop a website to promote and connect businesses with our Drake alumni, students and interns
- Received Carnegie classification

Student Alumni Association:

- Programs, Alumni Connections
 - Fireside Chats, casual conversations with students and alumni
 - Athletics campus engagement, increase school spirit, SAA is the group in charge of school spirit. Goal is to change the culture of going to an athletic event, make the game a fun experience
 - Campus Pride, Blue Crew makes the game fun, entertaining for all
- Traditions, do 1 event a semester
 - Kissing Rock in the fall
 - Bus students to Drake Observatory for an evening event
 - Bucket List with 40 traditions is given to freshman students at Welcome Weekend. For each 10 traditions they complete they receive an incentive gift. During Welcome Weekend PMAC does a scavenger hunt using the first 10 traditions and end up at the Alumni House to receive their gift.
 - Bulldog Book is given in their last semester as a senior
- Challenges
 - Too many events on campus
 - Must be strategic
 - A memorable experience at the event
 - Get students to think of Drake as a lifelong relationship
 - Late evening meetings; position President of SAA to be the leader

- Goals
 - Increase participation in traditions, keep track of participants
 - Have 15% of students participate in Philanthropy
 - Build on athletic connection
 - Connect alumni with students
 - Engage in more effective ways
 - Improve communication strategies

Committee Reports:

- **Alumni Philanthropy: Janelle Holmes**
 - DU Good Day is Saturday, September 26, working on communication plan
 - Create online connection form with ways to reconnect and volunteer with Drake
 - Recognize gifts of time and talent, via social media and have an online presence, do an honor roll list
 - Work with Deans on alumni that give back to Drake of their time and talent, communicate monthly
 - Do thankful Tuesday post with a photo highlighting an alum
- **Student/Alumni: John Miller**
 - Finalize goal for creating connections between alumni and Student Alumni Association
 - Start small, connecting National Alumni Board & Regional Advisory Boards with the SAA Executive Board
 - Make sustainable for years to come

Alumni Networking: Nicole Trembley

- Determine the networking team's goals and focus
- Determine meeting schedule, calls every other month
- Focus on Regional Advisory Board Communications and University Communications
- Next Steps
 - Send Regional Advisory Board toolkit, review toolkit for communication needs
 - Email committee contact names & emails (completed)
 - Schedule team calls
 - Send meeting recap (completed)
 - Connect with programming committee (in progress)
 - Research if there is a communication committee on campus
 - Research social channel analytics
 - Connect regarding RAB specific webpages
 - Roll out alumni website

Alumni Programming: Gary Zimmerman

- We need to focus on the metrics of our programming to meet the Board of Trustees strategic goals of increasing programming by 10% per year
- Implementation of a Drake Book Club online, in person, or virtual dependent of the region
- Educational elements/ visiting professor in Kansas City was a success
 - Expand this to areas with RAB's
 - Bucksbaum Lecture; need permission to web broadcast
 - Re-broadcast campus lectures
- "Drake Me Out" lost relevance

Recognition: Blake Campbell

- Changed the process for Alumni Awards
 - Need to improve quality of nominations, ask various Drake boards to recommend individuals
 - Do further research on nominees as they are submitted
 - Open nominations from June 1- August 31, promote using a short video of Steve Berry on the website explaining the various awards and information needed
 - Committee reviews nominations in September
 - Discuss award recipients at the October board meeting
 - Approved giving President Maxwell and Maddy Honorary Drake Alumni Awards
 - Finalize nominees November 1 and announce January 1
- National Alumni Board Recruitment
 - Begin reviewing candidates in February
 - Need more board members in Chicago, Kansas City and Minneapolis, Phoenix and DC
 - Have a member of the Regional Advisory Board on the National Alumni Board
- Campus Recognition
 - Using **score-o-matic** system, which is based on points for alumni engagement
 - How do we use this information in the future
 - How do we move people up on their score
 - What is real affinity engagement
 - Focus on different message to various levels
- **Business Meeting**
 - Approved the minutes from the October National Alumni Board meeting
 - Approved the By-Law changes to add Alumni Philanthropy Committee and the Alumni Recognition Committee as permanent committees
 - Approved the nominee slate of Alumni Award Recipients
 - Need 100% participation in giving from the board by end of fiscal year June 30
 - Discussed Liberty Mutual Insurance Contract
 - We provide a list of alums, everyone is given an opportunity to opt-out
 - 400 alumni sign up for insurance

- Need to clarify in our material that the board endorsed this program and Drake gets a kick back which goes to help support our Student Alumni Association
- Liberty Mutual sponsors relays tent with a \$2,500 donation
- 5 year contract was endorsed by the **board pending a request for a larger stipend and not endorsing the additional promotion**

Future Meeting Dates

Alumni Awards-April 23, 2015 (arrive @ 3pm)

Alumni Board-April 24, 2015

October 2-3, 2015