

University Relations

UAA: The Next 50 Years

The University Advancement office successfully coordinated, staged and publicized "The Next 50 Years" weekend. The events were designed to celebrate UAA as it heads into its second half-century and reinforce ties to the Anchorage community by bringing prominent Alaskans and the general public to campus to participate.

The centerpiece of the weekend was the formal installation of Elaine Maimon as chancellor, a first-of-a-kind event for UAA coordinated by the Advancement Office. Some of Alaska's most prominent personalities, from Anchorage and around the state, responded to the invitation to participate in the procession and publicly show their support.

Advancement created a special Next 50 Years Office to plan and coordinate the overwhelming number of details associated with such a large-scale event. Advancement created print materials, drew up programs and successfully procured a high level of media coverage for the events, including spots on all news stations and prominent coverage in the Anchorage Daily News, which ran a related Compass piece by Chancellor Maimon.

Lonnie Thompson lectures

University Relations promotional activities generated standing-room-only crowds of 350 and 150 at Paleoclimatologist Lonnie Thompson's two public presentations. As part of ongoing community relationship development planning, Public Relations staff reached out to engage APU faculty and staff to attend the lectures. Thompson, whose visit was sponsored by the University Honors Program, was a featured guest on Jack Frost's radio show and was a hot topic of numerous TV and radio newscasts.

February FAFSA Frenzy

Many students fail to apply for student financial aid. Some are unaware of the extent to which they qualify; others simply believe the application process is too complicated.

To address both these problems, UAA is participating in February FAFSA Frenzy, a UA-wide effort to let students know about the range of financial aid options available to them and help them with the related paperwork. Working with The UAA Student Financial Aid Office, Advancement staff have arranged for a wide variety of ways to get the message to students, staff and faculty, including items on KRUA and in The Northern Light, tent cards on tables across campus and flyers in faculty mailboxes.

Publicity for UAA events

Publicity work by advancement office resulted in: An announcement of the Daniel James/Spike & Hammer comedy and magic show in the Feb. 4 and 28 issues of "8" magazine; an announcement of a Jazz Week benefit concert put on by the Music Department in the Jan. 21 "8" and the Jan. 21 "Perfect World" section; a preview of a civil rights poetry and performing arts competition hosted by Student Activities in the Daily News' "Community Datebook" section Jan. 18; and a Jan. 31 Daily News story about a lecture by federal biologist and polar bear expert Scott Schliebe;

Advancement crafted a 30-second announcer-narrated KSKA ad for the UAA Theatre production of "Polaroid Stories," and arranged for a prominent photo and caption in "8" magazine which helped pack the UAA Recital Hall for a concert with UAA Voice Instructor Dr. Mari Hahn and the Chugiak High School Swing and Concert choirs. Staff also arranged for a Channel 2 News spot about a science fair for Girl Scouts held at UAA, provided background for a Daily News story about the costs of attending college, and successfully procured a great deal of coverage for 51st anniversary events, including prominent spots on the KTUU and KTVA news broadcasts.

Development

Selkregg Award and reception

The Development Office played an instrumental role in the creation of the Selkregg Community Engagement & Service Learning Award. The \$5,000 award supports faculty members who develop community-based research, creative activity and course-based service learning projects. It is UAA's largest annual faculty award.

Dr. Lidia Selkregg was a city planner, geologist and UAA professor who worked passionately for Anchorage's ports and watersheds, rural and urban welfare and civil rights. Her husband, Fred M. Selkregg, Jr., was a business owner, a civil rights activist, community leader and spiritual teacher. The pair lived in Anchorage more than forty years until their deaths in 2002 and 1999, respectively.

The Selkregg's children approached the Office of Development to find out how they might most effectively put to use a large memorial fund created to honor their parents. The children wanted something that reflected their parents' passion for community engagement. Working with CAFÉ's Lauren Bruce and Libby Roderick, Development staff created an endowment to fund the annual award.

Dr. Mari Ippolito, an assistant professor in the UAA Psychology Department, was named the award's first recipient at reception Jan. 31. Development staff has since contacted attendees offering to help them craft their own individualized giving plans.

Spring 2005 Phonathon underway

The Spring 2005 Phonathon began Feb. 1, and will run through April 30. The Phonathon is a semi-annual calling program during which UAA students call alumni to engage them with campus happenings, update their data and ask for their support. Approximately 15-20 students will attempt to contact 14,000 alumni, raising between \$30K to \$40K this semester. The FY 2005 goal is to increase alumni giving from 3.3 percent to 4 percent.

College of Fellows event

The Development Office will host a Spring 2005 College of Fellows Event on Wednesday, March 2 in the atrium of the Aviation Technology Complex. The event will include the introduction of incoming chair David Lawer, senior vice president at First National Bank Alaska, and recognition of outgoing chair Alicia Iden. Also included will be a presentation of the UAA Master Plan by Cyndi Spear, associate vice chancellor facilities and campus Services.