

National Alumni Board Meeting
January 27-28, 2017
Cowles Library/Reading Room

Attendees: David Beall BN '81, Steve Berry LA '83, LW '86, Kelly Caldbeck PH '01, Norah Carroll JO '11, AS '11, Martha Capps JO'78, Tim Coonan AS '96, LW '02, Marisa Gift AS '02, Drew Gulley AS'05, Brian Harms AS'89, Sally Holmberg ED'63,GR'69,GR'83,GR'94, John Miller BN '82, Laura Myers AS'95, Zachary Nunn AS '02, Amy Ohde BN'98, Brian Reisetter PH'85, GR'87, Laurel Rundle JO'91, 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

Staff: Diane Caldbeck, ED '72 Associate Vice President for Alumni and Development, Director of Major Gifts and Interim Director of Alumni Relations; Heather Hendrix, Assistant to Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Nicki Kimm, Assistant to Alumni Relations; Amelia Klatt PH'13, Assistant Director of Alumni Relations; Meredith Ponder, Digital Communications Specialist; Cathy Williams, Special Events Manager

Friday, January 27th

Welcome and Introductions – President John Miller opened the meeting with introductions and a brief review of the outcomes of our October meeting.

SAA (Student Alumni Association) Presentation: Kim Jones introduced SAA President, Ben Weinberg and spoke highly of relationship with the Alumni office and praised their commitment to the university. Ben introduced the Executive Board members and they explained their roles. They also discussed the new Traditions app they have for students to keep track of the Traditions they complete. This has replaced the booklet and poster used in the past. The SAA currently has 52 very involved members.

Networking Lunch with SAA: Members of the SAA sat with members of the Alumni Board and had a productive lunch discussion about topics of interest.

Alumni Awards Report:

Steve Berry announced this year's Alumni Award winners to the board.

- David Nelmark, AS & JO'99, Young Alumni Loyalty Award
- Michael Heaston, AS'02, Young Alumni Achievement Award
- Kristin Williams, PH'00, Young Alumni Achievement Award
- James Lyons BN'70, GR'71 Alumni Loyalty Award
- Dean Rowland LA'74, Alumni Loyalty Award
- Robert Stuyvesant BN'69, LW'74, Alumni Loyalty Award
- Ike Vanden Eykel, BN'71, Alumni Achievement Award
- Richard Sussman, LA'51, Distinguished Alumni Award

Campus Update:

John Smith gave updates on leadership transitions, finances, accreditation, Continuous Improvement Plan, staffing and University Communications reorganization.

Guest Speaker:

Athletic Director, Sandy Hatfield-Clubb provided information to the board regarding revenue and expenses that are associated with Athletics at Drake University and our competitive comparison to peer institutions in the NCAA.

Closing: John closed the meeting forecasting what we would be discussing on Saturday. Most members of the Alumni Board took a tour of the Science Connector building led by Keith Summerville followed by a reception at the Alumni House from 5-6:30 pm.

STEM Tour:

Most members of the Alumni Board took a tour of the Science Connector building led by Keith Summerville followed by a reception at the Alumni House from 5-6:30 pm.

Saturday, January 28th

Following breakfast, we were privileged to have the University Communications Team, including Dave Remund, Nikki Smith, Emma Daily, Jeremy Sievers, Meredith Ponder and Beth Wilson. They shared their communications vision for 2017 and treated the Alumni Board as a focus group to receive feedback on how to better communicate with Drake alumni.

Communications Vision for 2017:

- The new Drake website was launched early February. The new design is focused on the prospective student and new student at Drake University. The website is a place for students to find the answers they are looking for: Will I fit in at Drake? Does Drake offer the program I want? Can I afford Drake?
- Meredith Ponder is working to have an Ambassador Tool Kit available online prior to the Drake Relays.

Project Team – Breakout:

- **Fundraising-**
 1. Pam Pepper will reach out to the 12 that have not given lists. She will resend all the lists to the board, reiterating that we can help with what they need. There will also be an All In push to everyone.
 2. Nikki will ask the board to make their communications by Relays. She will send a reminder of that request prior to the April meeting.
 3. Emily Weaver will bring progress reports for the April board meeting.
 4. Nikki will encourage the BOD to promote All In. Pam will remind her to do so closer to date.
 5. At April meeting, Emily Weaver will have a pledge form or thank you card for all board members.
- **Ambassadors-**

Norah sent the full list of social media channels we need to follow on Jan. 29 via email

 - **Facebook updates** - Set FB controls so Drake updates are seen first (in Norah's notes)
 - Get all of NAB following on Facebook

Discussion on how to share Drake Alumni Stories:

- First instinct is to go to the colleges. Is that the way to go? Or should we be going directly to University Communication team?
- Develop criteria? Share with us what resonates and receives the most clicks.
 - Need to diversify the stories.
 - We should work closely with Steve Berry's committee with awards/recognition to determine what stories are worth what level of sharing/news.
 - Creation of a Google doc? We could just add ideas as they come about.
 - We don't always have to profile something that is doing something game-changing. (Could make a great FB post, for example.)
 - Alumni want to be recognized. A quick response from the alumni house would be very meaningful.
 - Remember that not everyone wants publicity.
 - Some believe Drake should be the first to reach out and say they heard about what this person is doing. Some believe one of us should let that person know that we want to pass along their info to Drake.
 - We could celebrate even grassroots - for example when something is shared via social media, which we could tag Drake and point out that this person went to Drake.
 - Is it a Google Doc with criteria from Communications (Meredith)?
- Newsworthy Criteria: Not clearly defined yet.
 - Is that really interesting to alumni or not?
 - Right now Drake makes a lot of assumptions and if it reflects the Drake mission.
- Dave Remund shared UC storytelling meeting is every Friday. If we have ideas, we should share with them.

○ Example of story idea:

- Heather Ballinger - Goat Yoga - Drake Alpha Phi

Discussion Ambassador Toolkit:

- More clarity around what would be helpful.
 - Tiffany shared the Partnership Tool Kit
 - Brand standards
- Keep in mind that not everyone will share everything we provide them with.
- Norah says to keep it simple: Send an Email that says this happened with a link and here are some things to think about when you share it.
- Keep in mind that we need to focus on helping recruitment. We welcome having more information provided to us to help us speak to the key messages/levers.
- Send Around every other month.
- Text ambassador programs?

Committee is interested in seeing the data analytics dashboard. Dave is willing to share the same info he shared with board of trustees.

Dave: Concerned about Drake Relays on a communications side:

- How do we make it more of an experience?

To do before Relays:

- 1) Sign up and follow Drake/Drake Alumni (*from Norah's email instructions*)
- 2) University Communications will provide an update on the Toolkit in early April
- 3) Dave/Comm team will let us know how they want us to share story ideas

- Ambassadors will identify story ideas to share with Drake Communications team with more information to come
 - 4) More information will be provided on data analytics dashboard in April
 - 5) Phone call with Ambassador Committee to be set in April after we receive details on the Tool Kit from Communications.
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- **Programming-**
 1. Event Template - Use in cities that do not have RAB's
 2. Program Audit - Go over 2016 programming -
 - Working on survey to send out to alumni in all areas.
 - We have already scaled back on a lot of events - will go through a year cycle to see if we need to weed out anymore.
 3. Three types of programming we would like to see.
 - Baseline, Targeted & Unique - more targeted and unique
 4. How can we engage more people?
 - Might be beneficial if people can see who has signed up for an event - might be more of an incentive to sign up
 - Including admissions department
 - Faculty attendance is always a driver
 - Send out post event survey to find out what people would like to see
 - Conference call with the head of each RAB once a year to talk about programming from previous year and what they would like to see in upcoming year
 5. What kind of events would you like to see?
 - Young alumni helping with college fairs in area
 - Newly graduated alumni welcome event put on by other alumni in that area
 - Notification when sports teams are traveling to areas (especially basketball)
 - More family events
 - **Recognition-**
 1. There are a number of board positions opening. The committee is beginning the process to fill the openings.
 2. Alumni Awards - Decided to eliminate champagne toast at Awards ceremony. Distracts from Distinguished Alumni speech and many more people at 2017 with Golden Reunion attendees.

**** Please sign up for a shift to help us out over Relays****

To sign up for the Alumni Information Tent please use this link: <https://www.volunteersignup.org/8CH7M>

To sign up for the Alumni Tent Party please use this link: <https://www.volunteersignup.org/LTH94>

Respectfully submitted,
Nicki Kimm

Upcoming Alumni Board Meetings

April 28th, 2017
 October 6th & 7th, 2017
 January 26th & 27th, 2018
 April 27th, 2018