

National Alumni Board Minutes

October 6 & 7, 2017

Attendees: Erica Axiotis GR'06; David Beall, BN'81; Steve Berry LA'83, LW'86; Rachel Boon ED'99, GR'02; Kelly Caldbeck PH'01; Norah Carroll JO'11, AS'11; Tim Coonan AS'96, LW'02; John Farmer AS'92; Mike Hall BN'98; Brian Harms AS'89; Sally Holmberg ED'63, GR'69, GR'83, GR'94; Lauren Hong AS'07; Geoff Lawton PH'92; Ken-Matt Martin JO'12; Chris McDonnell JO'05; John Miller BN'82; Pam Nelson AS'10; Zach Nunn AS'02; Dennis Olden LA'61; Brian Reisetter PH'85, GR'87; Laurel Rundle JO'91; Jeff Seaman BN'03; GR'83; Susan Stocum JO'92; Nikki Syverson JO'03; Annelise Tarnowski JO'15; Tiffany Tauscheck JO'01; Jennifer Tran-Johnson AS'06; Ben Weinberg AS'17; Sherry Wilkinson ED'68, GR'75.

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; Mark Reiter JO'15, Assistant Director of Alumni Relations; Heather Hendrix, Assistant to Alumni Relations; Nicki Kimm, Assistant to Alumni Relations

Friday, October 6

Executive Session

Business Meeting

Welcome & Introductions

President's Remarks – Please see attached document

Lunch with Student Alumni Executive Committee

Committee Structure/Expectations: Discussion

- Outreach Committee - Charged with Fundraising/Stewardship and SAA Mentoring
 - **Chair:** Jeff Shawd
 - **Committee Members:** Erica Axiotis, Tim Coonan, Sally Holmberg, Kim, Jones, Ken-Matt Martin, Jeff Seaman, Tiffany Tauscheck, Ben Weinberg and SAA student, Clara Avenarius.
- Recognition Committee - Charged with Alumni Achievement (Alumni Awards) /NAB member replacement/Social Events
 - **Chair:** Steve Berry
 - **Committee Members:** Rachel Boon, Nicki Kimm, Zach Nunn, Amy Ohde (By-Laws Chair), Dennis Olden, Brian Reisetter, Sherry Wilkinson and SAA student, Hannah Albrecht.
- Admissions Committee - Charged with Applications/Accepted/Matriculation/Legacies
 - **Chair:** Laurel Rundle
 - **Committee Members:** Norah Carroll, Kris Covi, John Farmer, Drew Gulley, Geoff Lawton, Pam Nelson, Nikki Syverson, Mark Reiter, Jennifer Tran-Johnson and SAA student, Julia Schiller.
- Programming Committee: Charged with RAB/Athletics/Alumni Engagement
 - **Chair:** Martha Capps

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- **Committee Members:** David Beall, Kelly Caldbeck, Mike Hall, Brian Harms, Lauren Hong, Amelia Klatt, Chris McDonnell, Susan Stocum, Annelise Tarnowski and SAA student, Courtney McCuddin.

Admissions Presentation & Committee Structure: Dean of Admission, Anne Kremer

Anne provided additional context regarding the current state of enrollment at Drake including challenges and opportunities. Please reference materials provided in advance of the meeting

Committee/Subcommittee Breakouts

Saturday, October 7

Breakfast and University Overview – John Amato, Director of Development

Campus Equity & Inclusion

- Erin Lain, Associate Provost of Campus Equity & Inclusion, led a discussion with Board of Trustee members and students on recent campus incidents involving race and diversity. Students were able to express concerns they have with the current state of Drake's level of equity and inclusion.

160/90 – University Brand Strategy

- They've been working with the communications team all semester to develop a new brand strategy.
- John Amato suggested having Dave Remund give an overview on how the new brand strategy is being implemented at next NAB meeting.

Preparing for future Capital Campaign

- The Development Team has started their research portion of the next campaign, identifying donors who are in a place to make major gifts to renovate and innovate Drake.
- This is the short list of buildings and departments that could be priorities for the upcoming campaign.
 - Meredith Hall
 - Olin Entryway
 - Field House
 - Fine Arts Center
 - Aliber, expanded space
 - Olmsted, new student center
 - Hubbell

University Avenue Development Project

- Nelson construction plans to break ground in early spring 2018.

Committee Planning Sessions

Committee Report Outs/Next Steps

Outreach Committee Chair: Jeff Shawd | Kim Jones

In attendance: *(Friday)* Sally Holmberg, Erica Axiotis, Tim Coonan, Ken-Matt Martin, Jeff Seaman, Ben Weinberg **Staff:** Kim Jones

(Saturday) Sally Holmberg, Erica Axiotis, Tim Coonan, Ken-Matt Martin, Jeff Seaman, Ben Weinberg

Student: Clara Avernarius, Tiffany Tauscheck **Staff:** Kim Jones (left early)

Fundraising Discussion:

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The committee discussed their efforts last year and want Pam Pepper to share the outcomes. NAB members want to have a global understanding of how they fit into fundraising for the university. They had questions for Pam that included the timeline for Annual Fund and stats on Givers to Non-Givers. We discussed NAB being a part of the "All-In" Campaign in conjunction with SAA and Advancement.

ACTION STEPS NEEDED:

- Pam Pepper conference call in November with this committee
- Have Pam Pepper come to the next NAB meeting
- Ask Pam to clarify the matching gifts of Drake All in Campaign
 - Feels like sometimes we are double counting money
 - Need to discuss how we can help leverage asks
- SAA affinity group coordination.
- Ask seniors to dedicate the amount of their graduating year (i.e. 2018 grads commit \$18)

Mentoring Discussion:

The committee discussed an 8-year history of trying to develop a sustainable mentoring program with the NAB. Discussed the pros and cons of student side and alumni side. Mentioned the possibility of an online platform that will facilitate these kinds of connections. Sally Holmberg shared her personal experience with mentoring an SAA student she met during an NAB lunch. NAB is open to mentoring students. NAB feels this needs to be driven by the needs of the students. SAA student, Clara shared her desire to get professional/career advice and support.

MENTORING

- SAA willing to partner with NAB on mentoring program/initiative
- Committee could be intentional about scheduling programming while in town for NAB meetings
- Members would tell a little bit about ourselves. (Break it down into groups: Ed, Pharm, JO, Law, etc.)
- Do some education on what mentorship could look like. (Casual, formal, resume review, etc.)
- Members could help connect students to who/what they are trying to connect to/with

KIM ACTIONS:

- Give the list/our bios to SAA. Student panel; then Board member panel
- Propose that meeting date change to February when class in in session
- Set up SAA/NAB quarterly lunch in DSM
- Invite SAA to Let's DU Lunch and have an NAB/SAA lunch table
 - Could the students be sponsored/lunches provided

Conference Call: Monday, November 13 @ 8:30am

Change the January meeting date to the following week so the students are here.

Recognition Committee Chair: Steve Berry | Nicki Kimm

- Alumni Awards - #1 focus - promoting on Drake website, EBlue, Blue Magazine, social media and through On Campus emails.
 - Nicki will revise survey making more simple and straightforward. Nicki will work with Meredith to make accessible ASAP.
 - Nominations due Dec. 11th.
 - Thinking of ways to possibly give an award to students/RAB's in the future.
 - Nicki will plan a conference call for November to touch base with committee regarding Alumni Award nominations.
- National Alumni Board New members - Tabled until conference call or next Alumni Board meeting.

Admissions Committee: Chair: Laurel Rundle | Mark Reiter

Mission: Increase student enrollment through alumni engagement and activities.

Rough Progression of a Student's Journey to Drake

- **Prospective Student** – Student may or may not be interested in applying to Drake. It's common for Drake staff call a student a "prospective student" up until they have attended their first day of class.
- **Applied Student** – Student has completed their application to Drake.
- **Admitted Student** – Student who has been admitted to Drake but could have potentially received admittance to any number of other universities.
- **Committed Student** – Student who has put down their tuition deposit to Drake. There is still the potential that the student could have put down a deposit to multiple universities and is still deciding where they will go at the beginning of the school year. A committed student who decides to go to a different university contributes to what the Admissions Office calls "Summer Melt"
- **Student** – Student has attended their first day of class!

Areas of Focus

- **Letter Writing**
 - Last summer's letter writing campaign played a factor in reducing last year's summer melt by 50%.
 - This year, the admission's office is moving the letter writing campaign up to February through March.
 - The deadline for students to make decisions on where to attend college is May 1st.
 - We believe that being more targeted will lead to greater success. Other than location, what are ways we could ideally pair up a potential student with an alumnus interested in writing a letter?
 - Student's intended major with alum's career
 - Potential student's high school with alum's high school
 - Potential first generation student with first generation alumni
 - Potential legacy student with an alum who had a child attend Drake or whose parent attended Drake.
 - Consider 'naming' the campaign to build excitement around it.
- **Receptions**
 - There are three kinds of admissions receptions that alumni are needed:
 - Hotel Receptions – October
 - Purpose: Hotel receptions are open to all students (regardless of if they have filled out an application) to learn more about Drake with the goal being to drive them towards filling out applications.
 - Provide us with the opportunity to engage with students and their parents while admissions counselors are on the road.
 - Occurs over Fall Break so current Drake students can attend to help recruit.
 - Admissions Home Reception – January
 - Purpose: Informal program for admitted students and their parents at the home of current drake parents or alumni in a specific market area.
 - First-Year Send-Offs – July
 - Purpose: To celebrate and welcome committed students to the Drake Community in their area of the country before leaving for campus. Opportunity for students to meet each other and for parents to answer each other's questions about move-in and other questions about starting life at Drake.
- **Legacy Program**
 - Drake's legacy program is managed by the alumni office, and relies heavily on alums letting the office know when they have children. Once the alumni office is notified, they send the family a

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Drake bib and nightlight. Following this, families are sent birthday cards from Griff on a yearly basis.

- At this point we believe other university actions could support this better than the NAB Admissions Committee.

Action Items:

- Conference Call
 - Set a date and time for Admissions Committee Conference Call. [Admissions Committee completes this Doodle Poll](#) by 10/20/17
 - <https://doodle.com/poll/m5gz83h5uhedpih9>
- Letter Writing
 - Create a survey/form for alums to sign up to write letters to admitted students.
 - Mark creates and sends the initial draft to the committee.
 - **Deadline: 11/1/17**
 - Admissions Committee provides feedback.
 - **Deadline: Before and During Conference Call**
 - Feedback has been implemented. Survey is in the hands of the entire NAB and NAB Members are actively recruiting alumni they know who would be great at writing letters. RABs in each market should be included.
 - **Deadline: 11/23/17**
 - Meet with member of the Admission's Office to discuss what demographics are possible to use for pairing up potential students and alums.
 - Mark and any members of the NAB who live in Des Moines and are able to attend this meeting.
 - **Deadline: 11/1/17**
 - Brainstorm names for campaign
 - **Deadline: During Conference Call**
 - Kick off letter writing campaign.
 - Admissions Committee will present plan to NAB members and gain alignment and participation. Request 30 minutes during the January meeting agenda.
 - **Deadline: 12/1/17**
 - Lists of admitted students (along with suggestions and examples) provided to each alum
 - Providing lists to each NAB member and RAB will be completed in partnership with the admissions office.
 - **Deadline:** The Admissions Office will be sharing their list of admitted students with the Alumni Office sometime during the months of December and January. This list will be sent out as soon as possible once it's created.
 - Letters completed and mailed each student.
 - **Deadline: 3/31** *this date could be extended based on the needs of the admissions office.
- Receptions
 - Include an option in the survey for an alum to express interest in attending receptions (in home or hotel) held in their area.
 - The deadline for this action item will follow the rest of the survey.
- Legacy Program
 - Include an option in the survey for an alum to let us know if they are a legacy or have a child who's attending Drake in order to pair them up with prospective students who are also legacies.
 - Request that NAB members receive similar communications that the RABs receive in an attempt to streamline communications and grow a relationship between the two groups.

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- Assist Alumni Relations as necessary.
 - The deadline for this action item will follow the rest of the survey.
- Determining Next Steps for our committee
 - Ask an Admissions Counselor or the appropriate member of the Admissions Office to attend our next committee meeting at January's NAB Meeting.
 - Mark will work with Annie Kremer, Dean of Admissions, to solidify this goal.
 - **Deadline: 12/15/17**
- RAB Scholarships
 - The Central Iowa Regional Alumni Board worked to raise \$25,000 in the 2000s to endow a scholarship for a student from Central Iowa who attends Drake. We will develop an action plan that other RABs around the country can use in order to develop similar scholarships.
 - Mark will work with the Annual Fund Team to develop a simple initial draft.
 - **Deadline: 11/15/17**
 - On the Mid-November Admission's Committee conference call the committee will determine next steps.
 - **Deadline: 11/15/17**

Programming Committee Chair: Martha Capps | Amelia Klatt

Three Buckets of Focus:

1. RAB Structure
 - a. Current Analysis of RAB's
 - b. Where are RAB's located?
 - c. Who is on RAB? Chairs?
 - d. What are the current programs in each area?
2. Connection Points (Types of Programming)
 - a. Professional/Educational
 - b. Social/Athletics
 - c. National Programs - DU Good Day, National Game Watch, Drake Me Out to the Ballgame
3. Admissions
 - a. How do we work with admissions committee to tackle the initiatives from the admissions office?

Other Thoughts:

1. How can we engage current students parents in programs around the country? Also, prospective students?
2. Need to make sure alumni are updating information at all events
 - a. How do we do this? Create a position on RAB to be in charge of this?
3. Post Event - Survey following the event (day of), thank you for attending and update information email (week after event)
4. Need list of BOT members - Would like to know where they live
5. Would like to gather information on alumni that would like to participate in specific events (ex. Letter writing, admission receptions) - Maybe do a Facebook post to gather this information
6. First step to structure RAB's, Second step to work on programming types
7. What other markets would benefit having an RAB?
8. Ask RAB's what support they would like from NAB/Alumni Office

Timeline

October: Send letter from John Miller to RAB chairs

November 1: Current Analysis of RAB's

November 1 - 14: Committee Reviews Analysis, Audit Handbook, Discuss Roles for RAB's

November 14: Committee Conference Call at 8:30 AM CST

February: 'Roll out' structure to RAB's

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April: RAB chairs attend NAB meeting – training session

Action Items:

1. Amelia create current analysis of RAB's (complete by 11/1)
 - a. RAB Members, Chairs
 - i. How long has the market had an RAB?
 - ii. What is the RAB structure? How often do they meet?
 - b. Admission Numbers by Region
 - i. List of current Drake students in the market area.
 - ii. Admission Counselor for each area?
 - c. Number of Alumni by Region
 - d. Student Athletes by Region
 - e. National Event Attendance
 - i. What event has been held in the last year or two? Brief evaluation of each.
 - f. Current RAB Handbook
 - g. Lists of Alumni by Region with Engagement Scores
 - h. Professors that are willing to travel? Topics they would present on?
 - i. How do we gather info on alumni? What info do we want?
 - j. Timelines
 - k. Athletic Schedules
2. Susan create letter to send to RAB chairs from John Miller (end of October)
3. Susan, Kelly, Mike, Martha & Courtney provide feedback of RAB analysis (complete by 11/14)
4. Lauren, Brian & Martha review RAB Handbook and provide feedback (complete by 11/14)
5. Dave and Annelise create a list of suggested roles for alumni involvement (complete by 11/14)
6. Martha schedule conference call for November – done, setup at meeting

Stem Dedication

Optional Tailgate @ Drake vs Dayton Football

Future Meeting Dates

February 9th & 10th, 2018 (Proposed Change from Committee)

April 27, 2018