

National Alumni Board Meeting Minutes
April 27, 2012

Attendees: Emily Abbas, Joe Aiello, Ann Anklam, Erica Axiotis, Jonathan Azu, Steve Berry, Paul Doucette, Anne Driscoll, Marisa Gift, Ami Gopalan, Buffy Higgins, Janelle Holmes, Jill Johnson, Shawna Kasner-Hannam, Tammy Lair, Bob Luxen, John Miller, Dennis Olden, Dennis Olson, Tammy Perkins, Loretta Sieman, Kent Stevens, Scott Stevens, Susan Stocum, Tiffany Tauscheck, Ted Thoms, Nicole Trembley, Mary Walbridge, Greg Wilde, Gary Zimmerman

BOT Report: Chris Anderson

Staff: Jessica Berger, Blake Campbell, Betty David, Joy Giudicessi Ashley Nichols, Pam Pepper, Paul Secord, Liz Tesar, John Smith, Holly Worthy

Guests: Wendy Diekema, Laura Linn, Mandi McReynolds

Mandi McReynold: Service Learning Coordinator at Drake shared her newly created role at Drake. She works with the University core space with classes as well as students, faculty & staff and engages them in local community as well as our global community. She explained the J-Term which begins on January 7 and ends on Jan. 25. The information regarding J term can be found on the Drake website. Drake has been named to the Presidential Higher Education Honor Roll for Community Service.

Laura Linn: Director of Admissions said out of 6,000 applicants they had 704 freshman students were enrolled at this time and the desired number of students is 850. The average student has a 3.7 GPA and an ACT of 27.

In partnership with the Alumni Office they are creating an Outcome Website for students, where they will be able to search where students served previous internships, a survey will be sent to all Drake alumni so we will have a current database where students could serve internships. This will also be of utmost importance in job placement for new graduates.

Pam Pepper: The annual funds goal is \$3.3 million for this fiscal year (which ends May 31st), we still need \$500,000 to meet our goal. Pam stressed that the Alumni Board needs to be ambassadors for Drake during Relays and encourage everyone to make a gift to The Drake Fund.

Paul Secord: Campaign Update, we are at \$111 million and are scheduled to be at \$130 million at the end of the fiscal year. Have over \$30 million out in gift asks right now. The lead gift is still at \$3 million.

Blake Campbell:

Alumni Network Initiative Discussion:

Blake shared a document recapping the January discussion focused on solidifying our Alumni Network initiative. The stated objective was: *To establish a robust and vibrant alumni network that connects alumni to students and fellow alumni, emphasizes connectivity and engagement, advocates financial support, and enhances the image and reputation of Drake University.*

Board feedback refocused the Working themes of Connecting/Engaging/Supporting to move from regional and local programming to educational, professional and social programming.

Action steps included communication of the plan to campus partners this summer and aiming for development/launch of a formal strategy or action by January 1, 2013.

Blake will revise the document and resubmit to the executive committee for discussion.

Marisa Gift:

Programming Committee Meeting

We just need to do an event!

- Can we standardize our recommendations for the regional boards?
- Focus on family-oriented event this summer – “Drake me out to the ballgame!” (thanks Gary!)
- Follow the DU Good Day format of having a site coordinator in different cities
- Ask the Alumni office about a website to upload photos during and after the event (similar to DU Good Day)
- Consider T-shirts
- Decide on a concrete time frame to give regional advisory boards
 - Concern that June/July might be too “fast”
 - Can we give them “baseball season” as a time frame? (June-Sept/Oct)
- Talk to Alumni office about the following
 - Idea in general
 - Tie-in to Iowa Cubs event that is already being planned for Des Moines
 - Invitations (e-mail blasts, etc)
 - T-shirts
 - Web presence
- Talk to Greg Wilde about his “best practices” from organizing DU Good Day so we are not reinventing the wheel
- Marisa to participate in conference call that Paul is organizing with regional advisory board chairs – give them information regarding the event
- Forward info to regional advisory board chairs so they are aware of the event
 - Note that info needs to be to Buffy in Chicago by **May 10th** as that is their next meeting
- Determine what cities we would like to launch this event and site coordinators for each.
Possibilities from DU Good day are:
 - Chicago – Buffy and/or Chris
 - Omaha – Shawna
 - Kansas City – Nicole (they are already planning a KC sporting event for end of May)
 - Des Moines – work with Alumni office
 - St. Louis – ask Joe for his contacts
 - Minneapolis – Ann to help with contact
 - Milwaukee – Ask Greg for ideas
 - Denver
 - Washington DC – Ask Paul for ideas
 - Quad Cities – Ask Ted for ideas
 - Florida
 - New York – Ask Jonathan/Drew (new member)/Tyler (new member) for ideas
 - Southern California

- Phoenix – did a spring training game this summer...

Paul Doucette:

Networking Committee Meeting

Website

- Greatly improved website, the calendar needs to be searchable

Scott Stevens:

Student/Alumni Relations

- **Focus on a closer connection with the National Alumni Scholars by mentoring over their 4 years at Drake and creating networking opportunities with the NAB**
- **Young Alumni Focus Groups**
Meet with Young Alumni (within 5 years of graduating) to understand their needs and interests as alums. Use input to inform NAB and Alumni Office activities.

Pilot groups- beginning in Des Moines, Kansas City and Denver - to occur this summer.

Greg Wilde:

National Day of Service-DU Good Day

Tasks assigned to committee members;

- Janelle - communication liaison with Drake
- Tiffany - feedback liaison with Drake
- Erica, Dennis, Sherry - mentors for site coordinators
- Greg - site coordinator recruiting

Review of key dates.

Review of Drake communication expectations and time frames

Jill Johnson:

Recognition Committee

Jill Johnson recognized the members of the Committee for their hard work in selecting the winners of the National Alumni Awards. The Awards ceremony was well received and the 3 members of the Alumni Board who were honored at the event (Chris Anderson, Marisa Gift and Mary Walbridge) were congratulated by the board. Jill also reported that the Committee has worked hard on identifying and reaching out to prospective new National Alumni Board members. The official slate was presented later in the meeting for a formal vote of approval. Jill also reported that the Committee is working on developing the focus of the new Dignitas Society that will induct all previous winners of the National Alumni Awards into a special society. This new Society, which has been approved by the Drake Board of Trustees, will be implemented in the 2012-13 calendar year.

Chris Anderson:

BOT focused on the University's strategic plans

- The BOT will invite all boards to participate in the discussion of Drake University's strategic plan on June 15

The BOT has started the search for a University President

We are in the second year of the BOT challenge with \$695,754 raised to date

We are transiting to a new system to better manage our donors, prospects and alumni at

Drake called Blackbaud Raiser's Edge and will go live in April of 2013

Business Meeting: Officers of the NAB hold 2 year terms on the advisory board

- New officers were presented as follows:
Paul Doucette, President
Marisa Gift, Vice President, Alumni Programming;
Ted Thoms, Vice President, Network Committee;
Emily Abbas, Vice President, Student/Alumni Committee
Jill Johnson, Secretary, Recognition Committee
- Joe becomes Chair and liaison with BOT and NAB as of June 1
- Renewal of Ad/Hoc Committee, National Day of Service
- Election of special member, Anne Driscoll
- Elect Susan Stocum as full member to the board
- Renewal of terms for Jonathan, Ann, Marisa, Paul, Max, Sherry, and Greg

The above slates were presented to the board, voted on and passed.

The new member slate was presented as follows and passed by unanimous vote.

- Norah Carroll, Dale Charles, Drew Gulley, Tyler Marciniak, Ken Martin, and Susan Stocum

Future National Alumni Board Meeting:

October 5-6, 2012

February 1-2, 2013

April 26, 2013