

## DRAKE NATIONAL ALUMNI BOARD AGENDA

OCTOBER 11 & 12, 2019

LEVITT HALL, OLD MAIN

**Attendees:** David Beall, BN'81; Steve Berry, LA'83, LW'86; Lori Blachford, GR'08; Rachel Boon, ED'99, GR'02; Kelly Caldbeck, PH'01; Martha Capps, JO'78; Timothy Coonan, AS'96; Kris Covi, AS'95; Drew Engebrecht, BN'02; Drew Gulley, AS'05; Brian Harms, AS'89; Sally Holmberg, ED'63, GR'83, GR'94; Lauren Hong, AS'07; Geoff Lawton, PH'92; Chris McDonnell, JO'05; Brian Reisetter, PH'85, GR'87; Laurel Rundle, JO'91; Nikki Syverson, JO'03; Annelise Tarnowski, JO'15; Jennifer Tran-Johnson, AS'06; Jim Verlengia, GR'90, GR'95

**Staff:** And Verlengia, JO'02, Director of Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Keesha Ward, Assistant Director of Alumni Relations; Herkisha Burkett, Assistant to Alumni Relations

### Friday, October 11

#### Executive Session

##### **Welcome & Introductions – Martha Capps**

Hello and welcome to the first meeting of the Drake National Alumni Board in the 2019 / 2020 school year. I hope you enjoyed getting to *catch up with your NAB friends* during lunch but now it's time to get to work. Seriously, we do have an interesting couple of days planned and I hope you are looking forward to it.

This is my first meeting as President of the NAB. I'm honored to serve in this role and have the opportunity to get even closer to Drake, the people who make it run, the challenges and opportunities we have and how we as Drake's most involved and loyal alumni - how we can help.

A few weeks ago, Andy and team set up a day of individual meetings for me with leaders of the university including President Martin. I found out, ... there is a lot going on. *A lot for us to catch up on and* a lot for us to learn.

We have to be informed – because *we are front line ambassadors* for Drake. It isn't by chance that we live all over the country, come from different careers and graduated in different decades. We touch other alums:

- who could support the university,
- we touch companies that have internships and jobs for our students
- and we live next door or play golf with someone who has a high school student starting on the college search.

It's fun to reminisce about the Drake each of us knew when we were on campus, but our job now is to know, believe in and spread the word about DRAKE TODAY. The excellent and personal education it offers, the extensive internship opportunities for students, Drake's involvement in the community and how it is changing, the superior athletic programs we have ... and the list goes on.

Our time the next two days will be split between hearing from our leaders in Admissions, the Greek System, our Online & Continuing Education programs just to name a few. And, working in our committees to set goals, make plans on how we can best support the university.

You may notice we don't have any student involvement in our agenda. Unfortunately, they are on Fall Break. So, no student report or football game at this meeting. But, be sure we will incorporate them into our other meetings because it is very important for us to hear from them first-hand what DRAKE is NOW. It keeps us grounded.

Again, I thank you for this opportunity. When I was in college the extent of my leadership was as Social Chairman of the Kappa House. And, I got put on social and morale probation. But that is a story for later. I'll

try not to be put on probation during the next two years. Let's lean in together and make a difference for DRAKE.

We have some new NAB members to introduce today.

- Drew Engebrecht - He will be serving on the Outreach committee
- Jim Verlengia - He will be serving on the Recognition / Nominating Committee.
- Lori Blachford. She is an ex-officio member of the NAB representing the LGBTQ+ alumni community. She will serve on the Outreach committee.

Each of them will tell a little about themselves. But first I think we should each introduce ourselves – name, where you live, degree / s and grad year, if you want. And, to make it more memorable – where did you live freshman year – and a memory. STAFF TOO

As you heard earlier, I'm a Kappa and being involved in the sorority was a big part of my college experience. Andy did a little digging and apparently 70% of this board was involved in Greek life. We know that many of those friends and connections stay strong. Kerry King, Director of Sorority and Fraternity Life is here to provide us with an update from campus. She is freshly back from maternity leave appreciate her making time for us – not too tough questions.

### **Fraternity & Sorority Update - Kerry King – Director, Fraternity/Sorority Life**

Kerry welcomed the group and provided an overview of the current state of Fraternity/Sorority life on Drake's campus

- Current Chapters:
  - Panhellenic Council
    - Alpha Delta Pi
    - Alpha Phi
    - Delta Gamma
    - Kappa Alpha Theta
    - Kappa Kappa Gamma
  - InterFraternity Council
    - Alpha Tau Omega
    - Phi Delta Theta
    - Phi Gamma Delta (Fiji)
    - Sigma Alpha Epsilon
    - Sigma Chi
    - Sigma Phi Epsilon
    - Tau Kappa Epsilon
    - Theta Chi
  - National Pan-Hellenic Council
    - Alpha Kappa Alpha Sorority Inc.
    - Kappa Alpha Psi Fraternity Inc.
    - Delta Sigma Theta Sorority Inc.
    - Sigma Gamma Rho Sorority Inc.
    - *Alpha Phi Alpha Fraternity Inc.*
    - *Omega Psi Phi Fraternity Inc.*
    - *Phi Beta Sigma Fraternity Inc.*
    - *Zeta Phi Beta Sorority Inc.*
- Community Statistics:
  - 95% Retention Rate (compared to all university 88%)
  - Sorority GPA: 3.37
  - Fraternity GPA: 3.14
  - Over 70,000 philanthropic dollars raised & 24,000 service hours performed

- (904) students in fraternity/sorority as of Spring 2019; 32% of the undergraduate population
- Community Values
  - Lifelong Friendships, Service with the Community, Intellectual Growth, Fostering Inclusion, Engaged Citizens, Leadership Development
- Programming Initiatives
  - Health Inclusion & Relationship Officers (HIRO)
    - Each chapter has 2-3 HIRO's that lead chapters in meaningful discussion on the following topics: healthy relationships, alcohol and other drugs, equity/inclusion and mental health.
  - Diversity & Inclusion Action Committee
    - Created in the Spring of 2019 to formulate ideas on how FSL can be better leaders in equity and inclusion
  - Bulldogs Against Sexual Assault
    - 5th annual program put on by Panhel & IFC. This year it will be held in Olmsted on November 9th.
  - Safe Event Trainings
    - Required training for all event monitors.
  - Community Partnerships
  - Service Showcase + Monroe Elementary
  - Divine 9 Integration & Visibility

### **Online & Executive Education - Christina Trombley - Executive Director, Online Programming**

Christina presented an update on the state of online programs at Drake and the new initiatives regarding continuing and professional education for the Des Moines Metro business community.

- Drake University has launched six fully online graduate degree programs since Spring of 2018. The programs are the Master of Arts in Communication, Master of Science in Education: Effective Teaching, Master of Business Administration, Master of Public Administration, Master of Data Analytics Leadership, and Master of Jurisprudence in Compliance and Risk Management.
- To date, the online programs have 198 enrolled students. New programs will continue to be launched over the next 3-4 years.
- In addition, Drake Online and Continuing Education is offering several noncredit certificates and workshops for area businesses and workforces.
  - Leading Others is a year-long program designed to provide tangible and strategic leadership plans for select managers. The program is in its fifth year and has served over 120 area managers.
  - Additional programming is being developed for new supervisors to prepare them for their new roles in managing people. Workshops and seminars will be developed on select topics as needed to help support the business community.

### **Committee Breakouts**

#### **Admissions Overview - Anne Kremer - Dean of Admissions**

Anne reiterated how helpful the work of the admissions committee and the larger alumni board membership have been in helping to recruit students in a competitive environment. She also provided several statistics for the entering first year class in fall 2019:

- Drake's largest class in 5 years
- Drake's most diverse class ever
- Strong legacy class - 12% vs. the typical 5-6%

Saturday, October 12

**Breakfast & Drake Neighborhood Update - Ryan Arnold – Director, Community Engagement**

Ryan provided an update on a variety of projects taking place around campus:

1. Nelson Development/Home 2 Suites Hotel
2. Dog Town Development
3. University 'Streetscape' Project
4. Boys & Girls Club
5. Kum & Go re-build at the corner of 31<sup>st</sup> & University

**Big Ideas / Crowdfunding/ ThankView - Pam Pepper – Assistant Vice President, Alumni & Development**

Pam shared some information on Big Ideas. This yearlong process has moved (6) big ideas to the forefront and the Development team is seeking feedback on the ideas to measure affinity and interest.

Pam shared that the office has two new tools at their disposal: Crowdfunding and ThankView. Crowdfunding is the practice of funding a project by raising small amounts of money from a large number of people, typically via the Internet. The Crowdfunding platform is called "Here's to the One" and allows us to raise money for projects in the \$10,000 range. About a month ago we launched our 1<sup>st</sup> project – the Live Mascot Program which Pam announced successfully met its goal. ThankView allows us the ability to send a personal, custom videos to donors. Its quick and easy, but personalized.

Pam shared that Drake raised more than \$29 million in fiscal year 2018-2019 which is the fifth highest in our history. She thanked the entire board for their support and advocacy. She shared last year that Annual Giving raised \$3,060,691 to date it has raised \$690,546.04.

Pam provided the attached handout. It includes talking points about how to talk about giving at Drake and encouraging your alumni friends to participate. Lastly, Pam shared the dates for this year's All-In campaign which will be April 2-3, 2020. The goal is to have 1,881 donors (as in the year Drake was founded!). More info to come on All In as we move closer to that date.

**Committee Breakouts**

**Committee Report Outs/Next Steps**

**Outreach Committee**

1. **Task 1: Individual NAB outreach by affinity and graduation year**
  - a. Project Lead: **Drew Engebrecht**/ Ken Matt-Martin
  - b. Drake Staff Coordination
    1. Through Kim Jones we will work with the alumni office to develop specific lists for each NAB member
    2. The marketing department, we will develop and editorial calendar determining what message we are delivering it and when it is delivered (**Kim**, would you please add the marketing director to our email chain?)-**See Task 3 for cross-reference.**
  - c. Next Steps:
    1. Agree on a communications plan that will start with an explanation and an ask of the full NAB board
    2. The first communication will go out concurrent with the February meeting and will continue through 2020 when it begins including elements of **Task 3.**
2. **Task 2: Re-engage former NAB members**

- a. Project Partner: **Sally Holmberg**
  - b. Drake Staff Coordination
    - 1. The alumni office will develop a list of former NAB members going back to its inception
    - 2. The communications department and alumni office will assist us in developing strategies to re-engage them such as:
      - 1. Linking them with local alumni groups
      - 2. Sending them links to the various social media outlets Drake engages in
      - 3. Invite them back to Relays with a possible official role at the NAB meeting
      - 4. **Ask them if they would be interested in becoming mentors to Drake graduates in their community (See Task 4 for cross-reference)**
  - b. Next Steps:
    - 1. Develop a list of former NAB members
    - 2. Agree on our first re-engagement strategy
    - 3. Role this out and have the re-engagement initiated prior to our February meeting
3. **Task 3: Develop a strategic role for the NAB in University fundraising**
- a. Project Partner: **Lori Blachford/** Jeff Seaman
  - b. Drake Staff Coordination
    - 1. The alumni office and communications department need to evaluate its advocacy calendar and tell us where we are best utilized throughout the year **(see Task 1 for cross-reference)**
    - 2. NAB Board members will be provided their list as part of accomplishing Task 1. Task 3 will not be outward facing until 2021.
    - 3. Assist with a specific fundraising need identified by Lori Blachford to fund a supply of professional clothing for LGBT+ students.
  - c. Next Steps
    - 1. We will report on the progress of Task 1 at the February meeting and explain that this will be outward facing as **Phase 2 of Task 1**
    - 2. Given the urgency of the need for professional clothing for the LGBT+ students, we will be working with the Drake alumni office and local alumni to get this accomplished prior to the February board meeting.
4. **Task 4: Expand Student Alumni Association/NAB Outreach-Mentorship Program**
- a. Project Partner: **Ashley Blazek**
  - b. Drake Staff Coordination
    - 1. The alumni office will compile a list of former NAB members **(See Task 2)** and determine interest level in becoming mentors to recent Drake graduates in their region
    - 2. SAA members will provide us a list of their alumni by region to pair them up with alumni
  - c. Next Steps
    - 1. We will report on the progress of this expansion at the February Board meeting

**Recognition Committee**

- Alumni awards nominations will close on Monday 11/4

- Committee will review nominations and contact award winners in December
- Onboarding - Committee is reviewing the process for new members to ensure they feel welcome and able to be productive from the first meeting. Will utilize best practices from other institutions
- Nominating – Committee is reviewing the process for identifying and selecting new members along with ensuring current membership is meeting attendance expectations

### Admissions Committee

#### Letter writing

- Keesha is continuing to Improve process
- Note cards vs letter writing (change communications to reflect this)
- Don't include major to note card writers, simplify
- Outreach mid-November, notes sent by Feb 15th (moved up)
- Write during Feb meeting, 10 for general alum, 15-20 for NAB (look into notecards)
- Help support Anne with summer melt, possible NAB effort after Feb - paid deposit, didn't attend orientation
- Google sign up - we can send link for friends to sign up

#### Using alumni as resources

- Microsoft Teams doc sharing - Drake uses it now, works well
- Short list of 5 people in each market, contact, when they graduated, what they could speak to
- Drew will be project lead
- Think about process - goes through Anne or direct from admissions counselor, needs to be easy
- Google survey - looking for admissions point person, name, market, address, 1-2 things you can speak to
- Get feedback from counselors on how they currently use alum to assist?
- Markets from Anne (provided on 10/22)

#### Admitted student parties (January) and Drake Send Offs (summer)

- Looking for continued alumni representation at these events
- Ask Amelia if NABs are automatically on these lists

#### High School Counselor events \*new

- Adding 2 events in Chicago and the Quad Cities mid Nov or Dec
- Drake updates, Q&As, during the lunch hour
- Possibly host where Alums work — Looking for sponsors w/cool offices to host
- Get referrals from NAB for both markets - LR or Martha can send note to NAB if needed

#### Changes in national college admissions process

- Previously could no longer recruit after May 1
- Now it's become open season, will increase competitiveness
- Could result in melt over summer, poaching from other schools
- Strategize around recruitment and retention
- NAB might be able to support Admissions through additional outreach
- Reinforce decision they made - reach out to committed students, really welcome them, NAB can step it up

#### People Grove (per conversation with Anne Kremer, did not discuss at NAB meeting)

- Closed system like LinkedIn

- Considering especially for International
- If they focus on domestic, how can NAB help
- Alum can use system

### Legacy

- Increased to 12% this year (about double)
- Going to increase legacy student scholarship to \$2500/year for 4 years (why if process is already working?)
- Segment audiences
- Possible future NAB support

## **Programming Committee**

### 1- RABs

#### **Challenge**

- Not all of the RABs are using the handbook in full functionality
- Successional planning with chairs and chairs in place for other types of programming
- NAB members reach out to RABs -- esp. Phoenix
- Denver leads asked for clarification in the handbook

#### **Action Items**

- **Ask the RAB Chairs the following questions**
  - Offer RABs the handbook/make sure they are using it
  - Remind them about the Drake budget
  - Ideas for national events or pros/cons for events?
  - Ask them what meeting they prefer to attend, or would they want to attend?
  - Ask RAB chairs if they have an upcoming sports event if they are scheduling programming. Esp. for emerging RABs
  - Of the events they have that have been successful, why do they think they have been successful?
  - Interesting in attending a NAB meeting? If so when?
    - If we invite them back, we need to really help ease the communications here

*\*Lauren to send a Google form that each Programming Committee member can fill out when talking with the RAB Chairs*

- **National Programming**
  - Here to support with what is a fit for staying/going re. Programming. Insights from RAB Chairs should be helpful tool
- **How to sunset a chair that isn't working?**
  - Mandate turn over
  - Cut dollars
  - Cut events
- **Can we send thank yous for ppl who did DU Good day - David and Amelia to sync**

### 2- Athletic Events

#### **Challenge**

\*Connecting regional events w/ athletic events -- more opportunity to do that; consistent following with men's team in Chicago (how can we do more of this?)

### **Action Items**

- Recommendation - Ideally do an event w/ the team or Drake leadership before the game. Have the Coaches start the conversation?
- David reach out to CO and let the know the event is going on
- Chris to talk with athletics or Amelia to see how we can help. @Chris McDonnell
- Does FL have an RAB in Tampa -- Dennis Olden (?)... Amelia to talk with
- Chris to attend meeting with athletics... and Drake.

### 3- National Programming - February Agenda add

#### **Challenge**

\*Review what is/isn't working (Drake Me Out events... worth it?) and consider adding an event (like a welcome to area in the fall)

*See item #1 above*

#### **Notes**

- Okay to not mandate the event
- Could we do a networking event in June to welcome new grads to their city?
- Can we see the Phoenix email w/ the ideas

### 4 - Webinar/lecture series/podcast - February Agenda add

#### **Challenge**

\*How to leverage online communications to reach alumni regardless of geography (challenges around time/money)

#### **Notes**

- \*Webinar could be stronger because it's more timely -- add CTA at the end
- \*Make sure it's thoughtful... ppl like the 1x event w/ speakers -- in person focus is still needed -- add CTA at the end
- \*Facebook and or email survey to ask ppl what they want to see re. educational events (speaker in your city, webinars...)
- \*Q/A features -- get thought leaders talking on this. -- Key re. the webinars or educational series is all about the topics -- seems like it's situational; latest in the continuing series -- looking more at the topic vs who is promoting the webinar
- \*How long would it take to get going?

### 5- Help get more alumni involved – February agenda add

#### **Challenge**

\*Alumni speak to a class, coach a student etc.

#### **Notes**

- Can we do an email blast w/ a link to the volunteer landing page -- maybe not use the word "volunteer" -- but more like give time... give them specifics for what they can do -- messaging has to be not about giving or that you have to be in Des Moines... more about sharing talents and time
- Include a call to action about how you can volunteer when ppl sign up for events or for the thank you after you
- Can we promote on FB to get ppl to volunteer?



- Direct outreach to ppl
- Can we review a campaign from Marketing and Promotions -- if it seems like it's well received... maybe we do a p/c in-between meeting?

6- Don Adam's 50th Anniversary at Drake - Talk about it on our next call; Brian to report back

**Challenge**

\*A lot of people that have an affinity with Don and could be a good way to say thank you!

**Action Items**

\*Thank you for alumni to do videos -- thank you don videos... what you've meant for me -- relays event

**Adjourn**