Leslie Prideaux  
Assistant Vice President of Alumni Relations

Highlights
- Virtual programming continues
  - 30+ ALC Webinars
  - 13 additional Tuesday Talk
  - 12 additional 5QuestionFriday
- Launched new program: Very Important Panther
  - Goals for new program include highlighting faculty and staff members across campus who make a difference for students and increasing engagement with alumni
  - Each VIP is featured in the newsletter and on social media
  - Each VIP receives a framed photo of them with their nominator (if available)
- Magazine hit mailboxes end of February and is loaded onto the website (magazine.uni.edu)
- Recruited additional Panther Promoters totaling more than 420 individuals to assist with Live Purple Give Gold
- Received CASE recognition for several different programs and efforts:
  - Platinum Award Finalist- Best Practices in Alumni Relations: Alumni Engagement Socially Distanced
  - Gold- Publications (Single-Sheet) GradFest Flyer
  - Gold- Enhanced Social Engagement in a Time of Social Isolation (5Q Fridays and Tuesday Talks)
  - Silver- Fundraising Pivot #UNItogther: Day of Giving pivots to #GivingTuesdayNow
  - Bronze- Alumni Relations Improvement Welcome to the Panther Alumni Family (GradFest Marketing)
  - Bronze- Alumni Engagement on a Shoestring Enhanced Social Engagement in a Time of Social Isolation (5Q Fridays and Tuesday Talks)

Goals
- Host live event with Nick Nurse at the end of April
- Begin planning events for the fall with COVID-19 protocols in place
- Develop advocacy plan for next FY
- Continue to work with legal counsel and team to determine merge pathway
- Begin to develop plans for UNI’s sesquicentennial
- Continue to work on divisional and university strategic planning initiatives

Challenges
- COVID-19 continues to present challenges to our team
  - Determining when and how to safely host in-person events
  - Zoom fatigue
Amy Mohr  
Associate Director of Alumni Relations—Campus Engagement

Highlights

- CASE has conducted its second annual survey on alumni engagement and we submitted our information for the second year. CASE is setting the standard for how all institutions should measure engagement so that we’ll be able to benchmark ourselves against peer institutions and move away from the sole point of measurement being donor participation.
  - It’s unfortunate this is happening during COVID. With in-person events not being possible for the last year, we have lost our main way to capture engagement so it will be longer before we have useful data.
  - The first year, 236 institutions participated. This year they anticipated around 330 institutions. The goal would be to have 1000 in order to have enough data. This is also consistent the number of institutions they look to participate in donor information.
  - Challenge – gathering data and educating campus about the need for data is time intensive. This will be how institutions are measured in the future so we must figure out how to dedicate resources to this effort.
- Representing the Advancement Division on the COVID Response Team
  - This committee meets weekly to answer questions from senior leadership and to bring forward questions/concerns being expressed by campus faculty/staff/students.
- Serving on the Forward Together Events Committee
  - Senior leadership and the COVID Response Team were receiving a large number of inquiries about whether departments/groups would be allowed to host summer events. A separate committee was formed to review issues and come up with recommended guidelines to senior leadership.
  - All groups wanting to host an event between May 9 and August 21 must submit an application at least three weeks in advance for review/recommendation by this committee.
  - We will meet weekly and make recommendations to senior leadership.

Goals

- Work with Amy T. to transition future reunion/affinity event logistics
- Work with the tech team to revise our UNI alumni engagement formula to align with the CASE standards now in place
- State Fair Volunteers – the fair has announced that it will take place, although we do not know what restrictions there might be. I’ll be working with University Relations to determine what presence we might have for alumni volunteers in this year’s booth.
Christy Danielsen  
Assistant Director—Clubs, Careers, and Sponsorships

Highlights
- Successfully negotiated a new 4-year insurance contract.  
  - $88,000 ($22,000 a year for 4 years)
- Virtual Programming Events
  - GBPAC Virtual Backstage Tour followed by Q&A with College of Humanities, Arts and Sciences Dean, John Fritch and Executive Director of the GBPAC, Steve Carignan.
  - Yoga with UNI staff and students
  - Discount Day with the UNI Bookstore
  - Homecoming at Home Boxes with Alumni Board, UNI Foundation Board, Campaign Steering Committee and Club Leaders.
- Come and Go In-person Events
  - GradFest
    - Hosted a walk-through event in the Fall for graduating seniors to pick up their gift (UNI Alumni pint glass) at the Alumni House over 2 days.
    - Almost doubled Fall participation from a year ago by doing a walk-through event over 2 days.
    - Anticipating 750 for Spring and will move to the UNI Bookstore to accommodate the larger numbers and to ensure social distancing.
  - Two sold-out cookie decorating events with virtual social media engagement pushes attached.
  - Live Purple Give Gold Event at the UNI Bookstore.
- New Website
  - Assisted the Communications team with importing and updating information on the new website.
- Received CASE Awards:
  - Gold- Publications (Single-Sheet) GradFest Flyer
  - Bronze- Alumni Relations Improvement Welcome to the Panther Alumni Family (GradFest Marketing)
- Served as CASE Judges Coordinator for CASE VI District Awards.

Goals
- Continue success of cookie decorating events with a Spring/May Day cookie event.
- Host live event with Nick Nurse in conjunction with University of Iowa on April 25 from 2-3 p.m.
- Establish an alumni letter writing campaign with volunteers from the Alumni Board and our club leaders for incoming UNI students.
- Develop a “Welcome to the UNI Family” event for incoming students and their families.
  - Will start in key demographic areas including Cedar Rapids and the Des Moines Metro area.
  - Alumni Clubs will host and alumni will be encouraged to attend.
  - Admissions will partner on event.
- Phoenix Club launch tentatively moved to January 2022.
- Work with Club to establish yearly event and engagement plans moving forward while adhering to CDC guidelines and University policy.
- Begin planning events for the Fall with COVID-19 protocols in place.
- Execute a virtual week of Homecoming events—Homecoming at Home.
  - Events to include: Virtual 5K, bingo, coloring contests, social media photo contests, PMB marching band show, driveway tailgates, virtual Campaniling and more!

Challenges
- Zoom fatigue with alumni.
- Re-engaging our club leaders to the level we were before the pandemic started.
- Re-engaging our alumni when in-person events begin.
- Panther Caravan, initially scheduled for May, will be considered in a smaller format for Fall depending on COVID restrictions.
Amy Tagtow
Clerk IV & CATS Advisor

Highlights

- CATS
  - All CATS meeting are being successfully met using the hybrid approach, via our online platform, Zoom and in-person in the Schindler Education Center, following all of the proper guidelines, with great attendance
  - The CATS have successfully recruited and welcomed 10 new members to our organization earlier in the semester to replace our 10 graduating seniors

- Student Philanthropy Efforts – Day of Giving
  - The CATS have been able to participate in the Day of Giving by executing a highlight video of the Panther Pantry targeted for UNI students, as a way to make a gift to support fellow students to increase student giving efforts

- Homecoming Participation & Traditions Challenge
  - With proper precautions, the CATS are hosting the Amazing Race during Homecoming week, where students are completing traditions for the Traditions Challenge
  - We have successfully implemented a Traditions Challenge marketing campaign with University Relations, where they provide social media posts each Thursday for Traditions Thursday

- Alumni Engagement with Students
  - Continuing virtual roundtable events, Your Future is Golden, for the entire student body to create learning opportunities for all students, with increased attendance

Goals

- Continue to create an 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, including student education to boost philanthropy morale
- Boost and increase our social media efforts for CATS on all social platforms

Challenges

- COVID-19 continues to present challenges to our organization by not being able to host and volunteer at most of our events