

Drake National Alumni Board Minutes
April 26, 2019
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; Norah Carroll, JO'11, AS'11; Kris Covi, AS'95; John Farmer, AS'92; Drew Gulley, AS'05; Brian Harms, AS'89; Sally Holmberg, ED'63, GR'83, GR'94; John Miller, BN'82; Brian Reisetter, PH'85, GR'87; Laurel Rundle, JO'91; Jeff Seaman, BN'03; Nikki Syverson, JO'03; Annelise Tarnowski, JO'15; Jennifer Tran-Johnson, AS'06

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; Keesha Ward, Assistant Director of Alumni Relations

Executive Session

Welcome & Call to Order – John Miller

Board of Trustees Update – Emily Abbas, NAB Chair

- Emily started the meeting by providing a few updates from the Board of Trustees. She shared the focus on enrollment and cost control, as well as input on how to prioritize the “big ideas” that are being considered.

Recognize Departing Board Members – John Miller

- Erica Axiotis is departing after completing her third and final term. Erica made comments thanking the board.
- Tiffany Tauscheck is departing after completing her third and final term. Tiffany was unable to attend the meeting.
- Amy Ohde is stepping away from the board due to career and family commitments but hopes to re-join at some point in the future.

Introduction of New President

- Martha Capps was nominated and approved as the next President of the National Alumni Board.
- Martha made some initial comments:
 - She had a fabulous Drake experience as a student but really didn't take advantage of all that Drake had to offer.
 - She re-engaged when her daughter Ellen came to Drake and learned how much she had 'left on the table.'
 - Since then she has been involved with the Parent Board, the Twin Cities RAB and the NAB. She is honored to now continue leaning in as the NAB president.
 - The NAB is on a good path with a solid foundation. She sees two areas the board

can continue to grow.

- Technology – alumni webinars/podcasts, mentoring digital platforms, more personalized digital communications
- One-on-one – Each member can recruit two new students, hold a dinner for un-engaged alums in their area and help update Drake’s database
- She would like to hear from the board membership with thoughts and ideas and work together and continue to help strengthen Drake. Thank you.

Discussion of New Members – Steve Berry, Recognition/Nominating Committee Chair

- The board nominated and approved Drew Engebrecht BN’02 as a new member starting at the Fall 2019 meeting. Drew is an Account Executive at Holmes Murphy and has been deeply involved in the Des Moines community thru a variety of volunteer work and board service
- With the stated goal of maintaining a board size of (26-28) Andy Verlengia and the Recognition/Nominating committee will look to identify (1) additional member to join the board for the Fall 2019 meeting.
- Andy Verlengia discussed the creation of LGBTQ+ and Black/African American Alumni Communities. Their respective presidents will attend NAB meetings as ex-officio members, similar to the Central Iowa Regional Alumni Board president.

Big Ideas Update – John Miller

- Originally (54) submissions, (50) accepted.
- Ideas scored by cross section of Big Ideas committee and divided into (7) concepts
- Theme placed into quadrant signaling bold/conventional, external/internal
- Common themes rose to the top and several had similar foundation. Board is being updated and the Big Ideas committee will present a handful of their recommendations for the board’s consideration.

Alumni Relations Update – Andy Verlengia, Director of Alumni Relations

- **Staffing**
 - Currently (2) Administrative Positions Vacant since early March
 - Hoping to post the positions and hire replacements over the summer
 - Assistant Director position was open from September – January
 - Proud of the work the team has done with limited staff, continuing to move initiatives forward.
- **Alumni Engagement Score**
 - As of January 2019, (23.4%) of our alumni are either highly engaged, very engaged, or engaged (#1-3)
 - Faculty/Staff Reporting Tool
 - Admissions Letter Writing Campaign – Increased attention on volunteer activities
 - Increased focus on volunteering in FY20
- **Admissions Support**

- Executed 3rd Alumni Letter writing campaign to admitted students, which sent handwritten letters to over (1,200) students from (123) alumni volunteers.
- Supported (21) Admitted Student Parties, finding alumni hosts and attendees
- Supported (2) National Alumni Scholar weekends including (45) alumni volunteers
- Refer a Bulldog Program / Web Link
- 1st Year Sendoff support and Legacy Breakfasts
- **RAB's**
 - Supporting Regional Alumni Boards in (11) cities, newly established Dallas RAB
 - Executing signature programs including DU Good Day, Drake's national day of service, and the award winning Let's DU Lunch speakers' series currently in its 21st year. Let's DU Breakfast in Minnesota etc.
- **Programming Highlights**
 - Completed preparations for annual 50/60 reunion over Relays.
 - Attendance has doubled from two years ago and we will welcome (117) alumni and Guests to campus
 - Programming in association with The Drake Relays including affinity reunions, National Alumni Awards, 50/60-year reunion, young alumni brunch, and All-Alumni Tent Party.
 - **Relays App** – Alumni Events & Notifications
 - Organizing outreach to diverse alumni populations including establishment of Black/African American and LGBTQ+ Alumni Communities & Reunions
 - Held initial Black/African American alumni Happy Hour in downtown Des Moines
 - Focused on increased interaction and content on the Black/African American Facebook page
 - Held multi-cultural panel which invited (6) alumni of color to speak with current students around race and their Drake experience (SAA Event)
- **Communications & Marketing**
 - Created/Distributed 2nd Issue of Blue Alumni Insider (Formally Magazine)
 - Re-design of website ongoing (Hoping for early summer completion)
 - Increased social media presence
 - Looking to continue tightening messaging across platforms and driving alumni behavior. Example of Farmer story and Referral program.

All-In Update/Annual Fund Update – Pam Pepper, Assistant VP of University Advancement

- **All In**
 - Pam thanked the board for all their help during All In.
 - Results from this year are \$517,434 from 1,680 donors
 - Pam shared the results for all 6 years of the All In (24 hour giving campaign):

ALL IN TOTALS	2014	2015	2016	2017	2018	2019
Dollars Raised	\$53,972.54	\$93,100.43	\$89,277.74	\$150,885.66	\$282,261.95	\$517,434.00
Number of Donors	312	280	433	852	1,250	1,680

- We are thrilled with the results.
 - She also shared there were 390 students' gifts totaling \$3,197.40
 - Pam and Andy then announced the winners for the NAB Top Ambassadors. They were:
 - 1st - Jenny Tran Johnson with 14 donations
 - 2nd - Tim Coonan with 8 donations
 - 3rd - David Beall with 7 donations
 - Pam shared that the Ambassador program was really implemented fully this year. There were 503 gifts for \$42,260.66 from Ambassador contacts!
 - All In is a social media campaign. She shared the following statistics.
 - During the week of All In (April 1-5), the Alumni social channels (Facebook, Twitter, Instagram) served as "home base" for All In.
 - The channels generated 322,600 impressions (68.2% increase over the previous five days) and 5,873 engagements (263.9% increase over the previous five days). (The previous five days represents a period of "normal" activity.)
 - Additionally, there were 12,422 video views during the week.
 - All In was also promoted heavily across University-owned channels (the main University page, Student Alumni Association, schools/colleges, Athletics, etc.), generating additional traffic, impressions, and engagement. User-generated content was also a key component of social activity during All In. Drake supporters promoted the University and the giving challenge through original posts broadcast to their networks.
 - What Pam didn't share at the meeting but wanted to clarify now is how grateful she was to the four cities that had events during All In (Des Moines, Chicago, Minneapolis & Kansas City). We were thrilled with these events happening during the event. Thanks to those who helped coordinate and to those who attended.
- **Annual Giving update**
 - Pam also provided an update on where we are at in regard to overall giving. The fund "Where Needed Most" – the purest form of unrestricted giving has a goal this year of \$2,250,000. As of 4/24/19, there was \$1,686,698.44 raised to date.
 - Pam then thanked all the board members who have given already. We greatly appreciate your support. She handed out a notecard to all board members to either thank them for their gift or to ask them to continue their support before year end, June 30. If anyone has any questions, they can reach out to Pam at 515.271.4558 or pam.pepper@drake.edu

Admissions Update – Anne Kremer, Dean of Admissions

- Team has been utilizing prospective student engagement scores and data to really follow up with students to see what they need and ensure messaging has appropriately targeted them to meet them where they're at in the process.
- Team has utilized every Saturday or opportunity possible to meet students in their territories (academics too) and or host programs on campus. They even welcomed potential students to campus during Relays.
- Increase in National Alumni Scholar Commits, up by (130) to date
- Overall numbers continue to be strong and are well ahead of last year.
- The process does not end on May 1st, the team will continue working on transfer students and late deposits while ensuring limited summer melt
- Appreciate those that hosted/attended Admitted Student parties in January/February. There were more held this year than ever before, and this continues to be a unique program and differentiator from other peer institutions.

Committee Summer Planning/Next Steps

- No committee report outs due to compressed schedule

SAA Update – Lauren Kennon, Student Alumni Association President

- Presentation Attached
- Introduced past SAA President Ashley Blazek
 - Ashley thanked NAB for their support during her tenure
 - Ashley is graduating in May and has been selected as one a record (5) Fulbright Scholars from Drake. Ashley has been assigned as an English teaching assistantship in Malaysia for the 2019-2020 Academic Year.
 - News Release: <https://news.drake.edu/2019/04/18/drake-university-produces-five-fulbright-finalists-sets-new-university-record/>

Closing Comments – John Miller

- John made his final comments as NAB president; he will start his term as NAB Chair serving for two years on the Board of Trustees beginning in Fall 2019.
 - “It has been an honor to serve as NAB president the past 3yrs. I have been fortunate to work with strong leaders on the executive committee, a very engaged and active group of Board members, and dedicated team from Alumni Relations throughout this tenure. While one rarely completes all the ideas you hope to, we certainly have as a body set a good path for Martha and you to continue and further develop. We have seen Andy join as Director of Alumni Relations and in 2 short years has stabilized his group while also working thru natural transitions. The Alumni Relations team personnel have a deep love for this University that transcends across all they do. Their reward is not necessarily their pay but the growth they see in students and the successes of the many Alumni events they plan and oversee. So much they do is unnoticed because

they pull them off without a hitch. Andy, Kim, Amelia, Keesha, Cathy...thank you again!

- We have found a good balance with the committees by aligning them with current priorities of the University. The Recognition committee continues to do a terrific job by improving the nomination process and choosing Alumni Award Winners. The outreach committee has again helped create the resources to attain a record-breaking All-In campaign and worked with Kim to build our mentorship program with SAA executive team members. The Programming committee has done an outstanding job supporting Amelia in developing stronger RAB's in our core locations. This is a very important role we all play and each of must be willing to participate in our local RAB's. Our 4th committee is Admissions and one that is most new to this Board. This group has developed a strong relationship with Anne Kremer and her team to initiate the letter writing campaign and get involved in many other pre enrollment activities to help increase our freshman classes.
- None of these successes could be achieved without the commitment each of you brings to this board. Whether coming from outside the area or from Des Moines I know you have given a tremendous amount of time treasure and talent. When you consider the activities of our committees, they are set up, so we interact with a Drake related person from the time they are 16-17yrs old (admissions) to student (outreach) to alumni (Programming) thru end of life (recognition). There is no other Drake Board like this one. To further empower your individual value, we are reducing the size of the board to 26 range from 32 to as many as 42. You have the ability and the directive from the University to be impactful. I encourage you to build on past achievements and help leverage Drake's reputation as a leading Midwest University."

Meeting Adjourns

Upcoming Alumni Board Meetings:

October 11-12, 2019

February 2019 – Date TBD

April 24, 2020