

Major Accomplishments

Marketing and Communication

The grand re-opening of the "Library of the 21st Century" was held on Oct. 8. Over 150 people attended the ceremony at 11:00, which opened with a flourish from a UAA brass ensemble and proceeded with speeches from Chancellor Maimon, President Hamilton, Steve Rollins, Lee Gorsuch and other dignitaries.

Robert Pinsky, former Poet Laureate of the United States, gave a free public lecture to over 500 people in the Williamson Auditorium on October 8, as well as a special craft talk to 90 students in the afternoon. As Poet Laureate, Mr. Pinsky championed ordinary Americans identifying their favorite poetry and published several books of their selections. The "Favorite Poem" project is being conducted in conjunction with Robert Pinsky's visit to the campus. Everyone is being asked to send their favorite poem to favoritepoem@uaa.alaska.edu, with their name, age, phone number, occupation, and reason for selecting the poem. Selected poems will be highlighted during the Library opening, and the Creative Writing department will conduct a public reading of some of the poems in the Student Union on Oct. 21.

Gwennie's Old Time Alaskan Restaurant is the "Food for Thought" partner in October. Proceeds from the sale of special selected dishes go to the Alaska Restaurant and Beverage Association Education Fund and the UAA Culinary Arts and Hospitality program to fund student scholarships.

Development

The fall 2004 UAA Phonathon began Sept. 8. Students will attempt to contact approximately 16,000 alumni to reconnect them to the campus and ask them for a donation. The goal is to raise \$35,000 from 600 pledges. The spring 2004 Phonathon raised \$20,000 through 370 pledges from alumni. Currently, donors have fulfilled 75-80 percent of the pledges made through this appeal, consistent with national averages.

Alumni Relations

Alumni Relations is working with Athletics, Student Activities, Student Leadership, and the Bookstore to produce Homecoming 2004. Highlights will include: the student and alumni dance, the dedication of the pendulum from the Alumni Association to the university, the walking float parade, weenie roast and pep rally, the Alumni College, the Hockey Classic, and the Seawolf Hall of Fame inductions. A complete list of events, days and times can be found at www.uaa.alaska.edu/alumni.

Coming Up

The Advancement office is continuing its reorganization, with a new Assistant Vice Chancellor of University Relations coming to UAA, and current Development Director Terri Hokansen becoming Assistant Vice Chancellor for Development. Further alignments will be made as the office changes to support UAA's new initiatives.

Marketing and Communication

A new walking tour map of West Campus is being completed, featuring the artwork, trees, and flower gardens of the West Quad, as well as a discussion of UAA's history. In conjunction with the Bookstore, this map will be used in the summertime to educate tourists and visitors about UAA.

Development

This fall UAA will conduct its first President's Associates (\$1,000 and above) donor recognition event featuring President Hamilton and Chancellor Maimon. The highlight of this event will be the unveiling of UAA's Lifetime Giving and Legacy Society Donor Wall in the library.

Office of Development FY05 goals include:

- Attaining the 50th Anniversary Campaign goal of \$12 million (we are now at \$8 million!)
- Raising alumni giving to 4 percent (684 alumni donors)
- Raising faculty and staff giving to 15 percent (352 donors)

Alumni Relations

The Alumni and Friends Achievement Awards luncheon will be held Oct. 22 in Lucy Cuddy Hall.

50th Anniversary Update

RIM Architects and Aldrich-Pears Associates will be developing the design for the UAA History Wall, to be unveiled at the Library on UAA's "anniversary weekend" in February. Dr. Will Jacobs is now completing written drafts, describing key events in UAA's history, for review by other historians in the community.

"The Fabulous Films of 1954," a partnership with the Bear Tooth Theater Pub, will be on Nov. 8 with a showing of "Sabrina." The film will feature a preview lecture by Ron Crawford.