

**National Alumni Association Board of Directors  
Meeting Minutes  
October 3, 2009**

**Alumni Board Attendees:** Joe Aiello, Chris Anderson, Ann Anklam, Jonathan Azu, Peter Barber, Laurie Cory, Chris Day, Anne Driscoll, Jeremy Glenn, Janelle Holmes, Gary Johnson, Jill Johnson, Shawna Kasner-Hannam, Tamara Lair, Paul Miller, Max Miller, Loretta Sieman, Scott Stevens, Kent Stevens, Susan Stocum, Ted Thoms, Greg Wilde, Sherry Wilkinson  
**Teleconference:** VA Barber, Marisa Gift

**Drake Staff:** Jonathan Brendemuehl, John Brown, Betty David, Wendy Diekema, Debra Lukehart, Ashley Nichols, John Smith, Pam Pepper

**Welcome Message:** Blake Campbell thanked everyone in attendance and welcomed Marisa & VA via teleconference. He then introduced John Smith, Vice President of Alumni and Development.

**Campaign Update:** John Smith talked about how Drake was a tuition driven institution and didn't rely on endowments for our financial stability. Drake had a \$3 million dollar surplus last year and we were one of very few higher education institutions to give our faculty and staff a 3% raise. Drake is the known as a best kept secret but we need to share our story better so we can gain a bit more attention for what we do so well.

He mentioned Peter Barber and Bill Drury were asked what role the Alumni Board plays at Drake and that more would be expected of the board in the future.

**Marketing:** New Executive Director Debra Lukehart addressed the board and looks forward to working with the group. President Maxwell has given her two challenges to tackle:

1. The integrated communications message, what is Drakes core message to ever we need to be consistent and looking ahead is taking steps to make this happen.
2. Drake website needs attention

**Old Business:** Chris Anderson asked for a motion to approve the April meeting minutes, A Motion was made by Loretta Sieman with an unknown second. The minutes were voted on and approved.

**Annual Funds:** Pam Pepper shared total giving to date is over \$33 million in pledges, gifts, and qualified deferred commitments since June 1, 2007 towards the *distinctly* Drake campaign.

Peggy Fisher and Larry Stelter created a \$1.5 million endowed faculty chair for *Magazine Journalism*.

Fred Turner created *The Fred and Patty Turner Professorship in Jazz Studies* with a \$1 million gift.

Debbie and Ric Scripps pledged \$2.5 million to support the new school of education building project.

Bill and Nancy Longfield pledged \$1 million toward scholarship support for Drake's highest need students.

The phonathon students started calling our alumni and are getting many stories about the economy and their hardships. The students refer them to the Drake Professional and Career Development Center for help. Pam mentioned that  $\frac{3}{4}$  of total gifts come from our alumni and 10.8% of addressable alumni donate to Drake.

When looking at the statistics in your databook information, note that there are many different ways of figuring these amounts. It was noted that people from schools no longer in existence are not solicited (i.e. Divinity school).

In the 2007-2008 fiscal year Drake University implemented the Class Reunion Endowment beginning with the 25<sup>th</sup> anniversary of their graduation and every 5 years thereafter. Each endowment is bearing interest and the interest each year is directed to The Drake Fund; however, the principal endowment is never spent.

The total donations from Greek affiliation was requested and is as follows:

|                |              |
|----------------|--------------|
| Fiscal Year 09 | \$866,328.16 |
| Fiscal Year 08 | \$828,431.69 |
| Fiscal Year 07 | \$764,011.86 |

Please note that the purpose of the Greek Reunion was not fundraising-related.

Using the PURL Campaign, Drake solicited alumni out less than 15 years, and we can track the alumni to make their gift online and update their personal information. This year is a test for us and we are hoping to collect a lot of data and current information on our alumni.

**Student Recruitment and Relations Committee:** Shawna Kasner-Hannam reported for the group. She shared that in the past Drake did a send off to newly admitted students before they left home and that this was a successful event. This event, the First Year Sendoff, is held in the home of an alum or current parent. The admitted students, along with their parent were able to ask questions that they might still have in a personal setting. This program will launch in the summer of 2010 in the Twin Cities, Des Moines, St. Louis, Minneapolis, and Chicago as a pilot program. This will be similar to the Alumni Home Receptions but different because the student has already made the decision to attend Drake and is admitted. This is a wonderful opportunity for the Alumni Board to partner with the Parent Board as well as invite our alumni to participate in this program.

We have hired 8 Student Alumni Ambassadors for the alumni office with each individual working 5 hours per/week. Out of 70 students that were invited to apply for this position 35 applied and 17 well rounded active students were selected for interviews. We would like to connect this group of individuals to a board member for mentoring. We will start our selection at the end of this year for next year. Students will work on many projects including the traditions of Drake University.

Drake admitted 863 freshman students for the current school year with a retention rate of 89.6 %. Out of this number 70% were from outside Iowa and 89 students are legacy

students. Iowa is the 4<sup>th</sup> largest state for incoming students. Drake has joined the common application format, when they fill out the form it is automatically sent to the schools they choose. The students applying to Drake must also submit an essay.

On the night before the National Alumni Scholarship a spirit night is held, this would be a perfect time for the board to interact with the perspective students and their parents and everyone is urged to participate.

**Advancement:** Peter Barber said his committee visited about fundraising and phonathon and wondered how customized the approach is. Blake Campbell and Ashley Nichols will meet with Pam Pepper to invite Phonathon staff to attend a future meeting.

PURL was explained as a “personalized URL” website being implemented as a pilot program to better obtain the alumni current information and solicit gifts online in a personalized way. It is a tool with many possibilities for future use.

Janelle Holmes pointed out the opportunities to connect with families to create an early bond with Drake. We need to focus on more family friendly events for our Drake alums to participate in with their families thus creating the Drake relationship at an early age. Janelle and Loretta will work on details of sponsoring family friendly events.

Our last alumni survey was in 2007 and we will again do a survey in 2010. A sub committee to examine the survey results will consist of Jill Johnson, Max Miller, Ted Thoms, and Laurie Cory.

**Programming:** The Alumni Board will focus on a Drake National Day of Service and connect all Drake alumni through service and volunteering in their area in the name of Drake. Our goal is to have this in place by 2011. We will launch this program next year in 6-8 key cities as a test. We will hold this to Drake’s mission statement. This is a great way to connect with other alumni in the own cities.

The alumni office is partnering with the College of Business on events in Minneapolis and in Chicago with 5 minute speed networking for current Drake students and alums. Over 100 alumni and 120 students are expected to participate.

The Alumni Awards presentation was discussed regarding moving this event to Thursday, April 22 during relays week and having a cocktail reception from 5-7pm in the Cowles Library Reading Room. Since many boards are meeting at this time, the alumni board will invite the Board of Trustees, National Advisory Councils, Dean’s Cabinet, Presidents Cabinet and the winners and their families to attend the event. We could give them VIP treatment, with relays tickets, lunch with the board etc. The Alumni board must find an intimate way to sponsor this event.

Scott Stevens is head of the selection committee that reviews the nominations for the Alumni Award winners. We need to solicit nominations in Oct., & Nov. so in December the committee can meet to start the selection process. Jill Johnson, Max Miller, Loretta Sieman, Greg Wilde, Jonathan Azu and Joe Aiello expressed interest to be a part of this committee. The nomination form is online in PDF format.

**BOT Report:** Chris Anderson shared that Don Fletcher, President of the Board of Trustees is now adding her to their agenda and that a proposed by-law change is in the works for the Alumni Board chair to attend the BOT meetings on behalf of the Alumni Board starting the fall of 2010. This will allow the Alumni Board President to attend all alumni board meetings.

The board discussed the current curriculum review happening on campus and led by faculty and staff.

Chris shared the Alumni Operations plan with the board and the Alumni Board succession plan. It was shared that Joe Aiello would serve as the next Board President beginning June 2010.

The 2010 Admissions goal is 870 freshman students and 175 transfer students with an ACT of 26.8 and GPA of 3.75.

She noted that we had a balanced budget for the last fiscal year with a surplus of \$6million.

**Affinity Programs:** Blake told of our current affinity partners, Grad Med Insurance, Bank of America, the Travel Program and Diploma Frames.

He shared information regarding another service opportunity to offer our alumni: insurance benefits. Nationwide Insurance and Liberty Mutual both did a presentation to the alumni staff. Drake alumni would be given discounts on the majority of their insurance needs based on their affiliation with Drake University. If you are a current customer of you would qualify for this discount. For all new customers Drake would receive a percentage to be used on alumni programming. An ad hoc committee was formed of Greg Wilde, Tammy Lair and Jeremy Glenn to further research the two companies.

**By-Law Changes:** The executive committee discussed attendance at alumni board meetings and came to a mutual agreement for the wording to be changed in Article 11, section 6, please refer to your hand-out. We will vote on this revision prior to the January meeting. This revision will align us with the Board of Trustees attendance requirements.

**Operations Plan:** Blake shared thoughts regarding the alumni operations plan as follows:

- 1) Local and Regional event must have a strategic goal.
- 2) How do we engage alumni to attend an event for the first time?
- 3) We will send a party in a box for all events
- 4) Need to better document visits/interactions with alumni
- 5) Using Qualtrics for post event surveys
- 6) It was suggested that we select a family of the year and recognize them at one of the games and give them prime seats to the event.

**BOT Report:** Chris Anderson shared a campaign update, stating that the campaign will be extended and last for a total of 7 years. The public phase will begin in Oct. 2010. President Maxwell has extended his contract to complete the campaign. Chris would like to state at the next BOT meeting that the Alumni Board has a 100% participation rate in giving to the Drake Fund. It was noted that the *Distinctly Drake Campaign* expects 20% of the total goal or \$40 million to be donated from the BOT.

Key action items for the BOT were to

1. Maintain urgency
2. President Maxwell to focus on strategy,
3. Refocus of the Development leadership staff including John Smith and Diane Caldbeck
4. Shift major gift officers to territories of regions now to work with all alumni,
5. Amend campaign to 7 years

Pam Pepper stated that Annual Funds is \$144,000 behind schedule for the current fiscal year with a goal of \$3.6 million.

Future National Alumni Board Meeting Dates:

January 29<sup>th</sup> and 30<sup>th</sup>, 2010

April 23<sup>rd</sup> and 24<sup>th</sup>, 2010