

## **National Alumni Board Meeting**

**October 5 & 6, 2018**

**Levitt Hall, Old Main**

**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; Martha Capps, JO'78; Timothy Coonan, AS'96; Kris Covi, AS'95; John Farmer, AS'92; Drew Gulley, AS'05; Brian Harms, AS'89; Sally Holmberg, ED'63, GR'83, GR'94; Lauren Hong, AS'07; Geoff Lawton, PH'92; Chris McDonnell, JO'05; John Miller, BN'82; Pam Nelson, AS'10; Zach 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; Nikki Syverson, JO'03; Annelise Tarnowski, JO'15; Jennifer Tran-Johnson, AS'06

**RAB Members:** Morgan Dezenski, BN'16, JO'16; Cait Hicok, AS'10; Clayton Kelley, AS'89; Michael Riebel, BN'13; Natalie Spears, BN'11

**Staff:** And Verlengia, JO'02, Director of Alumni Relations; Kim Jones, Assistant Director of Alumni Relations; Amelia Klatt PH'13, Assistant Director of Alumni Relations; Nicki Kimm, Assistant to Alumni Relations

### **Friday, October 5**

#### **Executive Session**

##### **President's Remarks – John Miller**

- Call to order and welcome
- Welcome to Regional Advisory Board members in attendance
- Recognition and thank you to retiring NAB member, Dennis Olden
- Review of board responsibilities

##### **New Business- By Laws/Votes**

- The board considered two proposals:
  - Reducing the size of the board from a maximum of (42) members down to (30) members
  - Reducing number of term limits from three to two while maintaining the three-year period of each term. Therefore, the maximum length of service is six years instead of nine.
- Amy Ohde – Motioned the board to vote on adoption of the outlined proposals
- Tim Coonan – Seconded the motion
- Rachel Boon notes appreciation for motion
- The board voted overwhelmingly in support of the motion/proposals
- The by-laws have been updated and are attached
- Any member with questions regarding their term length or how the change affects them can reach out to Andy Verlengia

##### **Lunch with Student Alumni Executive Committee**

### **Admissions Overview and Training – Anne Kremer**

- NAB has made a difference in enrollment with letter writing campaign. More than 50% of students who received letters from NAB are at Drake. Also decreased melt.
- New in Admissions:
  - Admissions has hired 3 new regional recruiters in Dallas, Denver and Chicago.
  - Added Spanish speaking recruiters
  - Counselor Programming – High school counselors on campus engaging with Admissions counselors regarding what Drake has to offer students
  - Coffee Chats – Admissions counselors meeting with other counselors where they live. 112 coffee chats in the last four weeks
  - Marketing – new marketing materials for Admissions

### **Break**

### **Committee Breakouts**

### **Adjourn**

**Saturday, October 6**

### **Board of Trustees Update**

BOT Report

Admissions Report

### **Breakfast and University Overview – Diane Caldbeck**

- Welcome to Regional Alumni Board (RAB) Chairs in attendance
- FMDS – Expecting biggest attendance
- Ray Promenade
- Boys and Girls Club
- Big Ideas on Drake campus

### **Annual Fund Update – Pam Pepper**

- All-In Campaign successful last year
- This year Bill and Jean Riemenschneider are matching all new gifts and increases in gifts up to \$50,000

### **University Communications Update – Betsy McKibban**

- New in Marketing:
- Smaller team
- Priority – Drive campus visits
- New brand implementation in print material
- Customer journey mapping
- Digital Marketing geared towards undergraduates
- New Blue Magazine – Small sized magazine and shorter in length (24 pages) Distribution of 31,000 copies. Mailing in November

### **Committee Breakouts**

### **Break**

## **Committee Reports/Next steps**

### **Outreach Committee:**

#### Fundraising Discussion:

The committee discussed their efforts last year and want Pam Pepper to share the outcomes. The general discussion was 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 sometimes
  - 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 us on mentoring program/initiative
- Our committee could be intentional about scheduling programming while we are in town for board meetings
- Each of us 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.)
- We could also 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
- 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

### **Recognition Committee:**

- Nominations are being accepted for the 2019 Alumni Awards. Please consider nominating someone by the deadline: November 5<sup>th</sup>.
- The committee will be recognizing a student this year.

### **Admissions Committee:**

Present: Laurel Rundle, Drew Gully, Geoff Lawton, Nikki Syverson, John Farmer, Jenny Trans-Johnson, Kris Covi, Pamela Nelson

2018 goal was 820 committed students, result was 750

2019 goal is 800 committed students

3,098 undergrad students at Drake

11:1 faculty to student ratio

70% of students come from out of state

Division 1 athletics

Top 3% ROI as rated by the Economist

### **Letter Writing**

Goals: Improve process, expand including 100% NAB and RAB involvement

2017: 1,187 letters written

2018: committee goal is to offer 1,500 letters

Need to transition system from Mark to new hire and make necessary improvements (most of these were identified last year)

Review system for matching writers with prospects, provide talking points again, include Drake Alumni in return address, Laurel to bring stationary to Feb meeting, expand network to include all RABs

Additional benefit - Great way to engage Alumni with Drake

### **Resource and Referral program**

Offer resources and connections to Drake's staff including Deans, Admission's Counselors, Regional Advisors and Admissions team

Become a "go to" and serve as a resource when recruiting and courting potential admits

Goal is to help get students to convert by addressing their needs and demonstrating an interest in them (high touch approach which illustrates what you get at Drake)

Operationalize a simple system where we can offer quick and easy referrals to vetted Alum

Need input from Drake on what would work the best - fear it would get lost or not used in current system, need better understanding of what tools would be of value to staff

Thought is to create a "short list"

Opportunity to offer resources in the beginning to address specific concerns (eg. minority, LGBT, first generation, specific majors, greek life, etc) and later in the process (closers)

Baseline - need stronger relationships between NAB, RAB and Admission's Counselors in select markets

Potential info. that can be offered - name, degree, hometown, current home, 1st gen, diversity, LGBT, athletics, greek life, philanthropic, industry sectors, interests/hobbies, financial aid

### **Programming Committee:**

Regional Alumni Board (RAB) chairs from around the country were invited to the meeting. There was great collaboration and questions amongst the chairs. Meredith Ponder was present so the RAB chairs could ask questions about communication needs. The Programming committee shared the new RAB handbook with the chairs and discussed the processes moving forward. Someone on the programming committee will serve as a mentor to an assigned RAB.

RAB chairs discussed their need for more communication with Drake, NAB members and between themselves.

- RAB chairs are setting up a Facebook group where they can be in touch with each other
- Each RAB has been assigned a “buddy” from the Programming Committee and “buddies” are responsible for reaching out to their RAB chairs
- It is recommended to have RAB chairs attend one NAB meeting a year
- All NAB members will be encouraged to participate in their local regional meetings and events

There was good discussion around events being planned in various markets.

- Everyone loved the idea of “Pre-lays” for RABs far away from Des Moines
- Let’s DU Breakfast and how to work with Drake staff to pull it together and help with Drake staff involvement
- Utilizing events already being planned in your community and then inviting Drake alums to gather was another idea that helps stretch budgets

RAB budgets were discussed. All chairs were appreciative of having a local budget and being given the freedom to use them as they see fit.

- A couple of RAB chairs have opened bank accounts in their names for the RAB
- Drake may want to look into this further and make a recommendation on how best to handle it

There was interest in the RABs sending out surveys to their local alums on what they would like to see for events, involvement etc.

- Drake uses Qualtrics for surveying and can work with RABs on surveys

### **Adjourn**