Leslie Prideaux  
Assistant Vice President of Alumni Relations  
Highlights

- Created and launched Tuesday Talk program beginning on April 7
  - 22 videos recorded, nearly 3,000 views on Facebook (not for the entire video)
- Created and launched Five Question Fridays program beginning on May 15
  - 19 videos recorded, nearly 3,000 views on Facebook (not for the entire video)
- Hosted virtual event with Elaine Eshbaugh and discussing Dementia
- Created new application process for UNI Panther Caucus Advocates
  - Will host training in January for those interested in advocating for UNI
- Sent out UNI Magazine the first week of July and updated the magazine.uni.edu website
  - Working on the 2021 edition now slated to hit mailboxes in February

Goals

- Host two live virtual events each semester
- Guide the creation of the 2021 edition of the UNI Magazine
- Launch training program for new UNI Panther Advocates
- Recruit and train a total of 300 Panther Promoters in January to assist with UNI Day of Giving

Challenges

- COVID-19 presented obvious challenges for our team, but truly turned into a blessing forcing us to reimagine our work and caused some creative and collaborative projects
- Retired the Panther Podcast due to challenges in identifying a platform
  - Pivoted to Tuesday Talk
Amy Mohr
Associate Director of Alumni Relations—Campus Engagement

Highlights

● Engagement statistics for FY 19-20 are compiled and included in your packet
  ○ There was a very clear impact of COVID on event engagement

● Alumni team pivoted extremely well during quarantine and reinvented how we engage our alumni
  ○ Tracking virtual engagement/participation is very challenging

● The silver lining of not having to manage dozens of affinity reunions/events is that I can focus more time on data and engagement metrics
  ○ I am focusing on the second year of CASE’s engagement metrics survey, which is due December 31. Engagement is what universities will be measured on in the future as opposed to focusing on the percent of alumni giving so we must focus on data collection and tracking.

● New volunteer page on our website houses volunteer opportunities from all across campus
  ○ Volunteers give at a higher level than non-volunteers so we need to focus on how to increase the number of alumni volunteering at UNI.

Goals

● Continue to work with Student Life to capture as much student organization participation data as possible. We have a list of targeted groups who have historically kept track of rosters and/or engaged their alumni and will focus on those groups first.

● Work with our tech team to address some critical data issues related to employment information. The codes are very out of date, which inhibits our ability to provide quality data to campus, particularly the president’s and admissions offices.

● Develop a system to document office processes and procedures. Right now all staff have some level of documentation on their programs but there is no central housing of documents or guarantee that documentation exists at all. If a staff member were to leave, we would struggle to know how some things are done or handled.
Christy Danielsen  
Assistant Director—Clubs, Careers, and Sponsorships  

Highlights  

- Hosted a Club Leader Virtual Happy Hour during the COVID-19 Pandemic  
- Transitioned TC’s Tailgate from an in-person event in Des Moines to a virtual event with the president, athletic director and UNI coaches  
- Planning a virtual behind the scenes look at the GBPAC along with a discussion with CHAS Dean, John Fritch and GBPAC Executive Director, Steve Carignan in November  
- Alumni Appreciation Night discount expanded to all day online and in the store (instead of just a few hours)  
- Transitioned GradFest to an in-person event on College Hill  
  - Graduating seniors will stop by the alumni house to pick up their gift and grab a cookie and pop to take with them. We are also working with College Hill and Main Street to see if businesses wanted to offer the seniors discounts since we were not able to celebrate with them in person and will hopefully help boost traffic in both areas.  

Goals  

- Finalize a new 5-year contract with our insurance program and Liberty Mutual  
- Recruit club leaders for the newly started Phoenix Club  
- Develop plan for Phoenix club as well as work with leaders for a kickoff next winter  
- Research putting on a virtual trivia night for alumni  
- Create a virtual family bingo night with UNI prizes  

Challenges  

- All club events cancelled until further notice; tentatively planning events in 2021  
- Keeping club leaders engaged when there is not in-person events  
- Launch of the Phoenix club has been postponed for a year due to COVID-19  
  - Hope to launch late 2021, early 2022.  
- Attendance down for virtual TC’s Tailgate due to derecho-related issues
Amy Tagtow  
Clerk IV & CATS Advisor

Highlights

- Evaluating the mission and vision of CATS and solidifying what the organization does and how it relates to the Alumni Association
- All CATS meetings are being successfully met via our online platform, Zoom with great attendance
- New virtual alumni series was created for CATS to network with alumni based on interests
- Creating virtual roundtable events, Your Future is Golden, for the entire student body to create learning opportunities for all students

Goals

- Create effective and meaningful curriculum for the mentorship program between the Board and CATS
- Evaluate and recruit new CATS members to join the organization for both semesters
- Develop partnerships between CATS and other student organizations and departments on campus
- Increase our philanthropy efforts on campus
- Create and execute new and virtual traditions for the Traditions Challenge for all students
- Create a Traditions Challenge marketing campaign with University Relations to better market the program study-body wide

Challenges

- Due to COVID-19, all in-person events/meetings were cancelled, making a challenging year for the CATS to execute and volunteer at events