

National Alumni Board Meeting Minutes January 27-28, 2012

Attendees: Emily Abbas, Joe Aiello, Erica Axiotis, Steve Berry, Paul Doucette, Anne Driscoll, Marisa Gift, Jeremy Glenn, Ami Gopalan, Buffy Higgins, Janelle Holmes, Jill Johnson, John Miller, Max Miller, Dennis Olden, Dennis Olson, Loretta Sieman, Scott Stevens, Susan Stocum, Tiffany Tauscheck, Ted Thoms, Nicole Trembley, Mary Walbridge, Greg Wilde, Sherry Wilkinson, Gary Zimmerman via conference: Chris Anderson

Staff: Don Adams, Jessica Berger, Diane Caldbeck, Blake Campbell, Betty David, Joy Giudicessi, Ashley Nichols, Liz Tesar, John Smith, Holly Worthy

Guests: Kevin Pokorny, Kristine Dunn, Aaron Jaco, Leslie Mamoorian, Jenny Team, Laura Linn, Jen Hogan, Maria Valdovinos, Chris Nowacki, Kayleigh Koester, Sam Pritchard

Kevin Pokorny: Facilitator for themes of an effective Drake alumni network discussion
Group discussion points

- Have a champion that acts as a torch bearer in their community & supply information for a common agenda
- Show image and reputation of Drake
- Address life stages, have a network of networks
- Image and reputation should be known to all alums, we have incredible accomplishments with alums-need to create sense of pride and Drake family
- Keep alums abreast of all things happening on campus
- Bringing faculty experience to alums, via lectures using webinars
- Have alums act as historians for organizations
- Time at Drake is magical, how do we keep this alive
- Alums have a closer connection with their affinity group, a personal touch, phone call is of great value
- Get students involved early in various Drake activities to keep them connected-must engage within the first 5 years of graduating
- Mentor program, offer job shadowing
- Program where a current student interacts with alums
 - Home receptions
 - Internships
 - College fairs
 - Guest lecturers
 - Blue magazine
 - Linked in
 - Alumnae
 - Game watch
 - DU Good Day
 - Distinctly Drake
 - Caucuses
 - Facebook
 - Reunions
 - National Alumni Scholarship Days
 - First Year Send Off
 - Student /Alumni Networking Events

- Alums can give of time and talent as well as monetary to give back to Drake
- Perception of value changes over time, we need to celebrate our alums in all touch points not just focusing on the monetary donors
- Some alum only touch point to Drake is the call from phonathon asking for money. First experience should not be a monetary
- Address life's stages with the various alums
- When moving to a new city, give the alum a list of Drake people in their city to connect
- If student intern, make alums in that city aware of the students presence
- Very important how information is structured and delivered-how easily accessible is the information- must want me to communicate back
- Important for all departments to work together so each college and the alumni office are aware of alums that are visiting campus. Liz is our college liaison and diligently working with the various colleges
- Create purpose/value/relevancy
- Need a center point for all alums, where they can find everything, both on campus and off. Ideas-start with Des Moines as a focus/test group
 - Create a data base-core structure
 - A catalyst to reconnect
 - Segmented
 - Meet alums where they are in life
 - Be able to self select information
 - Create easy log in information
 - Share statics, keep history alive
 - Use Webinar Technology to connect all alums
 - Athletic connection
 - Professional Network
 - Community service
 - Reconnect with old friends

John Smith: Campaign Update, we are at \$109 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. The annual funds goal is \$3.1 million for this fiscal year, currently over \$2 million mark with December being the biggest month with \$849 thousand brought in.

BOT focused on the University's strategic plans and brought in Bob Johansson a futurist used as a primer to the discussion. He described the world as a VUCA world being challenging for the next 10 years. VUCA stands for: volatility, uncertainty, complexity and ambiguity. The overall theme from the BOT retreat commands attention:

- Focus on alumni participation rate- Drake's rate is at 13% participation
- University's image and representation

Challenge is to keep donor retention, reach out and keep them engaged.

Drake won 16 CASE awards and 1 regional sweepstakes this year; we need to celebrate this accomplishment.

Jill Johnson: Recognition Committee

Recognition Committee:

The Recognition Committee reviewed the nominations for the alumni awards and would like to acknowledge the following:

Distinguished Service- William Longfield

Alumni Loyalty-Chris Anderson

Alumni Achievement-Honorable Mark Cady and Dr. Roger Cady

Young Alumni Loyalty-Marisa Gift

Young Alumni Achievement-Zach Nunn

Community Service-Mary Walbridge

We discussed developing an honorary society for all previous Alumni Award winners to connect them back with Drake. This will be referred to as the “Dignitas Society.” The Latin word Dignitas means *merit, prestige, dignity*, etc which we believe reflects the caliber of our award winners what this special society is intended to reflect. We plan to incorporate a variety of unique benefits for these alum and do some sort of induction ceremony as part of our next Alumni Awards ceremony in April. The board unanimously approved this as the name of the honorary society and intent of how we will honor the award winners.

Paul Doucette:

Networking Committee

Gary Zimmerman:

Programming Committee

Consistent with the National Alumni Board’s strategic plan and the Board of Trustee’s interest in alumni participation metrics, the Networking Committee recommends focusing on technology to create a network of Drake alumni. This focus on technology should involve:

- Developing content
- Pushing useful info out to RAB and other networks
- Developing a plan to attract more Alumni and RAB leadership to the interesting and useful content of the Drake Alumni website

Reducing barriers to web access-need simplicity

The initial focus of this effort should be on the development of content for (in order of priority):

1. The formal RAB’s and their boards;
2. Formal, non-geographic affinity groups and colleges and schools;
3. Informal, organic, self-identified champions.

For the initial audience of the RAB’s and their boards, content should include, but not be limited to:

- A “master calendar” of major alumni events nationwide to aid in RAB planning;
- Class notes (automatically and regularly updated);
- “Best practices” or “success stories” from the RABs related to programming, organization, and outreach;
- Points of contact in the alumni office, on the National Alumni Board, and on the other RABs to facilitate better communication and greater information sharing among the RABs and with the National Alumni Board;
- Identifying and highlighting the organic alumni “champions;”
- Triggers or catalysts for that will encourage alumni to reconnect with Drake; and
- Information that the other National Alumni Board Committees (Programming, Student-Alumni Relations, Recognition) would like to make available or push out to the RABs.

Ultimately recognizing that person contacts and personal connections are critical to establishing “vibrant networks of alumni nationwide, that enhance social and career connections,” the

university should develop a contact-relationship plan for alumni. To explore this further, the Networking Committee will seek the input of alumni in this professional field.

Scott Stevens:

Student / Alumni Relations Committee

Student opportunities to be involved with alumni:

- networking dinner on campus in Nov; 80 students & 20 alums; seated by major or career interest;
- 2) downtown networking event on April 12, please consider participating in this if you are in the area
- Have a Philanthropy week in the fall and one in the spring to make students aware that tuition does not cover all the expenses and instill a spirit of philanthropy

Young Alumni

- Keep them connected, give them a reason to stay connected
- Contact should be for connecting not about asking for money
- Seniors after graduating act as a nucleus with young alums in various areas
- Instant connection with RAB, sent list of students with positions in their city
- Enhanced "Care Package" or other incentive mailed to recent grads (summer after graduation) welcoming them to alumni status and encouraging them to provide updated contact information with the Alumni Office / website.

Admissions

- Re-engage with admissions office to understand their needs from the board

Greg Wilde:

National Day of Service

We had 13 locations with 250 alumni participating. Site coordinators were not identified for some sites until 4-6 weeks out from the event creating a very compressed time frame to organize the event. Our response will be to have all sites and site coordinators identified at least 90 days out from future events.

- feedback was inconsistent to all parties - participants, site coordinators and Alumni board committee. We need to strengthen the process of sending feedback to all parties - emails to participants with a thank you as well as a roll up of what all sites efforts represent, results of feedback surveys shared with the respective site coordinator and with the service day committee.

- it was recommended that Drake send a wrap up email to all who participated now with a summary of the 2011 event and a Save The Date reminder for our 2012 event

DU Good Day is set for September 29, 2012

- Sites, with coordinators, identified by June 30, 2012
- General theme for 2012, each site coordinator with identify their volunteer project based on community needs & volunteer
- Committee members will each be assigned several site coordinators to work and provide support/mentoring as the projects are identified & organized

- Use DU Good Day name with Drake marketing to add a link to the phrase to identify with Drake—Drake giving back
- Several projects for larger cities
- Order children's t-shirts

Joe Aiello: Shared his experience of first year send off-50 people participating and the benefits of hosting this event. We will invite Laura Linn and some of the admission counselors to the April meeting

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

- April-need to elect new officers for all committees
- Elect new President
- Joe becomes Chair and liaison with BOT and NAB as of June 1

Nominations are open until March 1 and a slate will be presented to the board the end of March and will be voted on at the April meeting. We are looking for engaged, loyal alums, if you have any suggestions please share the names with Joe and or Blake. Remember that being a member of the board is a privilege, a reward for being loyal alum. As of current we have 37 members and are limited to 42 per our constitution. The committees were asked to think about a perfect number for their committees. We have 14 members up for renewal or retirement from the board. If you are up for renewal we ask that you reflect on your ability and desire to participate in the meetings. Self nominations are encouraged. As a member of the NAB you have the responsibility to support activities in your own area and if you have a RAB your participation is required. As a member of the advisory board you are expected to make all 3 meetings per year

It was agreed to have the directory with a photo of each individual on the website as well as at each board meeting.

Sam Pritchard: shared how the Iowa caucus and debate affected the Drake campus. As chair of the ad hoc committee he invited Josh Romney to campus for pancakes and politics held the morning of the debate, giving students one on one interaction. 1,200 students participated in an online straw poll.

Strategic Plan: Reviewed the 5 strategic goals & objectives

Enhance student/alumni relations:

- Find opportunity to connect student with alumni
- Board should be the face for the alumni scholarship
- Connect young alumni should be one of our objectives
- Concerned about 6% of the National Alumni Scholars giving back to Drake-how do we personalize this award. Ultimate goal is to have NAS endowed.
- Ask scholar how they plan to give back to Drake, to pay it forward
- Invite current scholars to socialize after one of our board meetings
- Do a survey every 2 years
- Keeping traditions alive; did a 2 year run on books and would like the board to consider the challenge to raise money for the publication of the books. Cost \$15,000 for 3,500 books
- Students interact with the RAB
- Need to be aware of student interns in various cities and pass this information along to the board & alums

Recognition:

- Liz is working to develop a close relationship with the colleges to be aware of college recognition. The alumni office needs to know when an alum is visiting campus
- When the scholars are selected, the Alumni Board should write each of them a personal note
- Recognize individuals that give of their time & talent
- Alums like to hear of other alums accomplishments
- Personal thank you notes to volunteers and donors

Establish Vibrant Networks:

- Suggest names for the RAB's
- Would like to see the RAB take the lead in their city, to plan the event and come to us for support
- Regular communication is of utmost importance

Programming:

- Pilot day of service
- Develop program relating to the various life cycles
- Partnering for new reunion program
- How to increase participation at local events
- Need consistency of events
- Webinar is a valuable component (gotomeeting.com)
- Need to know about events ahead of time with a project time line and expectations
- Challenge is to come back with a 2 year plan and how it would look
- Not an event committee, have consistency in programming

Networking and Programming should join forces to make the webinar happen-identify speakers

Holly Worthy talked about social media: A relays website has been created, a one stop shop for people to visit and find all information needed for the time they are in Des Moines. She would like the website to be more of a destination for alums with stories of interest about fellow alums.

**National Alumni Board Meeting: April 27, 2012
October 5-6, 2012**

Alumni Awards Reception: April 26, 2012