

Drake National Alumni Association Board Meeting Minutes DRAFT January 27, 2007

Board Members present: Bill Drury, President; Joe Aiello, Chris Anderson, Peter Barber, Holly Dierks, Danielle Foster-Smith, Nick Hugunin, Mike Huston, Doug Mertz, Max Miller, Nancy Nichols, Jane Stampe, Scott Stevens, Valerie Warnsby

Alumni and Development Staff present: Dr. Donald Adams, Barb Dietrich Boose, John Brown, Diane Caldbeck, Blake Campbell, Dottie Johnson, Pam Pepper, John Smith, Kelli Turner, Emily Weaver

Guest Speakers: Dr. David Maxwell, University President; Rod Henshaw, Dean of Cowles Library; Brook Benschoter, Director of Marketing and Communication

The meeting started promptly at 9:00 a.m.

Bill Drury, President, Drake National Alumni Association Board: Welcome and Board of Trustees Report

Bill welcomed Board members to Drake and asked everyone to introduce themselves. He then talked about the Board of Trustees meeting the previous week, characterizing it as “very positive.” Bill described the “Seven Revolutions” presentation given to the trustees and the campus community by Erik Peterson, senior vice president of the Center for Strategic and International Studies, a nonprofit/nonpartisan think tank based in Washington, DC. As noted on its website, the Seven Revolutions is “an effort to promote strategic thinking on the long-term trends that too few leaders have the luxury to consider.”

In his analysis of the most significant global trends out to the year 2025 and beyond, Peterson characterized the future as “hyper peril,” but also “hyper promise.” Bill encouraged Alumni Board members to review the Seven Revolutions:

http://7revs.csis.org/sevenrevs_content.html

Bill also reported that during its January meeting the Board of Trustees approved budget assumptions and tuition recommendations. In a recent tuition comparison, Drake University Law School ranked 18th out of 20 similar Midwestern institutions in terms of expenses and value, and first in academic reputation. In undergraduate admissions, first-year applications have increased overall by 18.5 percent, with the largest growth in the College of Pharmacy and Health Sciences. The overall academic strength of the admitted pool is high: The average ACT score of applicants is 26.3, with an average ACT score of 29 among pharmacy admits; the average grade point average is 3.68; and average class rank is in the top 17 percent. Qualified applicants for Drake’s National Alumni Scholarship Program have increased 27.5 percent from last year’s number.

Drake also enrolled one of its largest minority and international new student classes last fall. Currently, 41 states and 21 countries are represented by Drake students.

Minutes of the Alumni Board's September meeting minutes were approved.

Rod Henshaw, Dean of Cowles Library: Library Update

Dean Henshaw welcomed the Alumni Board. He noted that a library should be a haven for dialogue, discourse, and democracy; that requires its space to be transformed over time to meet student needs and accommodate events. The Collier Heritage Room, in its first year, lets the library display traveling exhibits, show archival materials, and host events. Currently on display are the works of J. Ding Darling, past cartoonist for *The Des Moines Register*. Archival projects that will preserve the Drake's heritage continue to develop and are gaining momentum; digital archives are now being documented by a newly hired librarian. Archives include special collections that focus on aspects of Drake and Des Moines, including archives of the city's early history, the Drake Relays, former great Drake athlete Johnny Bright, and the history of Drake bands. These projects are interesting by and of themselves, but more significant are the technology and the ability of Drake faculty and staff to archive scholarly material for teaching and research.

Dean Henshaw noted that digital archiving efforts put Drake at the forefront of libraries in technology, providing a platform for managing and understanding information. Cowles has been nominated for an international award for its website. The library will receive a projected 1,000,000 connections to the website this academic year. In addition, entrance counts to the library have doubled over the last four years, with nearly 400,000 entrances to the library this year.

Upcoming library events, to be held in the Cowles Library Reading Room, are free and open to the public:

- Brian Duffy, *Des Moines Register* cartoonist, January 31, 7:00 p.m.
- Neenah Ellis, Drake alumnus, author and producer of public radio documentaries, March 27, 7:00 p.m.

Alumni Board Task Force Reports

John Brown, Assistant Director, Alumni and Development – Technology

John received feedback from three alumni – Craig Swan, Tamra Strentz, and Kate Rossi – on questions regarding the alumni website. Suggestions included de-cluttering certain pages, editing other pages to make them less text-heavy, and adding photographs and graphics. Drake staff now have the capability to post more photos and photo “albums” online. Alumni also want more information on regional events, which relates to the demand for such events; the current number offered; and communications about them.

Other ideas, including an online alumni directory, ways for alumni to update personal information in a more secure environment, support for affinity groups, and fun download items – such as sound files and desktop wallpapers – are on track to be parts of “blueView,” Drake's new password-protected online portal. Other issues still need to be resolved, such as appropriate and effective ways to use online communities like Facebook and MySpace to engage alumni.

Kelli Turner, Assistant Director, Alumni and Development – Career Networking

Kelli encouraged all Alumni Board members to register as mentors for students on Drake's new online career networking system, "bluePrint." This "Be a Mentor" program allows alumni to choose the specific ways they want to act as mentors. Kelli also noted that more than 100 companies will come to campus to participate in Drake's Internship and Career Fair this spring.

Valerie Warnsby, Task Force Chair – Campus Relations

Valerie reported that the task force identified the need for increased ways for students and alumni to interact. Per the task force's direction, student leaders were surveyed – with 85 responses – about their interest in interacting with alumni. Career planning and networking were ranked as of the greatest interest to respondents; they are interested in talking and job-shadowing with people who work in their career areas. A cadre of "life mentors" is also desired. Students would like to talk with alumni who were in their same Greek houses and other campus organizations, too. Valerie noted the need to build a consciousness among current students about the Office of Alumni and Development, and communicating to them the importance of continuing their relationship with Drake.

Student programming offered by the Alumni Office is being expanded this year to include an annual social event for sophomores and a first-year seminar reunion for juniors.

Comments and questions

Career networking:

- Have a kiosk on campus as a place for alumni to sign up for blueView's "Be a Mentor" program.
- Entice each Alumni Board member to get at least five fellow alumni to register as mentors, with a prize given to the person who signs up the most mentors.

Technology:

- Post more information about each Alumni Board member and the Alumni Board's work on the website.

Campus relations:

- While technology is important, posting information on walls of Drake's academic and residence buildings is still an effective way to get information out to students.

Bill Drury asked whether the Board's standing committees want to adopt the topics of the task forces. He also proposed creating a "spirit task force" to increase student and alumni pride and involvement. He suggested that this task force involve Drake President David Maxwell and Athletic Director Sandy Hatfield Club. At Valerie's suggestion, the Board agreed that efforts to increase spirit among students and alumni will be addressed by the Campus Relations Task Force. Further, Bill asked that the Technology Task Force continue its work, and that staff continue developing the career network and mentor program.

Brook Benschoter, Director of Marketing and Communications: blueView

Brooke updated the Alumni Board on blueView, the online portal project, and demonstrated the alumni portal, the sign-on process, and the opportunities alumni will have to customize the portal based upon their uses and interests. In the coming months, the Alumni Board will serve as a test group to use blueView and give feedback on needed changes and enhancements.

Alumni Board Committee Reports**Institutional Advancement Committee: Jane Stampe, Chair;****Pam Pepper, Director of Annual Fund Programs**

Board members were thanked for challenging the Drake Phonathon students, with dinner at a local restaurant, to raise \$250,000 by early December. To help motivate the students and thank them for their efforts during the spring semester, Jane requested that each Board member contribute another \$25 to be used to provide a second incentive – to be determined – for the Phonathon students. Jane also reminded members that Alumni Board bylaws require each member to make an annual gift to The Drake Fund. Ideally, this second \$25 Phonathon “challenge” gift would be in addition to that support.

Pam Pepper reviewed the Annual Fund report included in the meeting packets. The goal for The Drake Fund is \$3.2 million for this fiscal year, ending May 31, 2007; as of January 23, the amount of gifts and pledges total \$2,083,000, compared to \$1,819,211 on that date last year. Staff are working to ensure all pledges are fulfilled. December was a busy month for The Drake Fund, as shown by these comparisons:

- Gifts in December 2004 = \$576,473.99
- Gifts in December 2005 = \$622,279.63
- Gifts in December 2006 = \$700,979.30

Pam also described the new Class Reunion Endowment program. A Class Reunion Endowment (CRE) will be created for each class starting at the 25th anniversary of its graduation year. On that anniversary, members of the class will be asked to give a gift to The Drake Fund and an additional gift for their CRE. Classes will be solicited on five-year intervals from the 25th to the 70th anniversaries of their graduation years, regardless of whether the class is having a reunion party. An endowment account will be set up for each class at its 25th reunion. CRE money will be invested just like other endowment funds, with the same investment policies. The Development Office will track how much money is in each class' endowment; this total will be used to encourage additional gifts at every five-year interval.

A CRE can grow in several ways: via gifts from donors at the five-year intervals; with unrestricted memorial gifts on behalf of deceased class members; and in unrestricted bequests under \$25,000.

The Class Reunion Endowment program will provide an additional funding stream for The Drake Fund – which supports Drake's operating budget – through interest on the endowment. It will also “remove” memorial gifts and unrestricted bequests of up to \$25,000 from The Drake Fund, alleviating some fluctuation (i.e., The Drake Fund increases in a year when thousands of dollars in bequests or memorial gifts come in after

certain alumni pass away, but that raises the concern of who will provide such dollars the next year). Finally, each Drake class will “live on” in perpetuity via its endowment, creating a positive impact on the University and its students long after all members of the class are gone.

The CRE program will be highlighted in *Blue* magazine and set up during the 2007-2008 fiscal year.

The Alumni Board’s Advancement Committee will have a telephonic meeting in March to continue discussions on increasing alumni participation, fulfilling pledges, and promoting the CRE program.

Student Recruitment Committee: Holly Morrison Dierks, Chair

The Student Recruitment Committee discussed ways they and the Alumni Board can add more value to the student recruitment process. Regarding home receptions, members want to explore locations that will make it possible to connect students with successful alumni. Students are very interested in making these types of connections. Another idea is expanding and updating profiles of successful alumni on the admissions webpage. Per the suggestion of committee members, Emily Weaver, assistant director of alumni and parent programs, will work with the Admission Office to determine what is already being done in terms of student surveys and to see if it would be possible to include on any surveys questions from the Alumni Office.

Committee members discussed ways to showcase the National Alumni Scholarship program, such as in *Blue* magazine. Three hundred and eighty students met the requirement profile and are visiting Drake in February for National Alumni Scholarship Interview Days. The committee wants to follow the winning scholars from the beginning to the end of their Drake experience, highlight the talent represented by the National Alumni Scholarship applicant pool, and promote the contributions that these scholarship alumni go on to make to Drake.

Programming Committee: Chris Anderson, Chair

Ideas discussed by the committee include the following:

- Broaden the central Iowa alumni speaker series, “Let’s DU Lunch,” by having similar events in Chicago, California, and other areas where alumni are interested.
- Bring back chapters and chapter events, particularly for young alumni. What are seniors thinking about on their graduation day? At commencement, it could be announced to graduates that this is their “first alumni event” and they should visit the alumni portal on blueView.
- Present graduates at commencement with a graduation card and a membership card that will symbolize to them their status as official members of the Drake National Alumni Association.
- Plans for a young alumni event are under way for this June in Chicago.

The Programming Committee plans to hold two one-half-hour conference calls prior to the next Board meeting in May, with the goal of further discussing these ideas.

Lunch with Alumni/Carpenter Scholars and Future Alumni Network Students

Joining the Alumni Board for lunch and discussions on ways alumni can play a more meaningful role in students' college (or college search) experiences were students Andrew Reno, Clifton Murove, Jane Fiegen, Katy Adams, Lauren Smith, Sid Singh, Lisa Spinoso, Andy Drish, Chelsea Smith, Willow Bower, Erin Anderson, Meghan Harr, and Jason Handberg.

John Smith, Vice President for Alumni and Development: Fundraising Initiatives

Noting that Drake's great ambitions require great resources, John explained that, per direction of the Drake Board of Trustees, the University requested feasibility study proposals from major consulting firms and accepted the bid from Benz Whaley Flessner based in Minneapolis to begin strategic planning activities. The focus of a potential major fundraising campaign will be on increasing endowment resources and attaining and maintaining the best faculty possible. Some capital projects will be included. John added that the University will keep the Alumni Board informed about the process.

David Maxwell, President, Drake University: University Update

President Maxwell spoke to the Alumni Board about Drake's need for a concise statement of its aspirations and vision of what the University wants to be in five to six years. This statement will serve as a catalyst and guide for thinking about Drake's goals and the next iteration of the strategic plan. It also will serve as the core vision for a "case statement" and related fundraising materials.

Drake is able to plan ambitiously because it has a modest budget surplus, success in retaining high-quality faculty, and strong enrollment. At the same time, higher education is under scrutiny nationally. The U.S. Secretary of Education commissioned a group to hold hearings about the issues challenging higher education; its report raised questions about the affordability, accessibility, outcomes and accountability of higher education.

President Maxwell said Drake University's aspiration is to be recognized as one of the very best institutions of higher education in the United States in five to six years. The document "Drake University 2012" captures this bold and challenging vision. He welcomed the Alumni Board's reactions to the aspiration statement. Drake's definition of what "best institution" means will not be based on the old "inputs and prestige" model; rather, it will be based on the things we know to be important and meaningful in assessing institutional performance in higher education. Drake is a national model for

- interdisciplinary approaches to learning;
- learning/living environments and skills
- global education;
- measurable outcomes;
- information and accountability – Drake's audited financial statements are available on its website;
- lifelong learning opportunities;
- financial accessibility for students and parents – Drake spends approximately \$37 million of its own budget on financial aid per year, and its goal is to keep costs down while raising money for scholarships;

- integration of academic and athletic success in Division I; and
- efficient, effective, and responsive administrative practices.

Areas where Drake needs to improve are in fundraising and engaging alumni in University planning and lifelong learning.

Questions and comments

Nancy Nichols noted the need to recruit more alumni to register for the “Be A Mentor” program and also for the RaySociety, which offers lifelong, learning opportunities on campus to senior citizens.

Peter Barber commended Drake’s aspiration to be the “best in the nation” in a relatively short time frame, five or six years. He asked whether faculty have given feedback on the aspiration and vision. President Maxwell responded that the overall aspiration resonates with faculty, but some are concerned about what it means for them personally. He noted the need to foster a culture of discussing and defining how we teach, how students learn, how Drake assesses outcomes, and what it measures to demonstrate those outcomes. Drake is building a core of faculty who are engaged in discussing student learning and outcomes, coupled with the those measured by various academic and professional accrediting associations.

Barb Dietrich Boose noted that while bold thinking is going on at Drake, the “soul” of the University and the components that have always made a Drake education a transforming experience haven’t changed. Joe Aiello supported that observation based on his and his son’s Drake experiences.

In response to Bill Drury’s question on how the Alumni Board can help the university, President Maxwell challenged the Board to generate enthusiasm, offer encouragement, and “spread the word” about Drake to other alumni. He said he welcomes all ideas, suggestions, and concerns, particularly those focused on lifelong learning opportunities. “We want to be an institution our alumni cherish,” President Maxwell added. He emphasized that Drake doesn’t want to just become the best University; it strives to be recognized for being the best and known as the national model. He invited Board members to share thoughts on how Drake can communicate and market itself to others and motivate them to care. Peter Barber reinforced the need to “gear up” Drake’s public relations efforts.

Doug Mertz applauded the focus on outcomes, such as the fact that 380 highly qualified students are coming to campus to compete for the National Alumni Scholarship in February. He added that that program “is one of the best innovations” at Drake. President Maxwell agreed that the National Alumni Scholarship program is “one of Drake’s best recruitment tools,” since Drake has been enrolling approximately half of the qualified applicants annually.

Lauren Smith, Student Body President: “Bulldog Parade”

Lauren described to the Alumni Board this student effort to integrate Drake with Des Moines through public art. The end goal is to produce Drake pride, community awareness and create cross campus collaboration. The effort involves displaying large, painted Fiberglas bulldogs around campus and, in a second phase, around Des Moines. Each bulldog will represent the sponsor that purchases the statue and pays for the artwork at a total cost of \$1,500 each. Lauren said the program has six sponsors to date; they will be displayed on campus in time for the 2007 Drake Relays.

Lauren asked the Alumni Board to sponsor a Bulldog.

Comments and questions

Peter Barber said having the bulldogs only on campus won't have the impact desired; they should be placed out in the community. Lauren noted the students are excited to grow the Bulldog Parade to a citywide event. However, they feel it's vital to make sure that all details are worked out before it's expanded to a larger-size project; the goal is to expand the program citywide.

Scott Stevens applauded this effort and suggested the Alumni Board sponsor a bulldog. He noted the goal of generating public relations value for Drake.

Board members briefly discussed possible locations for the bulldogs and approved sponsorship of an Alumni Board bulldog. Bill noted that members should share with staff their pledges to the project after the meeting.

2007 Alumni Awards Recipients

Barb announced the 2007 Alumni Awards recipients, who are briefly profiled in the Alumni Board meeting packets. She thanked the nominations committee that selected the recipients: Patty Kumbera, Alumni Board secretary and committee chair; Chris Anderson; Holly Morrison Dierks; Doug Mertz; Nancy Nichols; and Jane Stampe.

The 2007 Alumni Award recipients are:

- Young Alumni Achievement Award: Jonathan Azu, Business 1999
- Young Alumni Loyalty Award: Vinaya Sharma, Business 1993
- Alumni Achievement Award: Charla Lawhon, Journalism 1978
- Alumni Loyalty Award: William “Bill” Buchanan, Business 1957
- Distinguished Service Award: Betty Grandquist, Liberal Arts 1974

The Alumni Board meeting ended at 2:00 p.m.

The next Alumni Board meeting will be held on Saturday, May 12, 2007, starting with committee meetings at 11:00 a.m. in the Lamberti Conference Room, Aliber Hall. This is a change from the original meeting date of Friday, May 11. All Alumni Board members are expected and invited to attend the Annual Alumni Awards Dinner that evening, Saturday, May 12, starting with a reception at 6:00 p.m. and the dinner and awards program at 7:00 p.m.