Leslie Prideaux  
Assistant Vice President of Alumni Relations

Highlights

- Divisional strategic planning (handout provided at the meeting)
  - Hosted several sessions with the division to identify five primary goal areas and develop objectives
  - In the process of developing cross-functional teams to tackle objectives and create action plans
- University strategic planning has begun and will be ready next spring
- Started planning the Faculty & Staff campaign for the comprehensive campaign
- Conducted a successful search process for the Student Engagement Coordinator Position (Welcome, Sarah Craw!)
- Worked with University Relations to plan and execute the Homecoming Parade
- Virtual and Social Media programming continues
  - 30+ ALC Webinars
  - 13 additional Tuesday Talks
  - 12 additional 5QuestionFridays
  - 11 Instagram Takeovers
- Total reach (eyes on posts) of Tuesday Talk and 5QuestionFridays is nearly 113,000
- Beginning to host in-person events as noted in Christy Danielsen’s report
  - The team diligently worked to host events as safely as possible including hosting events outside (when possible), encouraging mask wearing, and having an ample supply of hand sanitizer at each event.

Goals

- Identify Panther Advocates
  - 10 in Washington DC
  - 30 in Iowa
- Create a training program for Panther Advocates
- Host Day at the Capitol both in Des Moines and Washington DC
- Recruit an additional 50 Panther Promoters to assist with #LivePurpleGiveGold
- Pull together a great 2022 UNI Alumni Magazine (to be mailed in February)

Challenges

- COVID-19 continues to present challenges to our team
  - Each municipality has different rules and regulations on events and social gatherings (i.e. some Washington D.C. locations require proof of vaccination in order for guest to enter facilities). Our team is closely monitoring these regulations as well as the frequent and often unexpected changes in policies while planning events.
Amy Mohr  
Associate Director of Alumni Relations—Campus Engagement

Highlights
- Invested time over the past year to document office procedures
  - Instructions and information was saved to a variety of locations or not documented at all
  - Processes and procedures reviewed annually
- Engagement statistics for FY 20-21 are compiled and included in your packet
  - New this year was adding the “events” we hosted on social media for Tuesday Talks and Five Question Friday
- We participated in the second annual alumni engagement survey with CASE (Council for the Advancement and Support of Education).
  - They are working towards a revised definition of engagement and expanding beyond just giving. The other three categories are experiential, communications and volunteerism.
- Based on this CASE survey and standard set of definitions of engagement, we have revised our engagement score to align with CASE.

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 closely with Amy T to take over the logistics of reunion planning, such as invitations/communications, catering, etc.
- Continue to work with campus leadership to collect valuable data related to engagement all across campus.

Challenges
- COVID continues to impact our ability to engage with alumni and friends in-person. We are working hard to meet our guests at their comfort level. This means continuing to offer virtual engagement opportunities, safety precautions and additional spacing at events and being supportive when they call/email to cancel. We lost a number of state fair volunteers leading up to the fair due to increasing COVID numbers.
Christy Danielsen
Assistant Director—Clubs, Careers, and Sponsorships

Highlights

● Admissions Postcard Writing Campaign
  o Staff, club leaders and alumni board members wrote approximately 2,500 postcards to prospective incoming students.
  o We will do this again. Please let Christy know if you would like to volunteer.

● Virtual Programming Events
  o Rural Roots to NBA Hoops: A Conversation with Nick Nurse
    ▪ 725 attendees
  o Virtual Classroom Coloring Contest for Homecoming
    ▪ 28 classrooms participated.
  o Other successful virtual Homecoming events that we will continue this Fall include:
    ▪ Individual coloring contest
    ▪ Wear it and share it campaign
    ▪ Virtual Bingo!

● In-person Events
  o GradFest (Come and go event)
    ▪ 750 attended a walkthrough GradFest
    ▪ 250 requested information be mailed
    ▪ 1,000 total engagement, surpassing our estimate of 750.
  o Club Events
    ▪ As of July 1, there have been 12 club events with approximately 1,770 in attendance. Outdoor baseball games were a hit this year and people were exited to reengage with us again as the country started opening up from Covid-19 shutdowns.
  o Panther Caravan
    ▪ Moved from May to August due to COVID
    ▪ Shortened from 6 cities to 3
    ▪ Attendance was down, but we still had 575 in attendance. All three were indoor locations.

Goals

● Continue success of cookie decorating events.
● Develop a “Welcome to the UNI Family” event for incoming students and their families.
  o Will start in key demographic areas including Cedar Rapids and the Des Moines Metro area.
  o Alumni Clubs will host and alumni will be encouraged to attend.
  o Admissions will partner on these events.
● Phoenix Club launch tentatively moved to February 2022.
● Work with Clubs to establish yearly event and engagement plans.
● Work with Central Iowa Alumni Club on a Fall Fest event at an apple orchard/pumpkin patch/corn maze.
● Working on a possible movie showing in Cedar Rapids for Kurt Warner’s movie, American Underdog.

Challenges

● Re-engaging our club leaders to the level we were before the pandemic started.
● Re-engaging our alumni at in-person events.
Amy Tagtow
Clerk IV

Sarah Craw
Student and Young Alumni Engagement Coordinator

Highlights

- **CATS**
  - Returned to in-person meetings in Schindler Education Center
  - Recruited 10 new CATS starting this fall semester
  - 27 total members

- **Student Philanthropy**
  - Students tabled in the Maucker Union to promote awareness of the Live Purple Give Gold challenges
  - Philanthropy committee created an informational video promoting the Panther Pantry to generate interest in student giving
  - Volunteered at Cedar Bend Humane Society twice during spring semester

- **Traditions Challenge**
  - Hosted Traditions Challenge Amazing Race on Wednesday, September 29
  - 101 number of Official Traditions Keepers graduated in the spring

- **Alumni Engagement**
  - Continuing Your Future is Golden virtual roundtables this semester
  - Emphasis on career and grad school prep
  - 635 students attended Spring 2021 GradFest over two days
  - Mailed 237 GradFest gifts to students not attending in-person

Goals

- Provide CATS with event etiquette training for our return to in-person events
- Elevate CATS position on campus as leaders in alumni engagement and philanthropy
- Leverage organization notoriety to recruit highly motivated and passionate student leaders
- Continue expanding student philanthropy education programs to increase amongst student body
- Increase awareness of Traditions Challenge through new student education and outreach to student organizations
- Continue to create an effective curriculum for the mentorship program between the Board and CATS

Challenges

- Re-engaging CATS with in-person events and meetings
- Uncertainty of COVID-19 restrictions poses challenges for long-term event planning