

**National Alumni Board Meeting Minutes**  
**October 5-6, 2012**

**Attendees:** Emily Abbas, Ann Anklam, Erica Axiotis, Jonathan Azu, Steve Berry, Norah Carroll, Dale Charles, Anne Driscoll, Ami Gopalan, Janelle Holmes, Jill Johnson, Shawna Kasner-Hannam, Bob Luxen, Tyler Marciniak, Kyle Mertz, John Miller, Max Miller, Dennis Olden, Tammy Perkins, Susan Stocum, Ted Thoms, Mary Walbridge, Greg Wilde, Sherry Wilkinson  
BOT Report: Joe Aiello

**Staff:** Jessica Berger, Diane Caldbeck, Blake Campbell, Betty David, Ashley Nichols, Pam Pepper, Liz Tesar, Holly Worthy

**Guests:** Wendy Diekema

**Wendy Diekema: Assistant Director of Admissions:**

- 6,378 applicants 848 freshman students enrolled and 143 entering full-time transfer students enrolled. The average student has a 3.7 GPA and an ACT of 27.
- The Retention rate is 88 % for the second consecutive year.
- Since 2001, Drake has hosted two Scholarship Days as a requirement for all qualified candidates to compete in the National Alumni Scholarship (NAS) competition. Again, this year the application deadline was December 1. In an effort to curtail not only the number of qualified candidates, but to enhance the competitiveness of this prestigious scholarship, in 2011, the required score for the ACT was raised to 31 and the SAT was raised to a combined score of math and critical reading of 1380. This past spring, 275 students participated. From that group, 38% enrolled at Drake. Ten out of the sixteen scholarships awarded are attending Drake.

Please see attached reports from Admissions for Class Profile and further information.

**Pam Pepper:** The annual funds goal is \$3.2 million for this fiscal year. Current cash is \$722,184; we are ahead of last year by \$21,000.

Pam shared information on the bacon mailing and noted it is a part of a series of mailings and asked for feedback from the board. The mailing was segmented to various groups.

Annual Year End Review has various grafts regarding giving at Drake and where we fall compared to peer institutions.

**Shiv Morjaria and Celia Venezia:** Presented Philanthropy @ Drake Day and won the National Organization Award and the District 6 Award for Philanthropy @ Drake for Outstanding External Programming.

- 3,500 undergrads with 4,500 total students at Drake
- 200 students are members of the Student Alumni Association
- 2 years ago started program to educate students on the concept of philanthropy
- Educate students regarding tuition covering only 2/3 of the cost of tuition and by February the remaining tuition comes from donors
- Need to start educating the importance of philanthropy as students
- Meet with various colleges, faculty and staff to present the philanthropy program
- SAA's mission:
  - Celebrate traditions
  - Connect students and alumni
  - Building and nurturing a culture of philanthropy

Created a two part program for philanthropy at Drake

- November 12-15 build a culture of philanthropy week with a different theme each day, leading up to a donation, using who, what, when, where and how are the basis for this week. This week is always scheduled before Thanksgiving Day. There are 3 key aspects to the week
  - Appreciation for monetary support
  - Understanding the need and purpose of that support
  - Meaningful and consistent action
- February 13-16 they have a variety of fun activities showing our love for Drake. This week is always before Valentine's Day.

**John Smith:** Discussed the Strategic Plan and the implementation of Goal 4. The Alumni Board has a chance to be instrumental in the planning and the execution of what happens next. We want your feedback on the implementation of Goal IV. The idea of development and marketing has always been a part of the plan; we had 235 people, including faculty, staff, alumni and community leaders at the planning conference for the strategic plan. We want to put image and reputation as one of this institution leading assets. The three objectives are intentional per a benchmark study in June.

We are now at 118 million should be at 135 million at this time, the reason for falling short is the size of the leadership gift. Des Moines doesn't have key community supporters of the University.

**Blake Campbell:**

**Drake Network Discussion:**

What are the key characteristics of an effective Drake Network:

- Connection is the overall theme, connect unique experiences
- Social media
- Mentoring
- Events
- Student calls
- Alumni meetings
- Emotional, lifelong relationships
- Have sustainability, ongoing viable entity
- Comprehensive, many individuals complete "critical mass"
- Drake connection is a priority, have consistent messaging
- Declaration, what are you trying to do and accomplish
- What does Drake want from me
- Open communication, well informed constituents
- Relevance, filling needs
- Coordination, adapt to individuals , internal collaboration
- Networking based on what the alum wants as an individual
- Drake experience is a very personal experience and needs to be personalized to the individual
- What do they want, how do they want it and how to implement this, stick to answers as they don't care about everything
- People need to be able to self select information to personalize
- Need availability and accessibility, so they can self select
- Membership matters, what are the rewards
- Priority, top most associations

**Joe Aiello:**

BOT focused on the University's strategic plans

- The BOT invited all boards as well as faculty and staff and city leaders to participate in the discussion of Drake University's strategic plan and had 235 people in attendance, with two questions for discussion:
- What are the defining features of Drake's current vitality and success on which we need to build our future
  - Student centered
  - Academic excellence
  - Liberal & professional mix in curriculum and activities
  - Sound financial management
  - Drake's size is vital to remain who we are
- What are challenges and additional measures driven by the mission statement
  - Online courses
  - Easy access to website
  - Affordability-more financial aid
  - Enhance connections to Des Moines Community
  - Focus on non-traditional students
  - Help students be successful
  - Tell our story

The BOT will be working on the Strategic Plan in January discussing the four goals.

The two main goals that the National Alumni Board will focus on are in Goal 4, Objective B

- Strategy 3: Create inspirational and educational programs to engage all constituencies
- Strategy 4: Increase alumni participation to surpass the rate of peer institutions

### **Diane Caldbeck Campaign Update**

\$200.00 million campaign started in 2007 with feasibility study, at this time we are at \$118.00 million with the campaign lasting 7 years.

The annual fund is our operating budget, with 13% of our constituents giving to the annual fund; this also counts towards the campaign.

- Scholarships
- Building updates
- Cline atrium
- Center for Collaborative Learning-will house the School of Education
- Cartwright Hall
- Athletic renovation- needs to be community driven-want to get the Olympic trials in 2016
- Sciences-need another building

The Alumni Board would like more updates as to the campaign donations. At this time our largest gifts are four \$3 million gifts and 37 gifts of \$1million each.

Over 100 new scholarships have been created since the beginning of this campaign with 5 new endowed positions.

Bequest can now be counted at age 50 on, this can be counted and celebrated now, so this is a great advantage.

It was suggested that board members share contacts for Drake's staff to visit, set up a coffee and accompany them on the visit.

### **Programming Committee Meeting Shawna Kasner-Hannam**

- Major programming achievement of 2012: Drake Me Out to the Ballgame event
  - Gave update on sites & statistics for each city (*Nearly 550 people participated in Central Iowa (250), Chicago (55), Omaha (50), St. Louis (45), Kansas City (50), Phoenix (20), Tampa (35), and Washington, DC (40). Denver was also represented (don't have #s) and Minneapolis is a future site but couldn't quite make it happen this year.*)
- Goal as a Programming Committee is at least 3 good events a year (as we have National Game Watch in winter, Drake Me Out to the Ballgame in spring/summer, DU Good Day in fall).
- Programming Event for 2013: Continue with the Drake Me Out to the Ballgame event again (*Family-friendly event for children and adults, great mix of students (current) if this occurs after May, newly admitted students/families, and alums. Pre-game gathering was a HIT (pun intended)!*)
  - Make this better with "Drake Me Out to the Ballgame" shirts: baseball jersey shirts or fun "Ray Gun"-inspired shirts
  - Supplement virtual advertising with postcards 6 weeks out (2012 advertising was done via e-mail blasts, Drake website, and social media.)
  - Other cities to get involved? (Minneapolis/St. Paul for sure. San Diego or Los Angeles? Milwaukee? San Francisco Bay and Sacramento? Dallas/Ft. Worth Area for Roughriders?)
  - Use the template/timeline/SOP document to streamline the process (separate attachment)
  - Shift event earlier (May – June timeframe); earlier in season
  - To on-line registration, add a note, "How did you hear about this event?" to aid us in advertising future Drake Me Out events
- National Game Watch: to be held Jan. 27, 2013

- 7 pm game, shown on ESPNU (any bar with Fox Sports package will have this)
- Creighton/Drake game Jan. 8 (Tues)
  - Given the high attendance and momentum in Omaha, should we plan a Game Watch for this?
  - Who could Marisa and Shawna get involved to plan this? (Covis? Kotineks? Younger alums?)
- The Programming Committee did not create or expand on the template/SOP document for all events for Regional Advisory Boards, as we determined that there is not a “one size fits all” process for programming and each event (DU Good Day, Drake Me Out, etc.) varies widely. Each type of event should have its own template.
- Idea: put together an informative/educational programming option (similar to Let’s DU Lunch that occurs the first Wed. of each month on campus) for alums outside of the Des Moines area?
  - Once per quarter?
  - Alumni want to see what other alums are doing, so this may be a good time to get alums involved (perhaps Zach Johnson to give a golf lesson, Billy Cundiff to discuss football kicks, etc.? Ask the key execs (Drake grads) from Wells Fargo, Principal, John Deere, etc. to give a webinar.)
  - We could create a speaker series library (like Ted.com) where we do 7-8 min. snippets at a time
  - Faculty member to do a webinar on a topic (self help like dealing with issue on aging parents, starting your own company, Tom Delahunt to discuss the top 10 mistakes students/parents make when conducting a college search, etc.)
  - Include these video snippets on eBlue (alums can click to get the video)
- Reinstating the Bulldog Bashes with annual regularity
  - Networking event around Relays each year?
    - Pros: build on Relays excitement in each city: “Relays in Omaha” mentality.
    - Incorporate a “street painting” with sidewalk chalk and driveways or sidewalks
    - Cons: April is a very busy time at Alumni Office and this would have to be 100% alumni driven (no Alumni Office support; boxes would need to be sent out in Feb.)
- Other ideas thrown out by Programming Committee to possibly develop for the future:
  - Bleed Blue for DU blood drive (with American Red Cross)
  - “Drakecation”/ Drake Day on campus (family-friendly; soccer team to host a soccer club for kids, parents to attend a class with their favorite professor, cultural events in Des Moines for families, stay in dorms, etc.)
  - Alumni College: mini-classes for Drake alums back on campus
  - Wine & cheese events for alums (who aren’t into sporting events, as 3 of the 4 Des Moines RAB events revolve around athletics)
  - Puppy party: bulldog petting event (for dog lovers)
  - “Wine like a dog” event and incorporate a wine and cheese with a puppy party
  - Dinner with 12 Strangers (networking experience hosted by alums in a city for other alums in that area)
  - President’s Town Hall meeting/Update on the University: objective is to strengthen the connection to Drake and once a year at a certain time (so alums can count on this), have the President talk in a city (and video it for other regions). This can also be done with the Athletic Director. The goal is to connect alums to the leadership of the school and be informative (like the President’s speech at the FMDS dinner).

## **Student/Alumni Relations**

### **Ami Gopalan**

- Get involved in student activities
- New date to accommodate out of town board members: Thursday, January 31, 2013 (night before board meeting) please plan accordingly attend the networking event with students from 5-7pm to be held downtown Des Moines
- Send care packages out with notes from the board to the new graduates from the Student Alumni Association
- Initiate a mentoring program-solicit 50 students and pair them an alumni mentor
- Young Alumni Focus Groups
  - Meet with Young Alumni (within 5 years of graduating) to understand their needs and interests as alums.
- Become more involved with the National Alumni Scholarship Program, this program is on hold for now

**Ted Thoms:****Networking**

Will use Strategic Plan as format

Two major goals:

Developing and identifying all the social media that Drake has a presence with

- How to create value propositions to increase usage in social network
- Segment information sent to alumni
- Identify a list of activities that is now being tracked
- How do we encourage people to actively use the system

Develop and empower and support Regional Advisory Boards geographically

- Develop a better understanding of the roles that the University & staff, Alumni Board and Regional Advisory Board
- Who has the responsibility of launching, recruiting, programming and ongoing networking
- How to make the programming better, quality not quantity

**Jill Johnson:****Recognition Committee**

(Collected \$1,300 in pledges and cash towards the new Spike outfit)

**The Alumni Awards**

- We spent quite a bit of time reviewing the judging criteria sheet. We have determined that some adjustments need to be made to the weighing of the point totals for some of the awards to focus the pre-screening rankings to better reflect the intent of the awards. For example, the Service to Drake component would be more heavily weighted for the Loyalty and Young Loyalty Alumni awards.
- We spent extensive time reviewing and editing the online submission form in order to increase the quality and content what is on the forms submitted. We will work with Blake to review a revised template so the final content is improved before the submission form goes live

**Dignitas Society**

- Establishing the Dignitas Society, which is an honor society for all previous winners of the National Alumni Awards to be inducted into the society, April 2013
- Working with Blake to determine what benefits we can provide to them
- Will be developing some sort of award or certificate
- Potential for a reception of previous winners being evaluated

**New member board recruitment**

- We will begin to call prospective new board members earlier in the year to pre-screen those identified to be a member of the board and better establish expectations - this will give them a longer time frame to really consider the requirements and expenses
- We are asking that names of prospective members should be sent to us in advance by current board members and staff - we would like to keep a running list of prospects that have been pre-screened
- As in the past, new NAB board member recommendations will ultimately consider gender, age, racial and college diversity on the board
- The Committee will pull together information prior to formal calls in March/April to provide better answers to prospects - This will help committee members making the calls be better prepared in advance

**Sherry Wilkinson:****National Day of Service-DU Good Day**

September 28, 2013-next DU Good Day

- Over 400 participants
  - Send thank you note to those that participated; committee members should send thank you to site coordinators
  - Important to include families for volunteering

- Send out form to all volunteers for feed back
- Specify a volunteer to take photos and put on the website immediately
- Include student organizations
- Important to have site coordinator in place in advance and listed on website; start finding coordinators now
  - Previous coordinator compiles an information booklet to share with new coordinator so as to simplify this process
  - Share all criteria for each city
  - Have a featured charity each year as another possibility

Review of Drake communication expectations and time frames

Discuss if this will remain an Ad Hoc Committee or where will it live

**Business Meeting:**

Alumni Attitude Survey was completed in 2004, will do survey again this year

- Benchmarks are of relevance to Drake, allows us to compare with 5-10 other institutions
- Measures importance of program and effectiveness
- Allows specific Drake questions to be asked in section 4 of survey
- This will be an online form
- Hoping for a 6-8 week return, hope to have out before Dec. 1
- Present results at January board meeting

**Next Meeting Details**

Thursday night, January 31, SAA requests those in town attend the student/alumni networking event

Friday night, Steve Berry will work to arrange an lounge act evening of entertainment following Friday meetings

Saturday is the Don Adams Leadership Institute event

Saturday evening Board members may choose to attend the men's basketball game

**Future National Alumni Board Meeting:**

**January 31, 2013-Alumni/Student Networking Event 5-7pm**

**February 1-2, 2013**

**April 26, 2013**