

**Drake National Alumni Association Board of Directors  
Meeting Minutes  
October 6, 2007**

**Board Members present:** Bill Drury, President; Joe Aiello, Chris Lore Anderson, Erin Anderson, Peter Barber, Roger Buss, Holly Morrison Dierks, Anne Driscoll, Danielle Foster-Smith, Mike Huston, Adam Kaduce, Doug Mertz, Max Miller, Paul Miller, Scott Stevens, and Jane Stampe

**Alumni and Development Staff present:** Barb Dietrich Boose, John Brown, Emily Weaver, Stephenie Elliott Ovrom, and Betty See

**Guest Speakers:** Rod Henshaw, Dean of Cowles Library; Mark Stumme, Cowles staff

Board members and staff introduced themselves and noted their Drake academic major and graduation year.

**Dean Rod Henshaw and Mark Stumme, Cowles Library**

Dean Henshaw welcomed the Board and noted the high utilization of Cowles Library by individuals both in person and via the Internet. He described the library's mission of stewarding Drake's institutional history and memory in addition to its services to students and faculty, noting the Collier Heritage room and online heritage collections.

Dean Henshaw shared plans to add a Starbucks in the lower level of the library contracted through Sodexo, the on-campus food services company. Peter Barber expressed concern about allowing a brand name on the campus as this could lead to many other similar types of businesses pursuing visibility on campus. Dean Henshaw responded that he thought Starbucks was chosen given its relationship with Sodexo and current presence in Olmsted Center.

Dean Henshaw then introduced Mark Stumme, reference librarian and associate professor of librarianship, who said library staff are in the process of scanning all Drake Quax yearbooks from the 1890s through 1994, the last year the Quax was published, for the digital archives. He said he is a good source for all archival information, and Cowles Library staff member Bart Schmidt is a good resource for Drake archive photographs.

**Jessica Lang, First-Year Advisor, and Latasha Stiger, Campus Programming Director**

Barb said Drake has 924 first-year students this year, and two new first-year advisors were hired to help support these students. She then introduced Jessica Lang, AS'07, one of the first-year advisors along with Rickey Hunley, AS'05, and LaTasha Stiger, director of campus programming, to discuss their positions.

With offices located in Medbury Hall, Jessica said she and Rickey were hired to help advise all first-year students, to be available to listen to their concerns and make the transition from high school to college as smoothly as possible. She and Rickey have visited 39 of Drake's 50 first-year seminars – discussion-based courses of 20 or fewer

first-year students – and will continue to visit the classes as well as meet students in their residence halls. All students continue to have academic advisors; Jessica and Rickey help students deal with general problems, utilize campus resources, and learn to manage their time and activities. They strive to be accessible, easy-to-approach resources for students.

LaTasha shared that she reports to Sentwali Bakari, dean of students, and helps with student orientation programs, the Student Activities Board, Welcome Weekend for first-year students, Parents and Family Weekend, and other campus events. She also is the Multicultural Groups liaison.

Scott Stevens noted that Drake's first-year students might not even notice they're part of a larger-than-usual class, given Drake's efforts to anticipate their needs and ensure personal attention.

### **Bill Drury, Alumni Board President: Board of Trustees Update**

Bill shared that during its meeting on October 5, the Drake Board of Trustees had discussed the increased enrollment of first-year students and strategies for next fall's enrollment. He mentioned that Drake had a strong 87.5 percent retention rate in the fall of 2006 and that the first-year class's average grade-point average is 3.62 with an average ACT score of 26.2. Drake is rated fourth in academic quality by *U.S. News & World Report* and ranked in the top 50 schools by Kiplinger. With more student applications, Drake can increase its selectivity, which Bill said is exciting.

Drake is marketing itself beyond the Midwest, with admission staff increasing the number of high schools visited and traveling to Africa, Asia and throughout the United States to diversify the student population. Drake's student body currently is 11 percent minority. Staff also will concentrate on the Phoenix area, Texas, and the Northwest.

Holly Morrison Dierks mentioned that the admission office currently has three programs to be more visible in the middle schools: Gear Up Programs, summer camps, and a Martin Luther King Jr. event.

The Board of Trustees made a motion of intent to start a major fundraising campaign in support of endowment, capital, and annual fund initiatives. Bentz Whaley Flessner is working with Drake leaders to plan and implement the campaign. The tentative campaign goal is \$200 million, to be raised between June 1, 2007, and September 30, 2012. The effort will encompass three phases: 18 months in the nucleus phase with the intent to raise \$100 million; 18 months in the leadership phase to raise \$50 million; and 24 months in the public phase to raise \$50 million. The endowment will be a major component of the campaign. Drake endowment currently totals \$153 million, which is too low in the opinion of Drake administrators and trustees.

Participation among Drake alumni in the annual fund is only 17 percent, which indicates too few alumni give to the University and hurts Drake in the *U.S. News & World Report* rankings. Chris Anderson mentioned that several years ago each Alumni Board member sent a letter to 10 fellow alumni to remember Drake, and it was up to the Board member to cultivate these individuals over the years. Jane Stampe said that didn't work on a short-term basis, but it could pay off over several years. Alumni Board members suggested that

Alumni and Development Vice President John Smith, Associate Vice President Diane Caldbeck, and Pam Pepper, director of Annual Fund Programs, should hold a meeting to discuss various ways that the Board members could assist.

Pam described Drake's new Class Reunion Endowment program, unveiled this fall. Each year, 10 classes will be asked to establish a Class Reunion Endowment. Every year moving forward, the classes celebrating the 25<sup>th</sup>, 30<sup>th</sup>, 35<sup>th</sup>, 40<sup>th</sup>, 45<sup>th</sup>, 50<sup>th</sup>, 55<sup>th</sup>, 60<sup>th</sup>, 65<sup>th</sup>, and 70<sup>th</sup> anniversaries of their graduation years will be asked to consider a gift to its own Class Reunion Endowment.

An endowment fund will be created for each and every class and continue in perpetuity. The principal of each fund is never spent, but the interest earned will continue to support the daily operations of the University. Class Reunion Endowments can grow by gifts from classmates, undefined memorial gifts, and unrestricted bequests under \$25,000. Classes will be encouraged to make additional gifts at every five-year reunion interval.

**John Brown, Assistant Director of Alumni and Parent Programs, and Jeremy Sievers, Director of Web Communications: Alumni "blueView"**

John and Jeremy walked Board members through an overview of Alumni blueView, which has completed beta testing. Jeremy gave a demo of several of the channels that are powered by Banner and DUSIS, showing members how to update their individual profiles, search for classmates and create groups.

John and Jeremy also listed additional functionalities that the testers requested to make Alumni blueView a better toolkit for staying connected. Barb gave each Board member their blueView ID number so they could try it. While the system is still in pre-production, staff noted that any updates to profiles or donations made in blueView are for real, not a test.

blueView will be promoted via a letter and Alumni Association membership card, with blueView ID numbers, to Drake alumni in December. Drake's IT department and its "help desk" will be a resource for users. Eventually the public alumni website will become a general information site and all dynamic and detailed content will be moved to blueView.

**Chris Lore Anderson, Vice President for Programming**

Chris reviewed the Programming Committee's discussion about the challenges of creating regional chapters, as they require highly committed, self-directed alumni to take ownership as well as staff time and resources. Recent events for young alumni in central Iowa and Chicago have been successful and especially appreciated by 2007 graduates, many of whom told staff they were glad to be invited to events. Chris also announced that "congratulations" cards will be created and sent on behalf of the Alumni Board, one of the ideas proposed in the past year.

**Peter Barber, Vice President for Institutional Advancement**

Peter shared that there are 15 call spots and 24 students working for Drake's Phonathon, which is an increase. Phonathon callers are now the highest paid work-study students on

campus. Drake is checking into purchasing more phones to accommodate more student callers.

Board members discussed issuing a “challenge” to Phonathon students to raise \$250,000 by December 8 and a second challenge to raise \$400,000 by May. Each Board member would donate \$25 toward each challenge and have dinner with Phonathon students on Friday, January 25, 2008, in conjunction with the next Alumni Board meeting. Jane made the motion and Chris seconded in; all Board members were in favor.

Peter also mentioned that Drake should use *Blue* magazine for more communication and as a tool for fundraising. Jane said the University should share more stories of how alumni have contributed to Drake and how their gifts were used as an effective marketing tool.

**Emily Weaver, Assistant Director of Alumni and Parent Programs: Recruitment**

Deneen Dygert, AS’87, GR’96, associate director of admission, updated the Board on recruitment efforts and plans for next year’s first-year class, referring to the admission report in the Board’s meeting folder. While the reasons for this year’s large first-year class vary, admission staff say it is clear that alumni have an impact on recruitment by continuing to talk about Drake to prospective students they know personally and at college fairs and home receptions.

The Alumni Board can also benefit Drake by focusing on retention and working to build relationships with current students.

**Diane Caldbeck, Associate Vice President of Alumni and Development**

Diane noted plans for the campaign that Bill had described earlier. The Board of Trustees leadership group has been working closely with consultant Tom Grabau from Bentz Whaley Flessner to complete a feasibility study and plans, and in August Drake hired Lipman Hearne to help with the campaign’s “case” statement and other materials. Diane emphasized the importance that all Alumni Board members participate both in volunteering their leadership and providing financial support. She again noted that endowment is Drake’s essential need; the goal is to raise a minimum endowment of \$250 million.

Doug Mertz asked about the growth of the University relating to enrollment, and how hard Drake will have to work to continue achieving this high number of students. He encouraged Drake to not “curb being hot” in the higher education marketplace. Peter said that as our rankings increase, our margin of growth will also increase.

Diane shared staff news: Sarah Pritchard is Drake’s new senior advancement officer for the College of Business and Public Administration and School Journalism and Mass Communication starting on October 11. Paul Secord is the new director of development and will begin on October 15. Pam Pepper has been promoted to director of development operations and annual fund programs. Beth Cuddeback, senior advancement officer for the School of Education, Cowles Library, and the Donald V. Adams Leadership Institute, will leave the staff on October 12 to stay home with her new baby, Mia.

**Erin Anderson and Adam Kaduce, Future Alumni Network: Alumni Career Exchange**

Erin and Adam explained the Alumni Career Exchange (ACE) program, which pairs students with alumni for job shadowing opportunities in Chicago, Kansas City, and the Twin Cities during the holiday break and in central Iowa immediately after the break. The students noted they would appreciate Board members' willingness to pair up with a student who is interested in their career field. Student applications for ACE are being collected.

**Barb Dietrich Boose, Director of Alumni and Parent Programs: Board Goals**

Barb asked Board members to take the priorities and goal document and return feedback to her, via e-mail, mail or phone, by November 1. She suggested that Board members consider priorities and goals in the context of Drake's mission statement (on the document). She also noted that many of Drake's alumni activities are staff-driven and might not require Board members' involvement.

The Board will discuss priorities and goals at the January meeting.

**Thanks to Jane Stampe!**

Retiring Alumni Board member Jane Stampe, ED'70, was thanked by the board members and the staff for her nine years of service on the board, including her tenure as vice president for advancement. Jane has been a loyal, enthusiastic and invaluable leader on the board and among the Drake community.

**Next Alumni Board meeting will be held on Friday, January 25, with committee meetings tentatively scheduled to begin at 3:00 p.m.; dinner that evening with Phonathon students; and the full Board meeting on Saturday, January 26, from 9 a.m. to approximately 3 p.m.**