

**National Alumni Association Board of Directors  
Meeting Minutes  
April 24, 2009**

**Alumni Board Attendees:** Joe Aiello, Chris Anderson, VA Barber, Laurie Cory, Anne Driscoll, Danielle Foster-Smith, Jeremy Glenn, Gary Johnson, Jill Johnson, Doug Mertz, Paul Miller, Dennis Olson, David Schulte, Loretta Sieman, Scott Stevens, Kent Stevens

**Drake Staff:** Blake Campbell, John Brown, Betty See

**Welcome Message:** Blake Campbell thanked everyone in attendance then introduced Chrystal Stanley from Professional & Career Development Services who has been at Drake for nine years and in this position for four years.

Chrystal Stanley explained how they now centralize services in each college. They focus on professional career development rather than placement beginning with the freshman year. This builds with each job and internship that the student has over their four years at Drake. Career assessments are used to make career decisions based on interest, skills and values.

Professional & Career Development Services (PCDS) holds an all University Career Fair in February. The student must have a resume with them and be dressed appropriately to attend this event. They have 80-100 businesses attending this career fair.

Targeted fairs are also held for Pharmacy, Actuarial Science, Accounting/Finance and Government Services. They teach our students job search strategies, the value of networking. We have Career Blue Print, Drake's on-line job posting board of which 14,000 alumni and students are using this site. Their office helps them with resume/cover letter development; provide mock interviews and portfolio development for future use.

On the graduate/professional school level we provide strategies for program of choice at different schools. We provide instruction on the application process, references and personal statement development.

The accomplishment rate for:

Bachelor Degree Recipients	Graduate Degree Recipients
Arts & Sciences - 93%	
Business and Public Administration - 95%	95.3%
Pharmacy and Health Science-100%	100%
Education -83%	97.6% -masters & 100%-specialist
Journalism and Mass Communications-90%	100%

20-40% of the Drake students continue on to graduate school.

At graduation we have them fill out a form and 6 months later, we send them an email asking if they are working in their degree field and then follow up with a phone call. We have a 76% response rate for undergrads and a 87% response rate for graduate students. 57% of undergrads are actually employed in their major and 22% are attending graduate school.

It was suggested that Career Blue Print (our Alumni/Student Job Networking site) be posted to our LinkedIn message board. The board is interested in using Career Blue Print as a way of helping Drake students and graduates. Blake posed the question: What strategy do we use to get this information out to our alumni?

Career Blue Print was introduced 3 years ago to the students as well as our boards. Chrystal mentioned that the first year students used this site extensively. Employers contact PCDS staff to post their jobs and once registered they are able to post for life and are able to update their postings when needed. All employers registered on Career Blue Print are emailed regarding upcoming career fairs at Drake.

Part of the discussion focused on the difference between mentoring versus networking with students. Mentoring would be continual contact with the student and being committed to their success. Networking would be less of a commitment as you might be in contact with the individual a couple times. Chrystal would like to have Drake alumni come to campus and visit with the current students about jobs, the job market and what expectations might be.

Blake asked how we would formalize this in the Alumni office without becoming an employer for the students, especially in these tough economic times. We need to be more strategic moving forward.

John Brown and Blake Campbell went over a few of the program reviews from the alumni staff's retreat. We will need to determine what programs will remain by evaluating if they meet our goal. Programs will be much more closely aligned with the main tenets of Drake's mission: ***meaningful personal lives, professional accomplishments, and responsible global citizenship.***

Information was shared on the following current programs:

1. Affinity reunions verses cluster reunions

The affinity reunions are now in higher attendance, the African American Reunion in Chicago had 300 attendees and the Greek Reunion over 1600 attendees. Many board members like the cluster reunions. It was suggested that we consider doing decade reunions, with better communication to our alumni. We need to get the alums excited about returning to campus perhaps by featuring some of our current successful alumni. We need to engage the faculty in general with the reunion process, especially those that are alumni.

The MPA luncheon held a week ago was a great success with 80 in attendance. A survey was completed by the individuals asking for further suggestions. More outreach to our graduate program degree holders will be important.

2. Regional Outreach

We have a Central Iowa Chapter that does events in the Des Moines area; however, Des Moines is a hard group to tap into.

We have deans and staff (major gift officers) who travel to various areas to visit alumni. At this time we are considering planning events that are social, a family gathering or doing individual visits planned while in that particular region.

Our office will focus on doing events in major cities that are focused around already existing events (marathons, 4<sup>th</sup> of July celebrations, art festivals). Area Drake

alumni would be encouraged to piggy-back their social opportunities with that event.

3. Student Programming

The alumni office will begin a "Student Alumni Ambassador" program in Fall 2009. These students will be selected from campus leaders and organizations and carry out various duties related to our office.

They will attend alumni events regionally and help us host and greet alumni back to campus.

FAN (future alumni network) will no longer be in existence.

We will begin a new student alumni program that focuses on the traditions and history of the University as a way to resurrect our Student Alumni Association in the fall of 2010. This will help students become aware of the history of Drake. They will be given a book in their first year and utilize the book to track their experiences throughout their college experience.

The Alumni Office might consider doing a contest with our alumni to have them help us select the top 30-40 greatest Drake traditions. This book can also be made available to our alumni as they need to be the keepers of the Drake traditions.

**Programming Committee:** Joe Aiello introduced the event template that his committee composed for alumni use at all events. A motion was made by Chris Anderson to approve the template and it was 2<sup>nd</sup> by Loretta Sieman, then voted on and approved by the board. The next step is for the alumni office to implement this template. The alumni office will need to identify an individual in a city to host events for a 2 year period and host a social using the event format. It was suggested that they could piggy back on a cultural event that is already scheduled in their area.

**Old Business:** A motion was made by Anne Driscoll to approve the January meeting minutes and was 2<sup>nd</sup> by VA Barber and the minutes were voted on and approved.

**New Board Members:** Scott Stevens, our board secretary mentioned that the slate for solicitation of new board members for the fall meeting is in process and asked for volunteers in contacting potential board member. VA Barber, Loretta Sieman, Joe Aiello, Dennis Olson and Jill Johnson have volunteered to contact people on this slate and visit with them about serving on the National Alumni Board. They will be prepped before making these calls as to the expectations of the new members. We are still taking recommendations but would like to have the new members in place by June so they have time to plan for the fall meeting.

**BOT Report:** Chris Anderson shared a campaign update.

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:**

October 2<sup>nd</sup> and 3<sup>rd</sup>, 2009

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

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