Leslie Prideaux  
Assistant Vice President of Alumni Relations

Highlights
- Launched Alumni Association Podcasts
  - Recorded and shared five podcasts
  - Traffic to the alumni association page increased and nearly 14 percent of total traffic is to the podcast pages
- Recruited and trained more than 250 Panther Promoters
- Identified small group for national advocacy and working to identify a group in the state of Iowa for state advocacy
  - Hope to host a national UNI Day at the Capitol in September, pending COVID-19 developments
- Hosted a post UNI Day at the state Capitol with more than 85 attendees
  - Will continue to target advocacy engagement at the state level
- Undergoing a comprehensive program evaluation to identify ways we can improve our activities and reallocate resources to new initiatives
- Refined Connecting Alumni to Students mission and vision to clearly articulate their goals
  - **Mission:** CATS members foster meaningful student-alumni relationships, serve as the official tradition keepers and are the student philanthropic educators of the University of Northern Iowa.
  - **Vision:** CATS create a campus culture of deeply committed students and alumni working together to benefit the university through traditions, connections and philanthropy.

Goals
- Create and sustain virtual engagement efforts
  - Five Questions, Zoom meetings with faculty members, podcast
- Partner and collaborate with University Relations to support their comprehensive communications efforts
- Continue to grow and refine alumni advocacy efforts
- Hire student engagement coordinator when university financial footing is known

Challenges
- Staff turnover and current hiring freeze
- Limited staff
- Budget restrictions
Amy Mohr  
Associate Director of Campus Engagement  

Highlights  

● Continue to work with campus leadership to collect valuable engagement data from across campus and review how we can measure the level of our alumni engagement with the university  
  ● This needs to be high on our list of priorities. Our professional organization, the Council for the Advancement and Support of Education, is lobbying for a shift in how universities are measured and ranked by US News and World Report. CASE is advocating for less emphasis on giving and more on the level at which alumni are engaged with the institution. We need to be prepared to respond with better and different data outside of giving.  
  ● We participated in CASE’s inaugural survey about alumni engagement at institutions and are awaiting initial results.  
● Facilitated more than 35 reunion/affinity/campus tour events this fiscal year  
● Continue to work with Student Life to increase our collection of data on student organization participants  
● Inventoried campus for potential volunteer opportunities for alumni and have created a new informational web page. Volunteers give ten times more than non-volunteer donors. The long term goal would be to offer a volunteer concierge service but we do not have the staff resources available at this time.  
● Working with our tech team to plan for Bonnie Farland’s retirement and the impact that will have on providing data to our campus stakeholders. I am meeting with each college and major campus unit who are the largest requestors of data to educate them about her departure and processes moving forward.  

Goals  

● Continue to lobby for more staff resources to track alumni engagement  
● Continue to explore options for a volunteer concierge service  
● Continue to support campus reunion and affinity events
Christy Danielsen
Assistant Director of Clubs, Careers & Sponsorships

Highlights

- Hosted a Club Leader Virtual Happy Hour during the COVID-19 Pandemic
- Met with Balfour, our current class ring provider on creating a new ring collection (larger selection of rings) and program
  - Meetings set up with Herff Jones and Jostens for their proposals
- Set Panther Caravan dates for 2021
- Executed life member/alumni appreciation events at GBPAC and Basketball event
- Up until COVID-19, clubs have hosted 52 events, thanks in part to successful football and basketball seasons

Goals

- Recruit club leaders for the newly started Phoenix Club
- Develop a plan for Phoenix club as well as work with leaders for a kickoff winter next winter
- Continue to explore a young alumni focused event for Chicago

Challenges

- All club events cancelled until further notice
  - Attempting to try to plan for the summer events, but may have to adjust
- Panther Caravan and GradFest were cancelled
  - Typically we would have engaged over 2,000 people between these two event