



# FACULTY SENATE REPORT

October 2016

University Advancement Office

Vice Chancellor Megan Olson

## CAMPUS EVENTS

### 25<sup>th</sup> Anniversary of the Student Health and Counseling Center - Oct. 12

The Student Health and Counseling Center is celebrating their 25th anniversary with a health fair, live music, lunch and program: Health Care and Education - Supporting the Well-being of All Alaskans. Please join Chancellor Tom Case and Governor Bill Walker as we celebrate accessible health care in Alaska!

Location: Student Union Cafeteria  
Health Fair: 10 a.m.-2 p.m.  
Lunch: 11:30 a.m.  
Program: 12 p.m.

Live Music by Emma Hill

### Beacon of Knowledge and Grand Opening of New North Entrance to the UAA/APU Consortium Library - Oct. 13 - 6:30 p.m. - Library North Entrance

APU President Don Bantz and UAA Chancellor Tom Case, along with Dean Steve Rollins, invite you to

celebrate the relighting of the Beacon of Knowledge and the grand opening of the new north entrance to the UAA/APU Consortium Library. Light refreshments will be served.

### Campus Nighttime Safety Walk - Oct. 13

Following the Beacon of Knowledge and Grand Opening event, join the Facilities & Campus Services team for the campus nighttime safety walk. This is an annual opportunity to identify potential safety concerns before it gets too dark, helping assure the safest winter conditions for our students, staff, faculty and friends.

These are outdoor events; warm clothing and comfortable footwear are recommended.

### Fall Graduate Degree Hooding Dec. 17 and Commencement Ceremony Dec. 18

Save the date for the Graduate Degree Hooding Ceremony, Dec. 17 and Commencement, Dec. 18.

## ALUMNI RELATIONS NEWS/UPDATES

### A busy day in #SeawolfNation

#### Green & Gold Gala

The UAA Alumni Association hosted the seventh-annual Green & Gold Gala at the Alaska Airlines Center on Saturday, Oct. 1. The reimagined event provided a festive cocktail party and expanded auction for 315 of guests and 29 sponsors, all in support of student success through the UAA Annual Fund for Excellence. Donations are still being accepted at [bit.ly/2bWY0rj](http://bit.ly/2bWY0rj).

#### College of Engineering Alumni Chapter

Thursday, Sept. 22, the College of Engineering alumni chapter, in partnership with the College of Engineering and Alumni Relations, hosted exclusive tours of the newly renovated Engineering & Computation Building for engineering grads. Meanwhile, the Seattle Area community reached out to its northern neighbors, meeting for dinner and drinks at a lakeside restaurant in Everett, Wash. The next night, in partnership with UAA Recruitment, alumni met again in Dallas, Texas for a conversation on outreach to area high school students.

GREEN & GOLD GALA PHOTOS



## DEVELOPMENT NEWS/UPDATES

### STUDENT PHONATHON PROGRAM

Phonathon is heading into week five and has already raised \$11,905 for College Excellence programs and scholarships. We have 14 amazing callers who will be calling through December 2.

### INDIVIDUAL DONORS

The **Ruth A. M. Schmidt Administrative Trust** contributed to the Dr. Ruth A. M. Schmidt Memorial Scholarship. In addition to the time and energy she spent educating geology students while she was here, she also chose to give back with her bequest. Ruth's vision and generosity to support deserving geology students is a concrete demonstration of her commitment to UAA students.

**Tom and Vicki Packer** continued their Leadership Circle support of the Building Futures fund. They stand with us, helping to preserve a sensational space for students, our community and future Seawolves.

### CORPORATE AND FOUNDATION GIFTS

**Alaska Trauma & Acute Care Surgery** gave to support UAA's burgeoning surgical technologist program. With donors' help, the surgical technologist program will add to an ever more effective College of Health, and ultimately, more lives saved in our healthcare sector.

**Hecla Greens Creek Mining Company** renewed its commitment to the Visiting Professor of Public Policy fund in support of Bob Loeffler.

## UNIVERSITY RELATIONS NEWS/UPDATES

### MEDIA

UAA was mentioned in nearly 370 news clips in September. Coverage included:

- STEM Day hosted by biology and physics departments and UAA Planetarium
- Contributions of immigrants to Anchorage's economy based on ISER's 9/19 panel on stemming "brain waste"
- Use of preparatory courses to help get students college-ready
- UAA's first-ever Guitar Symposium hosted by music department
- Development of new concrete mixture to make Alaska roads more durable

In August, University Relations started syndicating stories weekly to local and statewide media outlets. This strategy has proven effective in increasing our statewide reach. Recent syndicated include:

- Nurse practitioner students help rural Head Start kids (Juneau Empire)
- Pokémon Go opens doors to for digital learning (The Cordova Times and Juneau Empire)
- Giving kids a good start (Juneau Empire)
- UAA team works to end the need for honey buckets (The Delta Discovery)

## SOCIAL MEDIA

Facebook: 15,590 likes (+1.3%)  
Twitter: 5,141 followers (+1.2%)  
Instagram: 1,978 followers (+6.9%)  
LinkedIn: 29,629 members (+0.9%)  
YouTube: 312 subscribers (+4%)  
Community Total: 52,659 (+0.5%)

### Highlights & Campaigns

- Drafting production plan for first short-form UAA community video, slated for early November
- Instagram Contest slated for late October; working on promo graphics & contest outline

### Implemented Hashtags

Institution Specific Hashtags for Branding:

#UAA  
#UAAmazing  
#SeawolfNation  
#GoSeawolves

Local / Relevant Hashtags that direct traffic and increase engagement:

#Alaska  
#Anchorage  
#college  
#collegelife  
#community  
#education

### Performance

#### Facebook - Top Posts

1. UAA in College Magazine (4.1K organic reach)
2. Green & Gold Gala Promo + Tuxedo Spirit (3.6K organic reach)
3. Happy Labor Day, Seawolves! (3.6K organic reach)
4. New Digs! Engineering Bldg & Parking Garage Now Open (3.4K organic reach)
5. Instagram Cross-Promo Photography - Fall Colors (3.2K organic reach)

#### Twitter - Top Tweets

1. Labor Day Reminder + Spirit Graphic (1.7K impressions)
2. How Athletes Train in Alaska – UAAMBB Retweet (1.6K impressions)
3. Learn About Alaska's Indigenous Peoples – Event Promo (1.6K impressions)
4. UAA Welcome Week Panel with Mayor Berkowitz Link (1.2K impressions)
5. THINK TANK Community Discussion @ UAA Photo (1.2K impressions)

#### Instagram - Top Posts

1. Integrated Science Building / Flowers - PHOTO
2. Campus Shot of Changing Colors - PHOTO
3. Mens XC Action Shot - PHOTO
4. Community Regram / Student Photos of Fall on Campus - PHOTO
5. President & VP of UAA Union of Students - PHOTO

#### LinkedIn - Top Posts

1. UAA Leadership Fellows Program Kicks Off
2. Green & Gold Story: Alumni of Distinction
3. Green & Gold Gala Promotion

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