

**Drake National Alumni Association Board**  
**Meeting Minutes**  
**September 30, 2006**

**Members present:** Teresa Abney, Future Alumni Network (FAN); Joe Aiello; Chris Lore Anderson; Peter Barber; Roger Buss; Holly Morrison Dierks, Vice President for Student Recruitment; Bill Drury, President; Danielle Foster-Smith; Kristin Crowley Hennenfent; Nick Hugunin; Mike Huston; Pam Hanks Kenyon; Patty Kumbera; Doug Mertz; Nancy Nichols; Dave Schulte; Jane Stampe, Vice President for Advancement; Valerie Warnsby

**Staff:** Barb Dietrich Boose, John Brown, Dot Johnson, Pam Pepper, Emily Smith, Kelli Turner

The meeting was called to order at 9 a.m.

**Bill Drury, President, Drake National Alumni Association:**  
**Welcome and Introductions**

President Drury opened the meeting and expressed pleasure at the number of Alumni Board members present. He talked about his and his family's connections to Drake, mentioning that eight members of his family have Drake degrees. New members Joe Aiello, Peter Barber and Roger Buss were introduced. Bill asked everyone to introduce themselves and talk about what they think distinguishes Drake. Factors cited included relationships and lifelong friendships; Drake's focus on teaching; leadership and service opportunities; a passion for education and community; the high quality of education and teaching; personal connections with professors; small class sizes; networking; lifelong learning opportunities (e.g., the Ray Society); mentors; broad experiences; student and family support; and professional assistance.

Minutes from the May 13, 2006, Alumni Board meeting were approved.

**Sue Wright, Associate Provost: Self-Study and Accreditation Process**

Dr. Wright explained that accreditation is performed by non-governmental private agencies for an institution every 10 years. Six regional associations accredit institutions: the Higher Learning Commission of North Central Region, which accredits Drake; Middle States, New England, Northwest, Southern, and Western. Institutional accreditation is based on a critical self-assessment and evaluation by an institution. The entire University is being reviewed for accreditation in the context of Drake's mission and how we're achieving it.

Peer review involves an evaluation of an institution's formal education activities, financial stability, organizational effectiveness, and organizational constituencies in relation to all criteria. Accreditation is important to qualify for federal student financial aid support and conform to the requirement of most professional accreditation

organizations that programs be at an accredited institution. Accreditation is necessary for Drake to recruit students and faculty.

Dr. Wright noted that in recent years accreditation has become more open and more rigorous. It requires evidence and measures of what students are learning. It is outcome-based rather than input-based.

Accreditation also is useful to the institution in assessing structures, processes and accomplishments in relation to the institution's mission and the integrity of this university. The organization's allocation of resources and its processes for evaluation and planning demonstrate its capacity to fulfill its mission, improve the quality of its education, and respond to future challenges and opportunities.

Dr. Wright emphasized the need for all Drake constituents, including parents, to be knowledgeable about and involved in the accreditation process. The accreditation site team will visit campus February 4-6, 2008. Team members will meet with the University president and provost and will inform them then whether they will recommend Drake for accreditation, highlighting the institution's strengths and weaknesses. A formal written report will be provided in the following three months. Drake will have the opportunity to dispute the team's findings.

Individuals with questions or comments can contact Dr. Wright at [susan.wright@drake.edu](mailto:susan.wright@drake.edu).

**Diane Caldbeck, Associate Vice President, Alumni & Development:**  
**University Update**

Diane highlighted her long involvement with Drake, beginning as a Drake student and 1972 graduate. Her husband, Bill, and their three children are Drake graduates. Diane has worked at Drake in different capacities for 17 years.

She referenced the recent leadership change in Institutional Advancement but assured Alumni Board members our level of stability has not changed. John Smith, director of development, Barb Dietrich Boose, director of alumni and parent programs, and Diane currently are functioning as a "triumvirate"; all three have a deep affection for the University and bring their combined knowledge to the task. Diane added that the University will appoint a vice president for Institutional Advancement. The Marketing and Communications staff now report to President Maxwell. For now, Institutional Advancement is known as Alumni and Development, but still is Drake's external arm. Alumni Board members support the department by being its sounding board and public representatives.

Diane noted that nationally in higher education, there is compelling evidence that students are not prepared for life after graduation. However, Drake is well prepared and positioned to help address the issue. Fall enrollment is up, Drake has a more diverse student population than in the past, and enrollment of international students also is up.

Diane said Drake concluded its last major fundraising campaign, which raised \$190 million, in 2002. We need to raise \$3.2 million this year in the Annual Fund. The Board of Trustees is considering the possibility of undertaking a comprehensive campaign. This would help us meet institutional needs, build excitement and enthusiasm for Drake, and build its base of supporters. The Board plans to hire a consultant to conduct a feasibility study exploring the possibility of a campaign.

In response to a question about the purpose of a campaign, Diane explained Drake now has an endowment of \$135 million. The University annually spends \$35 million of institutional funds on scholarships in order to get the best and brightest students; those funds can't be spent on other purposes. Drake needs to greatly increase its endowment to be competitive. It needs more resources for endowed professorships to attract outstanding faculty. Drake now has only one fully funded endowed faculty chair.

Diane emphasized the importance of the support of Drake's boards. The results of the feasibility study, as well as visits with alumni and corporations, will determine if a campaign can be successful.

**Debra Wiley, Coordinator, Professional and Career Development Services**

**Kelli Turner, Assistant Director, Alumni and Parent Programs**

Drake's new online database, Career bluePrint, is a great resource for on-campus recruiting, career fairs, and job and resumé postings. Debra and her colleagues are working with Alumni and Parent Programs to develop and promote bluePrint as a tool to connect students with alumni who are willing to serve as career mentors.

Debra noted the numerous job listings students and alumni can view on bluePrint through USAJobs, which are primarily government jobs, and Careerbuilder.com, which is a national database of postings. Students and alumni can upload multiple versions of their resúmes and cover letters and submit them to employers of interest. Employers that post positions on the database also may upload information about their organizations. Drake uses the database to schedule student interviews with employers who want to come to campus to recruit.

Both employers and students have commented favorably about bluePrint since it was implemented in June 2006.

Debra invited Board members to contact her with questions, concerns and suggestions at [debra.wiley@drake.edu](mailto:debra.wiley@drake.edu).

Kelli praised the alumni office's partnership with Career Services and noted the staff will work with the Marketing and Communications Office to promote bluePrint to alumni.

**It is very important that all Drake National Alumni Board members register as mentors via bluePrint.**

Ideally, all 55,000 of Drake's alumni will register to be mentors to students.

Registering is a two-step process: First, the individual registers from the Drake alumni website, [www.drake.edu/alumni/](http://www.drake.edu/alumni/), using the left-hand link “Career Network.” From that page, click on the link under the subhead “Be A Mentor!” After the individual registers for a new account, he/she will then receive a username and password. Next, the individual sets up a profile with contact and work information and preferences on specifically how he or she wants to mentor students.

**Jacqui DiGiacinto, Director, Corporate & Government Relations:**

**Hubbell Project and Streetscape Effort, Drake Neighborhood**

Drake has partnered with Hubbell Realty on a \$35 million construction project at 30<sup>th</sup> Street and Carpenter Avenue that involves three five-story buildings: one to house Law and PharmD graduate students, and two to house upperclass students. The development also will create 7,000 feet of retail space for street-level neighborhood businesses. The city of Des Moines has given the University all rights to Carpenter Avenue.

The retail operations of the project will initiate new growth in the Drake area. Retail options under consideration are a hair and/or tanning salon, convenience store, coffee house and restaurant. The Drake student government has hosted sessions for students to give input retail ideas. Drake is adamant against having a bar in the development.

Students living in these facilities will be considered off campus. The buildings will be managed by Hubbell Realty but will accept only Drake students. The location of the project will bring students living off campus and in the suburbs back to the area surrounding Drake. The three buildings will accommodate approximately 485 students.

Jacqui also noted that renovation of the Quads will start next summer.

The Streetscape Project reflects Drake’s great partnerships with the Drake Area Business Association, the Drake Neighborhood Association, and the city. The city of Des Moines recently hired Genus Landscape Architects in conjunction with Kirkham Michael Engineering to develop a concept plan for Drake area streetscape improvements. The plan’s purpose is to better integrate Drake with the Drake neighborhood and surrounding commercial areas, while enhancing the neighborhood's identity and sense of place. Federal, city, county, and Department of Transportation funding is being sought. The project will start October 1.

Jacqui said the area farther east of campus is on Drake’s “radar screen.” She invited Alumni Board members to contact her with questions or suggestions at [jacqui.digiacinto@drake.edu](mailto:jacqui.digiacinto@drake.edu).

**Alumni Board Role and Opportunities in Student Recruitment**

**Holly Morrison Dierks, Vice President, Student Recruitment**

**Emily Smith, Assistant Director, Alumni & Parent Programs**

**Andrea Locke, Assistant Director, Alumni Admission Relations**

Andrea Klocke presented the Alumni Board with updates from the Admissions Office. A full report on student recruitment was included in the Board meeting folders. The

Admissions and Alumni and Development staffs are developing a great partnership. The entering class this fall was the fourth-largest first-year class and the largest transfer class in 10 years. Most notably, Drake achieved a milestone 4,000 first-year student applications, the highest number of applications in the past 25 years. Students are typically applying to five to 10 schools before making their final decision.

Drake welcomed a total of 781 entering first-year students this fall, which was slightly down from the previous year of 809 new students. This slight decrease is primarily due to the cap of 150 on the number of new entering pharmacy students. Transfer students numbered 154, up 29 from last year, which made total new student enrollment slightly higher than last year's.

Academically, the entering class is impressive, with an average entering cumulative grade point average of 3.67 and average ACT test scores of 26. In addition, 72 percent of the entering first-year students are in the top 25 percent of their high school graduating class, and 93 percent are in the top half.

Retention of first-year students also has increased. This fall, 88.1 percent of last year's first-year students returned for their second year. This statistic represents a 7 percent increase in the past seven years and the positive effect that recent changes in curriculum, housing, programming and advising have had on new students.

Visiting campuses is an essential step in a student's college search. Students typically apply to five to 10 schools before making their final decision. Drake aims to offer individual visits and group visits and, during visits, allows students to interact with current students, faculty and staff. Campus visits are designed to represent the high-quality of the Drake experience.

Staff asked Alumni Board members to encourage prospective students to visit the campus. They can arrange their visit by calling the Office of Admission or visiting the University website at [choose.drake.edu](http://choose.drake.edu).

An increased number of prospective students attended alumni home receptions last year. These important events enable both prospective students and their families to gain perspectives on Drake from alumni hosts and guests. Drake is working to plan 18 home receptions this year across the United States.

Alumni involvement is also important for college fairs. Drake provides alumni volunteers with materials and training to equip them to represent Drake at these fairs. To date, 10 alumni are scheduled for this year's college fairs, but these opportunities can sometimes come up quickly so it's very helpful to have a group of alumni ready to help.

Alumni can also refer students they know to Drake by visiting the alumni website and clicking on the right-hand link "Recruit a Student." A form will pop up that asks for basic contact information about the student.

Prospective admitted students also can request to receive a call from alumni to gain better perspectives about the University. These contacts are coordinated by geographic area.

Alumni Profile Request: Marketing coordinates this program. Alumni profiles are posted on the website. We are looking for specific alumni who have been professionally successful and had a good experience at Drake.

National Alumni Scholarships: This is really a great program. We have had a record number of students participating, 287 this year. This involves a two day weekend for qualified students to come to campus and undergo an interview process. Sixteen scholarships are offered, with 14 students being accepted this year.

Recruitment Interest Form: please fill out the Student Recruitment Interest Form while you are here and Andrea will follow through with you.

### **Task Force Discussion**

At the request of Alumni Board President Bill Drury, staff seek board members to serve on three project-specific task forces that will report to the Board: Technology, to be chaired by Jane Stampe; Career Networking, to be chaired by David Cunningham; and Campus Relations, to be chaired by Valerie Warnsby.

The task forces are intended to have a high impact over a relatively short timeframe. Bill emphasized the importance of their work and requested that a report from each task force chair be put on the agenda for the January 27 Alumni Board meeting.

Descriptions of and reports to-date from the task forces are attached to these minutes. NOTE: Schedules of the Career Networking Task Force members haven't permitted the task force to meet yet; however, staff of the Alumni and Professional and Career Development and Services offices continue to work together to promote the new Career bluePrint and encourage alumni to register as mentors to Drake students.

### **Pam Pepper, Director, Annual Fund Programs: Drake Annual Fund Update**

Pam worked in Drake's Annual Fund Office for three years in the early 1990s and has been in her current role at Drake for about a month. Goals for the Drake Fund (the annual fund) this year include raising a total of \$3.2 million and increasing membership in the Presidents Circle (donors of \$1,000 to the annual fund) to 800. James Collier, GR'70, has issued a challenge gift of matching all new and increased gifts to the Presidents Circle.

Many segmented fundraising mailings are in the works, and Drake's Phonathon students are calling alumni across the country asking for their support. The meeting folders included an Annual Fund Summary, which shows progress to date. Donations are running ahead of last year in total dollars and have reached 21 percent of the \$3.2 million goal.

**Laura Palmer, Assistant Director, Annual Funds: The Phonathon Program**

Drake's Phonathon students receive 10 hours of training and an hourly wage. This week, 46 callers raised more than \$4, 500. During fall semester 2005, the students raised about \$244,000. The average gift increased to \$106 from \$56 the previous year.

Laura introduced Student Phonathon supervisors Sarah Gilbert, a junior in her third year in Phonathon; Sean Searcey, a sophomore in his second year in Phonathon; and Holli Brown, also a sophomore in her second year in the program. Despite the challenges of asking alumni for money – they say “no” 80 percent of the time – and recruiting and retaining student callers, Phonathon students hope to raise \$400,000 dollars by May 31, 2007 with an average gift of at least \$100. Reminders are sent to alumni donors within seven to 10 days of their pledge.

After discussion, at the encouragement of Alumni Board Institutional Advancement Vice President Jane Stampe, Board members agreed to challenge the Phonathon students to raise \$250,000 by Dec. 6; as an incentive, all Board members will be asked to give \$25 above their annual fund gift to treat the students to dinner at a restaurant of their choice if they succeed.

(Postscript: By Dec. 5, Phonathon students reached the goal of motivating alumni to make gifts and pledges topping \$250,000; by Dec. 6, they'd raised \$265,583. They enjoyed dinner at Johnny's Steakhouse, compliments of the Alumni Board members.)

The Alumni Board meeting adjourned at 12:21 p.m.

**Next meetings:**

- Saturday, January 27, 2007, 9:00 a.m. – 2:00 p.m.
- Friday, May 11, 2007, 9 a.m. – 3 p.m.