

**National Alumni Board Meeting
October 14 & 15, 2016
Cowles Library/Reading Room**

Attendees: Erica Axiotis GR'06, David Beall BN '81, Steve Berry LA '83, LW '86, Kelly Caldbeck PH '01, Norah Carroll JO '11, AS '11, Tim Coonan AS '96, LW '02, Marisa Gift AS '02, Michael Hall BN '98, Brian Harms AS'89, Lauren Hong AS'07, Geoffrey Lawton PH'92, Mike Mason LA'68, Chris McDonnell JO '05, John Miller BN '82, Laura Myers AS'95, Crystal Nance JO '10, AS '10, Zachary Nunn AS '02, Amy Ohde BN'98, Dennis Olden LA '61, Brian Reisetter PH'85, GR'87, Laurel Rundle JO'91, Jeff Shawd JO '81, GR '83, 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; Jennifer Woodley GR '07, Associate Director of Alumni Relations.

Friday, October 14

Welcome and Introductions: Alumni Relations staff and Alumni Board members introduced themselves. Lauren Hong and Laurel Rundle are joining the board.

President's Remarks: John Miller welcomed the board back to campus and thanked them for their commitment to Drake. A new Alumni Board handbook will be handed out to all board members, and Diane Caldbeck will take members through an orientation.

Working Lunch/Alumni Board Orientation:

- Diane Caldbeck is serving as the Interim Director of Alumni Relations – she is enjoying being back and working with the alumni. She reminded the board that there are many boards on Drake campus but we are unique. We are the only board that also holds a position on the Board of Trustees. She also addressed staffing for the Alumni Relations team which is currently at 5. Chelsea Ochylski submitted her resignation and will no longer be employed at Drake as of November 5, 2016. President Martin has given Diane the ability to look into hiring for this position immediately –foregoing the usual 60 day waiting period.
- Diane Caldbeck discussed the new handbook and provided a Board orientation. ***Important note: The October 2017 date on page 20 of the handbook is incorrect. The Alumni Board will meet October 6-7, 2017.**
- Under President Martin University Communications, Alumni and Development and Neighborhood & Community Relations now fall under the University Advancement umbrella led by John Smith. Nick Valdez, Neighborhood & Community Relations Manager now has office space in the Alumni House.
- Diane urged the Alumni Board to think of the Alumni House as their spot on campus. Feel free to visit and use the space for meetings or gatherings.
- *Attendance: Board members are expected to attend all 3 board meetings each year.*
- As requested by Board members who want to serve as Drake Ambassadors Diane suggested to give the board 3 main talking points when they are visiting with people about Drake University.
 1. **STEM at Drake** – (Pg. 25 of handbook) The university is still raising money for this high priority project. A little different than most STEM projects – at Drake it encompasses Science/Technology/Education/Math. (Most schools have Engineering.) These buildings will open next Fall. There will be two buildings: Collier-Scripps Hall named after donors, Jim Collier & Debbie and Ric Scripps and The Science Connector Building – still looking for a name.
 2. **Drake Commitment** – (Pg. 27-30 of handbook) Drake's promise to entering first-year students that their education will include:
 - Personal mentorship

- Learning through service
- Flexibility to explore interests
- Building a great resume

3. **Tuition Guarantee** - (Pg. 35 of handbook) The Drake Tuition Guarantee provides financial clarity so that students and families will know the total cost of four years of tuition at Drake from the onset. Tuition will remain the same from the day a student starts until they graduate. It also means that merit aid will not lose its value as a percentage of tuition since tuition will remain fixed, thus making our merit aid more competitive against institutions that do not protect that aid from annual tuition increases.

Discussion of Board Purpose, Expectations and Goals:

- Engage alumni – bring alumni back to Drake University
- Educate alums – how to get involved
- Consider Young Alumni Board in addition to Alumni Board to stay connected and engaged
- Inspire other to be engaged and share Drake University news/info
- Educate students about impact of scholarships they receive and create an expectation that they engage as alumni to support future students
- Increase alumni financial giving
- Influence Drake’s annual communication plans
- Partnership with University Admissions – Recruitment accountability
- Ambassador to University/ the Drake brand
- Give and raise money – Fundraising
- Leverage board as regional Ambassador
- Locally foster volunteers (creating donors)
- Represent alumni perspective with existing students
- Challenge university leaders to allocate money to the alumni experience
- Exhibit pride in University – be a cheerleader
- Attend Drake events
- Develop ways to support Drake’s mission
- Share your expertise

Committee Restructure Discussion:

- Board led by John began a conversation on the possibility of restructuring our Board committees.
- Does our current committee structure support our mission? Do committees need to meet outside of the three times a year when Alumni Board meets? Conference calls? What can only **WE** do (Alumni Board)? Create purpose statements. Small, purposeful, measurable goals and clear roles.
- Alumni Association Mission Statement: To engage alumni in a lifelong connection to the Drake experience by encouraging relationships among alumni, encouraging relationships with the University and promoting pride in Drake.
- Current Committees (Pg. 19 handbook) – Networking, Alumni Programming, Student/Alumni, Philanthropy and Recognition.
- It was concluded that we probably don’t have the “right” committees. Ideas from committees that surfaced following the morning breakout groups: Recognition, Alumni Engagement, Alumni Programming, Fundraising, Marketing & Communication and Regional Alumni Boards. John suggested the conversation would continue on Saturday with the goal of having new committees in place by the time the Board adjourned on Saturday.

Campus Tour with Diane Caldbeck

Saturday, October 15

Guest Speaker:

Executive Director of University Communications – Dave Remund

- Dave returned to Drake University in August

- The Department of University Communications supports 60 departments on campus
- Main Objectives for Communications team
 - Reputation, Reach, Revenue
- Purpose/Priorities:
 1. Recruit prospective students
 2. Retain current students
 3. Engage alumni
 4. Inspire donors
- Digital Media Specialist position – who will serve the Office of Alumni & Development - has been posted.
- The Communications team welcomes any feedback on branding or ideas or how to reach different areas more effectively.

Guest Speaker:

Neighborhood & Community Relations Manager – Nick Valdez

- Working on University Ave. Project. This is a mixed use project on the South side of University. More information to come.
- Drake is unique to many college campuses due to the relationship they have with the Des Moines Police Department. They share information and work as a team to keep the area safer for residents and students.

Guest Speakers

Deputy Provost, Windsor Professor of Environmental Sciences- Keith Summerville

Dean of Admission, Office of Admission – Anne Kremer

- Admission this year down from past years
- Loss of Business accreditation responsible for some of the loss. Hope to have reaccreditation mid-January, 2017
- Lots of new things in place for Admissions including Breakfast with Dean's. Getting Drake's information out to school counselors who guide students to colleges
- Data Analytics- growing field of study
Athletic Training – available Fall of 2018
Masters Degrees Online – Masters in Journalism will be available online in Fall of 2017
- Considering ways the Alumni Board can play a role in student recruitment

Board Committee Restructure Continued

- Project Teams agreed upon: It was suggested we use the term Project Team rather than committee.
 - Recognition
 - Fundraising
 - Alumni Engagement
 - Programming – local/national events. RAB's
 - Ambassadors – marketing and communication

The Board divided into these teams and began to develop goals and strategies. It was also decided that the Executive Committee would be responsible for governance issues, with Amy Ohde taking the lead. If the committee structure changes, the by-laws will need to reflect that.

Respectfully submitted,
Nicki Kimm

Upcoming Alumni Board Meetings

January 27th & 28th, 2017

April 28th, 2017

October 6th & 7th, 2017

January 26th & 27th, 2018

April 27th, 2018

Project Team Notes:

Recognition:

Responsible for those specific duties delegated by the President, which primarily relate to searching for nominees and selecting winners for the Alumni Awards, searching for nominees for new National Alumni Board recruitment, and identifying other opportunities to acknowledge and recognize alums. (From Bylaws)

Fundraising:

"Promote the mission of giving"

Goal: The goal is to try to increase alumni participation by 1% - with Alumni Board members reaching out to their peer groups. This is about 675 new donors.

Action Items:

- By November 1st, each committee member is in charge of reaching out to 5/6 alumni board members (assignments below) to simply ask them **what affinity group they identify most with on campus**, with a side note that we are going to ask them to share a short story about their experience at Drake (related to that group) with a call for participation in the Drake annual fund.
- By Nov 15 each board member will receive their affinity group lists along with a sample message. Board members will contact their friends.

All Board Member contacts should take place by Dec. 5 (we were targeting the dates of Dec. 1-5 to push for giving by year end (tax push)).

Alumni Engagement:

Programming Team

Goal: Develop programming requirements to support alumni in implementation of regional programming (i.e. happy hours, athletic, and other small regional events) which would need Alumni Relations communications support. Support may include emails, website management, social media plans or other online support in order to drive attendance.

Action items:

- Alumni staff will amend current regional advisory handbook and distribute to all programming team members prior to first planning conference call.
- Requirements will be added, by the programming team, to the amended regional advisory handbook for volunteers to use when planning events.
- In addition, the programming team will begin reviewing current annual programs and provide recommendations to the Alumni Board in January regarding the value of each program, areas of strength and areas for improvement.
- These additions will be added by the January 2017 Alumni Board meeting for review. To do this, the programming team will meet 2-3 times via conference calls.

Ambassadors Team

Alumni Board Ambassador Purpose: Alumni Board Ambassadors will provide alumni board members with the tools/information/resources to be effective ambassadors for the university by actively promoting the university's strategic mission.

Ambassadors will promote Drakes mission through:

- Develop personal social media strategies (*to build brand, engage alumni friends*)
- Partner with Communications to develop " Ambassador Tool Kit" to interact with other alums and constituents
- Support opportunities with prospective students (*to build brand and support recruitment*)