

**National Alumni Board  
Minutes  
Friday, April 29th, 2016**

**Attendees:** Emily Abbas JO '97, GR '09, David Beall BN '81, Kevin Bell, Steve Berry LA '83, LW '86, Kelly Caldbeck PH '01, Martha Capps JO '78, Norah Carroll JO '11, AS '11, Tim Coonan AS '96, LW '02, Paul Doucette BN '97, Anne Driscoll ED '63, GR '68, Marisa Gift AS '02, Drew Gulley AS '05, Michael Hall BN '98, Sally Holmberg ED '63, GR '69, GR '83, GR '94, Chris McDonnell JO '05, John Miller BN '82, Crystal Nance JO '10, AS '10, Zachary Nunn AS '02, Dennis Olden LA '61, Jeff Shawd JO '81, GR '83, Loretta Sieman LA '66, GR '72, Susan Stocum JO '92, Nikki Syverson JO '03, Tiffany Tauscheck JO '01, Sharon Wilkinson ED '68, GR '75, Gary Zimmerman LA '79.

**Staff :** John Smith AS '92, GR '00, Vice President of Alumni and Development; Heather Hendrix, Assistant to Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Nicki Kimm, Assistant to Alumni Relations; Chelsea Ochylski, Assistant Director of Alumni Relations; Brooke Vance, Digital Communications Specialist; Jennifer Woodley GR '07, Associate Director of Alumni Relations.

### Executive Session

- Director of Alumni Relations Interview Process
  - Two Alumni Board members – Emily Abbas and John Miller
  - Will listen if BOT wants representation
  - Small Selection committee – Vice President, Director, Alumni Board, Alumni Relations Staff
  - Interview participants: Alumni and Development team, Directors, Deans, Athletics, Student Life
  - Ideal timeframe: May / June interview – start day late June / July 1
- Director of Alumni Relations Search Process
  - Alumni Relations team discussed the attributes they would like to see in the new Director, therefore facilitating a discussion among the National Alumni Board and the Alumni Staff.

### Business Meeting

**Career Services** - Plan placed on hold until a new Alumni Relations Director is hired. Focus needs to be on executing current responsibilities, Director Search, defined priorities.

### University Update

- Alumni and Development Update / Balanced Scorecard
  - President Martin Roll out Events
    - Exceptional reception
    - Individual appointments
    - Leader of the Pack events
  - VSE numbers
    - Key measure
    - 2014 \$20.7 million
    - 2015 \$31.2
    - Comparison

- Stanford \$1.6 billion
  - Washington U \$246 million
  - Creighton \$43 million
  - St. Thomas / Dayton \$28 million
  - Trinity (TX) \$14.7 million
  - Bradley \$8.6 million
  - American, Bucknell , Pepperdine all behind Drake.
- Focus has to be on future
- FY16 should be \$28-\$30 million
- Planning for next campaign soon
- Staff Transitions / New Hires
  - Leadership team coming together
    - Pam Pepper
    - Lauren Dixson
    - Diane Caldbeck
    - John Amato
    - Emily Weaver
  - New Hires
    - Andy Verlengia - CBPA Major Gift Officer
    - Kourtney Kirkpatrick - Assistant Director of Corporate and Foundation Relations
    - Anna Wernimont - Coordinator of Annual Fund
- The Drake Fund
  - \$3.4 million goal
    - \$2.46 million in (down \$104K from FY15)
      - \$150,000 Law Gift and \$85K gift
    - Up in every category but Law
    - Leadership PC supports accounts for 71 percent of total
    - Your generous support and advocacy is deeply appreciated
- Culture Change - Moves Management
- College / School / Department Fundraising
- Affinity Scoring System
- Inauguration
  - Comments / Feedback
  - Praise across campus
- Alumni Awards
  - Comments Feedback
- Relays Activities
  - VIP Tent
  - Alumni Tent
  - Pharmacy
  - Affinity Reunions
- General University Update
  - STEM Update
    - Highest priority

- \$15.2 in vs. \$14.8 to go
- \$15 million ask
- Lead gift essential
- Retail campaign progressing
- Ground breaking Feb. 28<sup>th</sup>
- Accreditation Update
  - Higher Learning Commission (HLC)
    - Overall University Accreditation (every seven years)
    - Massive Campus wide effort
      - Five Criterion Oversight Groups
    - May 2017 preliminary site visit
    - Site visit October 2017
  - AACSB – College of Business
    - Terri Vaughn successfully leading this effort
    - In February we were approved to continue moving forward
    - Peer Review Team site visit October 2016
    - Ideally – January 2017 approval
- Admission Update/Numbers
  - Goal 870
  - New variables this year
    - New Vendor focus on yield
    - Test optional
    - Down 45 deposits from same date two years ago (class of 870)
      - Remember planned budget deficit of \$3.5 million based on FY class of 870
      - Anxious times
    - CBPA is down 45
    - A & S up
    - Recruitment will remain intense through summer.
- Graduate Programs and Continuing Education
  - MBA more responsive to marketplace – class-time and on-line programs
  - Emerging success in volume and reputation with Professional / Continuing Education
- Leadership Changes
  - New Provost Sue Mattison on campus this week. Official start date is July
  - Tom Delahunt going to LaSalle (11 years at Drake)
  - Re-Structure in the Office of Admissions
    - Keith Summerville deputy provost for enrollment management
    - Keith will report to Provost
    - Dean of Admission will report to Keith
    - Student Financial Planning will report to VP Finance
  - Linda Ryan retiring
  - Shannon Cofield is President Martin’s Chief of Staff
- Tuition Pricing Model

- Intention is to position Drake for greater revenue through appropriate tuition pricing
- Currently 12-14 other Iowa privates cost more
- 9 of 10 on our peer group
- Board considering 11 percent increase for FY18 class
- Guarantee no increase over 4 years - pay less
- Do the same for next 3-4 years (increase on first year class)
- Modeling off University of Dayton
  - If we have 33% of Dayton's success it will generate \$3-4 million in additional revenue
  - We anticipate 66 percent+ which would generate \$15-18 million in additional revenue.
  - Also part of a marketing effort called The Drake Commitment
    - Advising
    - Internships
    - Experiential Learning
    - January Term
- **University Balance Scorecard**
  - Replacing Strategic Plan
  - Ownership clearly on Marty
  - Specific measures and metrics
  - Highlighted examples where action is present include:
    - Provide exceptional undergraduate learning and living experience
    - Provide exception graduate and professional learning experiences
    - Improve Financial Performance
    - Foster a culture of Pride and Engagement among faculty, staff, students, and alumni
    - Strengthen strategic engagement with Drake University neighborhood.

### **Board Membership**

Outgoing members: Chad Hoseth, Gary Zimmerman, Emily Abbas, Anne Driscoll, Brian Palmer, and Kevin Bell.

New members: Nikki Syverson, Laurel Rundle and Lauren Hong.

### Committee Chair Openings (to be filled after the April Board Meeting)

Student Relations Committee

Philanthropy Committee

Programming Committee

### Student Alumni Association Update

Seniors:

Morgan Dezenski

Adam Graves

Katie Ramsey (Outgoing SAA President)

Ben Weinberg (Jr. and incoming SAA President)

Kim Jones SAA Advisor shared with the National Alumni Board the outstanding young people leading the SAA Executive Board. The SAA Executive Board meets on Tuesday nights and are highly motivated to create meaningful experiences across campus to reinforce their love of Drake and the importance of being a Drake alum.

SAA Seniors share their experience with NAB: Morgan Dezenski shared her experiences of working on the Communications team and that she has a job in Des Moines after graduation. She will join the Young Alumni Association and looks forward to continuing her involvement as Drake Alum.

Adam Graves expressed that he gained valuable experience on the SAA Board and enjoyed connecting with alumni. Adam has a job in Des Moines and will join Morgan on the Young Alumni Committee.

Katie Ramsey served as President of the SAA from 2015-2015 and through the transition of their advisor leaving. Katie successfully kept SAA going with the support of great SAA team members. Her is experience was invaluable and she is grateful for the opportunity. Katie is graduating and accepted a job in Cedar Rapids, her hometown.

Ben Weinberg, incoming SAA President for the 2016-2017 year. Ben was VP of Traditions. Ben shared with NAB some of the meaningful "Traditions" experiences that SAA promotes. He shared the history of the "Kissing Rock" and how SAA has made it an all-campus event where students learn history and create their own long lasting memories of a wonderful Drake Tradition.

Ben also shared that SAA will be introducing the Drake Bulldog Experience app for students mobile phones. This app will take the place of the "Bulldog Bucket List" and will allow students to be fully engaged in the Drake Experience via their mobile phones.

Ben also shared how much he and the SAA Board are motivated to share their love for Drake and that SAA is the only organization on campus that is completely dedicated to motivating students to have a strong affinity for Drake now and after they graduate.

#### Future Meeting Dates

Friday & Saturday, October 7 & 8, 2016

January 27<sup>th</sup> & 28<sup>th</sup>, 2017

April 28<sup>th</sup>, 2017