

DRAKE NATIONAL ALUMNI BOARD AGENDA
FEBRUARY 8 & 9, 2019
COWLES LIBRARY READING ROOM

Attendees: Erica Axiotis, GR'06; Steve Berry, LA'83, LW'86; Rachel Boon, ED'99, GR'02; Kelly Caldbeck, PH'01; Martha Capps, JO'78; Norah Carroll, JO'11, AS'11; Timothy Coonan, AS'96; Kris Covi, AS'95; Drew Gulley, AS'05; John Farmer, AS'92; Brian Harms, AS'89; Sally Holmberg, ED'63, GR'83, GR'94; John Miller, BN'82; Pam Nelson, AS'10; Brian Reisetter, PH'85, GR'87; Jeff Shawd, JO'81, GR'83; Nikki Syverson, JO'03; Annelise Tarnowski, JO'15; Jennifer Tran-Johnson, AS'06

Staff: Andy Verlengia, JO'02, Director of Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Amelia Klatt PH'13, Assistant Director of Alumni Relations; Keesha Ward, Assistant Director of Alumni Relations, Heather Hendrix, Assistant to Alumni Relations, Nicki Kimm, Assistant to Alumni Relations

Friday, February 8

Executive Session

President's Remarks – John Miller

Admissions Update

- Newly added Regional Admissions Counselors in Chicago, Denver and Dallas.
- Campus visits and actual student engagement are both on the rise. Student engagement is offered through coffee chats, faculty phone calls to students, and Admitted Student Days as well as other ways.
- New to Admissions: Fridays with Griff, Free Drake t-shirt to visiting students, Road Trips, new marketing surrounding the Tuition Guarantee, increase in the number of Saturday campus visits and the invitation of prospective students to regional events in their area.

Lunch

All-In/Scale Funder Overview

- April 4-5th is the 6th annual All-In (noon to noon)
- New goal: 1350 donors
- This is an opportunity to show the collective power of the Drake community when we all support, share, and celebrate this exceptional university and the impact it has on our lives, communities, and the world.
- Channel to follow:
 - Drake All In – <https://www.facebook.com/drakealumni>
 - Drake University - <https://www.facebook.com/DrakeUniversity/>
 - Drake Alumni - <https://www.facebook.com/drakeuniversityalumni/>

During All-In:

1. Support

- a. During the 24 hours, go to www.drake.edu/all-in to access the online giving form and make a gift to the area of your choice.

2. Share

- a. Tell your network you have made your gift and why you are all in for Drake! Encourage them to do the same. Repost donor count updates throughout the day to keep the excitement up and share videos/posts from the Drake channels. Use the hashtag #DrakeAllIn.
 - i. Be sure to share content that announces event totals after All In ends to communicate to your network the impact they have had on Drake.

3. Celebrate

- a. Take a picture of you, your family, your pets, etc. wearing Drake gear or otherwise showing your Drake pride and post with the All In hashtag.
 - i. Not on social media? Send us a photo in advance via email or mail and we can post for you!
 - ii. Won't have the chance to post a new photo or want to share more? Post a throwback one from your time at Drake and tag your friends!
- b. We are planning some parties across the country...Des Moines, Minneapolis, Chicago and Kansas City! Come prepared to reconnect with other area alums, eat some treats, and have a great time celebrating Drake.

Athletics Update – Brian Hardin

- Fall semester GPA for student-athletes was 3.29 – the best in recorded history for a fall semester at Drake
- 17/18 teams had cumulative GPA of at least 3.0
- 44 student-athletes recorded a GPA of 4.0 (President's List)
- 116 student-athletes recorded a GPA of 3.5-3.99 (Dean's List)
- 71.8% of student-athletes recorded a GPA of at least 3.0
- 2 student-athletes were recognized as Academic All-Americans – we have had 10 Academic All-Americans since 2017
- Student-athletes are on pace to volunteer more than 4,000 hours of community service this year – two years ago we recorded 2,400 hours of community service
 - o Most frequent locations for community service by our athletes: Des Moines Public Schools, Meals from the Heartland, Courage League
- Women's basketball is on pace to appear in its third-straight NCAA Tournament
- Men's basketball has 19 wins this year – only 5 Drake teams in 113 years of men's basketball at Drake have won more games than this year's team
 - o One more win will mark only the 2nd time since 1971 that a Drake men's basketball team won at least 20 games in a season

President Martin's Address

- Drake's Mission Statement: Drake's mission is to provide an exceptional learning environment that prepares students for meaningful personal lives, professional

accomplishments, and responsible global citizenship. The Drake experience is distinguished by collaborative learning among students, faculty, and staff and by the integration of liberal arts and sciences with professional preparation.

- Drake's Inspiration Statement: Our inspiration is that together we transform lives and strengthen communities.
- Core Values: <https://www.drake.edu/hr/corevalues/>
 - Joyful Accountability
 - Generosity of Spirit
 - All in This Together
 - Commitment to Mission
- Continuous Improvement Plan: <https://www.drake.edu/continuous-improvement/>
- Drake Online and Continuing Education – 135 students after one year
- Lots of things happening at Drake: Knapp Center has new flooring and lighting, Ray Promenade, Burt Boys and Girls Club, Nelson Project on University Avenue and upcoming Streetscape on University Avenue.

Committee Breakouts

SAA Networking Event at Papa Keno's

Drake Alumni Night – Iowa Wild Hockey (Optional)

Saturday, February 9

Breakfast and University Overview – John Smith

Committee Breakouts

Committee Report Outs/Next Steps

Recognition

2019 Alumni Award Winners:

- Community Service Award: Dexter Wimbish, LW'94, BN'94
- Alumni Achievement: Art Coppola, BN'72, LW'75
- Alumni Loyalty: Carl Jakopec, PH'69
- Young Alumni Achievement: Beth Shelton, GR'07
- Young Alumni Loyalty: Crystal Everett, AS'10, JO'10
- Distinguished Alum: Marsha Ternus, LW'77

The recognition committee will also be working to find new National Alumni Board members to fill in the vacancies beginning in October. If you know of an alum who you think would be a great fit for the board please email names to Andy Verlengia.

Programming

- Many RAB events including Let's DU Lunch, Women and Men's MVC Tournaments, All-In, Yoga in the Twin Cities, Beautiful Bulldog Contest and Relays.

- Upcoming national programs include National Game Watch, Drake Me Out and Du Good Day.
- Several of the RAB's are using surveys to find out what kind of programming alumni are interested in. Discussion of whether to send to all RAB areas.
- Amelia attended a CASE conference in November – focusing on alumni engagement strategies. Please reach out to her if you would like more information on what she took away from the conference.
- The Dallas RAB was started in February 2019. This makes ten RAB's total.

Outreach Committee

Discussion on definition of "All-In"

- All In for Drake that day—Everyone is celebrating Drake and taking part in the day of giving
- All In in support for Drake University and "All Things Drake"

Discussion of Regional Events to support All In

- Emails going out should have photos that represent people from that region
- Hype Video goes to all
- Each of the Regions (MN, Chicago, DM & KC)
 - Have faculty and staff represented in each area
 - Send "Party-in-a-box" to the regions
 - Happy Hour-type event: Minneapolis is having theirs at "The Bulldog" in MN
 - Possible "downloadable" activity to do in each area | Have Drake blue drink special
 - Fun Drake Trivia
 - Post pictures (and everyone share from their online pages)
 - Regions challenge each other
- Get videos of people trying to sing the fight song
- Make a push to recent grads
- Possible "toast to Drake at 6pm" across the country
- Advancement will be posting updates on who is donating in real time
 - Heat maps will help people see where the donations are coming from
 - Will be able to add a level of competition with these updates
- Students are joining forces with Advancement to partner messages and challenge student participation
- Student Theme: "We are ALL IN Together" (theme from HS Musical)
 - Students will do "milestone videos" and fun student challenge videos
 - Video from Cameo site that has cast member from movie helping promote All In
 - All-In event on the 4th during lunch hour (dip jars, etc.) | **Dine & Dip**
 - Friday morning with target residence hall with "**Dip N Donuts**"

- Student challenges:
 - Sororities/Fraternities (% of giving)
 - Caldbeck Challenge (Up to \$1250/Split with athletics)
 - Challenge former SAA members with current member challenge

SAA/NAB Mentoring

- Students and NAB were paired with each other
- Emails were sent before NAB Meeting
- Networking event at Papa Keno's connecting mentoring pairs
- Fun Drake Trivia contest to help connect students and alums
- NEXT STEPS:
 - SAA members and NAB members will connect via email to set goals in March
 - Plan to have personal one-on-one meetings if they return for Relays

Admissions Committee

2019 Letter Writing Campaign (Year 3)

- Purpose: To establish an engagement opportunity between admitted students and the Drake community – in this case, alumni.
- Goal: Alumni write letters to a total of 1,200 admitted students. This list of students is generated by Admissions.
- Assigned 10 students per alum, keeping numbers consistent for all alumni (all of NAB should be writing). Deadline for letters to go out in the mail is March 1, 2019.
- Recommendations/comments from committee
 - Keeping the initial responsibility of contacting and tracking volunteers would probably work best for one individual. If too many hands are working on this, accurate data may become difficult to collect.
 - Knowing that we want the Letter Writing Campaign to continue to grow, set earlier deadlines for contacting volunteers and working with Admissions to generate a list of students.

Increasing Diversity on Campus

- Alumni Relations is working on strategic planning for ways to increase engagement of diverse alumni communities (alumni of color, LGBTQ alumni, etc.) with students. Recently, social media has played a significant role in Black alumni connecting with Alumni Relations and looking for opportunities to support students. Kim Jones is currently working on programming for the LGBTQ community.

Action Items: Recommendations

- Create a database of alumni – specifically NAB – in particular areas who are willing to meet up with potential students. This information can be based on a number of factors, including geographic location, major, special interests, etc. Sending out link to Google

Doc for board members to input their areas of expertise/interest for use by admissions and Academic Deans.

- NAB show up as ambassadors to admitted student receptions.
- Continue to find new ways to support Admissions.

Campus Equity and Inclusion – PowerPoint sent in previous email

Meeting Adjourns

Luncheon with 1969 Final Four Team (Optional & Additional Cost)

Drake vs. UNI Basketball (Optional)

Upcoming Alumni Board Meetings:

April 26, 2019

October 11-12, 2019