

Executive Directors Report

Membership: Continues to grow and more alumni are getting active through events such as the monthly Pub Nights networking socials in Anchorage and Wasilla. The membership committee has been looking at the data on membership and comparing levels over the past few years. As I work on the budget for alumni for the upcoming fiscal year, I have projected \$25,000 for a membership/public awareness campaign which will be designed to include bus boards, radio and print advertising if the allocation makes it through the budget process.

Committees: All committee chairs will be asked to submit a calendar of meeting dates for the year prior to the June board meeting for FY08. Committees are encouraged to develop a monthly meeting being held on the same day, same time and same location each month to allow for better coordination between board members, committee members and alumni interested in joining a committee. Consistency will help committees be more effective, productive and expand their membership. When an alum indicates their interest in one committee or more, the dates and locations of the meetings will be given to them. The committee chair will then be asked to make contact with the alum, extending the invitation to attend the next scheduled meeting. Each committee should strive to consist of 5-7 members (not counting any members from the Board of Directors who are serving on committees).

Activities and Events since February 13th Board of Directors Meeting:

- **Alumni Achievement Awards** – Feb 16 (over 65 people in attendance.) Six awards were presented, emotional speeches made and everyone walked away feeling great about what took place. I recommend keeping the event scheduled for February, we received numerous submissions from students nominating faculty which did not occur when the event was held at the beginning of the academic year.
- **Green & Gold Weekend** – pre-game socials prior to the UAA hockey game on Feb 16 and the UAA basketball game on Feb 17. Hockey was better attended than basketball – and at the hockey game we had a booth in the foyer so people could stop and ask where to go. We did not have the booth in the foyer at the basketball game due to lack of volunteers, but did have a sign. Having a table staffed seems to make a difference.
- **Curtain Call** – March 3rd. This was the third event for the year and was well attended (approx 30 people). We saw a repeat in guests from previous Curtain Call events and new faces as well. This event is beginning to catch on and drawing a regular audience and provides a great opportunity for Advancement Staff to meet and begin to identify and cultivate potential donors.
- **Seattle Mariners** – April 2nd. Twelve alumni from the Seattle and Portland area gathered to attend the home opening game at Safeco Field in Seattle. Half were alumni who had participated in events earlier this year and the other half were

new to the group. Great contacts and connections were made. Pictures are posted on the Alumni website.

- **UAA Student Showcase** – April 6th. Fine Arts Building. Stacey hosted a showcase session in which students presented their best works and community leaders were able to commentate and hold a brief discussion afterwards. The Alumni Association was recognized and thanked a sponsor in the Showcase program.
- **Seawolf Socials** – KIN Pub Nights – held the first Thursday of the month in Anchorage at McGinley's and the second Thursday of the month in Wasilla. April was also the launch of the event in Fairbanks. These monthly events are proving to be a great networking opportunity for UAA Alumni and we continue to see an increase in the number of alumni attending and bringing new faces with them each time. Board members David J. Parks and Chris Hall have been great about attending these and helping to spread the word.

Upcoming Events & Projects:

- **Pub Nights** – April 13 – Wasilla (Great Bear Brewing Co.), May 3rd- Anchorage (McGinley's), May 10th – Wasilla.
- **Annual Scholarship Luncheon** - Friday, April 13, the Commons. Members of the scholarship committee and BOD have the opportunity to have lunch with, and meet the 2007 Alumni Permanent Scholarship Fund recipients.
- **Graduation Appreciation Lunch** – Thursday, April 19, the Den (UAA Campus, Student Union Building). 11:30 – 1:00. Our count is at 78 students confirmed to attend as of 4-9-07. Lunch will be provided, graduates will have the opportunity to learn about the Alumni Association and as an alumnus what is their role in supporting and staying involved in UAA. Each attendee will be automatically enrolled in the Alumni Association and will receive a UAA Proud Alum business card holder to take with them. We will also give away a few door prizes. Board members are encouraged to attend and network with the graduating students. RSVP to Timea at 907-786-4847 by April 16th.
- **“I Know I Can”** – April 26th and 27th at Willow Crest and Mountain View elementary schools. This is an outreach program designed to get second graders thinking about college being a part of their plans in life, and gets them thinking about and discussing what they may want to be when they grow up. Alumni volunteers will be reading the book to 6 classes over the two days, leading discussions afterwards with the students and giving each student a copy of the book to keep. The project is coordinated by the Alaska Commission on Post Secondary Education with the participation of the UAA, UAF and UAS Alumni Associations.
- **Commencement Breakfast** – Sunday, May 6th – Sullivan Arena 9:15-10:00 a.m. Continental breakfast hosted by the Alumni Association Board of Directors and members. Board members are needed to assist with breakfast and to help distribute programs at commencement, staff the Alumni booth prior to and during commencement.
- **UAA Athletics Auction** – Thursday, May 10th – Sheraton Hotel. We have purchased two tables for the event. One table is filled (Melanie 4, David 2,

Cathleen 2) and the second filling quickly (Stacey 4 – four seats remaining). UAAAA will be contributing a couple of degrees to be auction live and a brick for the silent auction.

- **UAA Retiree Luncheon** – May 10 – UAA Campus. Hosted by the Alumni Relations office, Advancement and the Chancellor’s office for faculty and staff retiring and those with 20, 15 and 10 years of service to UAA will receive retirement gifts. (Rocking chair, lamp, clock).
- **Staff Development Day** – Tuesday, May 15. This is the annual UAA staff and faculty educational day with workshops, lectures, and events throughout the day. The UAA Alumni Association will have a booth during the Vendor Fair from approx. 11:30 a.m. – 2:30 p.m. We will need board members to help at this event. (Great opportunity to sell raffle tickets!)
- **Board Meeting** – Tuesday, June 11th. Location TBD

Website: We continue to post new information and event photos on the website all the time. Timea Webster in the Advancement office will be trained on updating pages, posting and taking down information etc... in an effort to respond in a timelier manner to keeping information relative and timely.

Alumni Groups: The Seattle and Portland groups are becoming active on a regular basis and plan on continuing to hold events and social opportunities for alumni to connect. We will be adding a page to the website for Alumni Groups, listing contacts in different regions and event information, photos etc... Don Leaver in Shreveport Louisiana is beginning to make contact with UAA Alumni in his region (Approx 80 alumni) and will be organizing a gathering in the near future with hopes of regular get together's for networking, watching games etc... We will continue to encourage those wanting to start groups in their areas to contact us and let us work with them to support their efforts. Both Seattle and Portland are slated to have at least two events in the upcoming fiscal year.

Pendulum and Bricks: A mailing is being sent to “The Parents of” the Class of 2007 graduates encouraging them to honor their student with a graduation gift of a degree or a brick. Approximately 2,000 letters will be sent by the end of the week. We have 107 degrees still available for sale.

Raffle: Raffle tickets are still available and we need to concentrate on selling them between now and May 30th. The drawing will be held on May 31st. Board members are encouraged to sell as many as they can during the next month. We will have an opportunity to sell tickets at several events between now and May 31st. We have just about 100 books of tickets still available for purchase sitting in the Alumni Office and then whatever board members are holding or need to turn stubs and cash in for selling.

Legislative Outreach: The Alumni Association sent David J. Parks to Juneau during February to make legislative calls with UAA students and help host the annual Ice Cream Social co-sponsored by the UAF and UAS Alumni Associations for legislatures. From

April 10-12, the Alumni Association will sponsor sending Chris Hall to Juneau with UAA students and Statewide has agreed to sponsor sending David J. Parks along as well to help with the student visits.

Skye McRoberts has volunteered to form the UAAAA Legislative Outreach Committee, draft a mission and plan for FY08 and recruit committee members. A meeting with Statewide and UAA Advancement leadership will be coordinated to discuss the parameters the committee will want to work within and things to consider as the committee drafts its plan for the upcoming year.

Commencement: Along with sponsoring the rehearsal breakfast, the Alumni Association will also stuff the degree covers with a congratulations announcement from the UAAAA. We will place membership forms on each seat for rehearsal as well as assist with program distribution. The “lights of knowledge” each graduate receives to point at the ceiling and light are also being underwritten by the alumni office this year. Each light stick has UAA Alumni imprinted on it along with the alumni website address and Alumni Association phone number. I have ordered enough (2,000) so we will have a good quantity to distribute at a game next fall when we host a pre-game social.

Budget and Planning for FY'08: As I draft my plan and budget for FY'08 I am designating funding to work directly with the colleges to plan activities and communications to reach out to their Alumni and reconnect them with where they feel they have the strongest affiliation with UAA. I will encourage colleges to consider using Homecoming as an opportunity to reconnect as well as other times of the year such as the holidays etc...

The Alumni Awards Luncheon, Graduate Appreciation Luncheon and Commencement Breakfast are being included in the overall Alumni Relations budget as part of Association support. The Alumni Relations budget and plan will be shared at the June board meeting.

End

Submitted by: Stacey Marsh
4-9-07