UWAA QUICK REFERENCE GUIDE & ANNUAL REPORT

FOR DR. ED SEIDEL
PRESIDENT, UNIVERSITY OF WYOMING
Founded in 1895, the school colors were chosen after the Alumni Association’s first meeting.
- 1969 - Became an Independent 501(c)(3) Corporation
- 2007 - Formed a partnership with the university through a Memorandum of Understanding (MOU) which included funding support.
- 2011 - Interdependent with the university to capitalize on the key relationships/partnerships within campus units/departments for a more holistic and sustainable future.
- Please visit our website for additional details and information, www.uwyo.edu/alumni/

To be an essential UW partner to lead and inspire alumni and friends to support and promote the university through a lifelong connection with the university.

### UW Board of Trustees

**UW President**

### UWAA Board of Directors

- 19 - 22 Member fiduciary board
- Legal responsibility
- Policy & strategic planning
- Asset management
- Employ & oversee Executive Director

### UW Executive Director / Director of Alumni Relations

- Oversees daily affairs of the Alumni Association
- Strategy, budget and financial management
- Planning and coordinating alumni and student engagement

### UWAA Staff

- 7 Full-time | Executive Director; Public Relations & Engagement Manager; Four Coordinators (Special Events, Membership/Networks/Students, Engagement/Network Support, and Employer Engagement - shared position with UW ACES program); Business Manager
- 1 Part-time | Office Assistant/Scholarship Administrator

### Alumni Relations

*Marian H. Rochelle Gateway Center*
- Serves as a valued campus partner

### Mission

Build pride, loyalty and future sustainment among the UW Community through communication, involvement, engagement, and celebration.

### Key Relationships on Campus

- President’s Office
- Division of Student Affairs
- UW Foundation (UWF)
- Cowboy Joe Club (CJC)
- UW Admissions Office
- Academic Colleges
- Advising, Career, & Exploratory Studies (ACES)
- Office of Engagement & Outreach
- Institutional Marketing

### Our Value & Impact to Campus Partners

- **125** Student & Alumni Cowboy2Cowboy Mentors 2019/20
- **100%** of Fall 2020 admitted students reached through Alumni Student Writing Project
- **158** UWAA Engagement Events in 2019/20 reaching over 20,000 Alumni & Friends
Purpose & Focus

We provide pathways to share the legacy, spirit and pride of UW worldwide.

UWAA Core Programming

136,000 | Living UW Alumni
Grads: 101,000 | Non-Grads: 35,000

Value & Highlights

- One-on-One Connections
- B&G Champs
- Networks/Chapters
- New Grad Recognition
- Events & Activities
- Multimedia

Community

- Career Support & Resources
- Student & Alumni Mentors
- Admissions Advocacy
- Scholarships
- Student Leadership

Legacy

- Lifetime Engagement
- Homecoming & Reunions
- Awards & Recognition
- UWyo Magazine, Alumni News

Opportunity

800 & Growing Volunteer Base of Brown & Gold Champions

- Enriched student experiences – scholarships, leadership and career support.

$2.5 Million in Endowed Scholarships, Annual & Transformational Giving for UW since 2019.

- Contributions to essential philanthropic program support.

40 Scholarship Recipient Students with 4.0 GPA’s

- Expanded internships and full-time placement rates.

70 New Employer Engagement Connections in 2020

UWAA Budget & Funding

Revenue (’000’s)

$1,041

2020/21

Expenses (’000’s)

$276

Engagement

27%

Salaries & fringe

56%

UW Support

581

UWAA generated

261

Endowment income

199

Assets (’000’s) | June 30, 2020

$6,558

- General reserve

$475

- Operating cash

Current scholarship

$75

- 300 club endowment

$708

- Transfer to life endowment

$40

- Member acquisition & stewardship

$42

- Scholarship endowment

$1,521

- Life endowment

$3,587

Endowment income

19%

UW support

25%

Engagement

27%

Salaries & fringe

65%

UWAA generated

261

*Prepared for budget reductions & can implement them at anytime. *See page 9 in the UWAA Annual Report for detailed breakdown of expenses.
2019-2020 Highlights:

We made continued progress in implementing many of the strategies from our 2017-22 Strategic Plan “Planting our Colors,”

- Completed the 3-year transition to a more efficient and diverse governance structure,
- Strengthened the leadership in 27 of our alumni networks,
- Expanded our Brown and Gold Champions volunteer outreach system,
- Grew alumni participation and impact in the admitted students’ project,
- Conducted a record number of Cowboy 2 Cowboy (C2C) informational interviews,
- Expanded our social media and website reach,
- Implemented new diversity and inclusion initiatives,
- Pivoted to new virtual alumni engagement activities.

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- Implemented new diversity and inclusion initiatives,
- Pivoted to new virtual alumni engagement activities.
## UWAA ENGAGEMENT

Strategic Plan Goal | Engagement: Educate, engage and mobilize alumni and friends to be advocates and ambassadors to advance a lifelong relationship with UW.

### UWAA NETWORKS & CHAPTERS | NATIONAL, INTERNATIONAL, EMERGING *FULL U.S. MAP FEATURE IN APPENDIX B*

### UWAA BROWN & GOLD CHAMPIONS | NATIONAL VOLUNTEER OUTREACH SYSTEM

### UWAA EVENT & ENGAGEMENT STATS

**OUTREACH FROM JULY 1, 2019 - JUNE 30, 2020 COMPARED TO FY 2019 RESPECTIVELY:**

<table>
<thead>
<tr>
<th></th>
<th>FY 2020</th>
<th>TOTALS</th>
<th># OF EVENTS:</th>
<th># OF ATTENDEES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>UWAA HOSTED:</td>
<td>42</td>
<td>7,060</td>
<td>37</td>
<td>5,215</td>
</tr>
<tr>
<td>NETWORKS &amp; CHAPTERS:</td>
<td>68</td>
<td>2,420</td>
<td>56</td>
<td>1,785</td>
</tr>
<tr>
<td>UW PARTNERS:</td>
<td>47</td>
<td>11,090</td>
<td>31</td>
<td>8,460</td>
</tr>
<tr>
<td>ADMISSIONS:</td>
<td>1*</td>
<td>30</td>
<td>11</td>
<td>3,440</td>
</tr>
<tr>
<td>TOTALS:</td>
<td>158</td>
<td>20,600</td>
<td>135</td>
<td>18,900</td>
</tr>
</tbody>
</table>

**TOTAL UNIQUE CONNECTIONS:**

- UWAA HOSTED: 6,000
- NETWORKS & CHAPTERS: 4,291

*WE ARE PARTICIPATING IN THE 2020 VIRTUAL ORIENTATION WITH ADMISSIONS TO SHARE INFORMATION ON OUR STUDENT LEADERSHIP & SCHOLARSHIP PROGRAMS WHICH, TYPICALLY, WOULD HAVE BEEN IN-PERSON SESSIONS DONE IN JUNE.*

### UWAA KEY EVENTS

- THE WORLD NEEDS MORE COWBOYS COMMUNITY CELEBRATIONS
- HOME & AWAY FOOTBALL PRE-GAME HOSPITALITIES
- HOMECOMING | DISTINGUISHED ALUMNI RECEPTION
- ACTIVITIES STATEWIDE & NATIONALLY: AZ: TUCSON, PHOENIX; CA: SAN DIEGO; CO: DENVER, FORT COLLINS, CO. SPRINGS; ID: BOISE; NV: LAS VEGAS; OK: TULSA; TX: HOUSTON; UT: SALT LAKE CITY; WA: SEATTLE
- INTERNATIONAL: OSLO, NORWAY, LONDON & UW IN SCOTLAND
- GRADUATES OF THE LAST DECADE (GOLD) LEADERSHIP ROUNTABLE LUNCHEONS
AS
HISTORICALLY
ENGAGEMENT
THEY
TYPICALLY
EVENING
DA
FRIDAY
TWO
COSTS,
OUR
ALUMNI
RECEPTION
FUNDED
PARTNERSHIP
OF
ALUMNI
HOTEL
RECEPTIONS
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BANQUET
FEATURING
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INCREASED
POSTPONED
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FOR
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FEATURING
SIX
FOOD,
THURSDAY
INCLUDING
THE
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FEATURING
THE
RELATIONSHIPS
INSIGHTS
EXECUTIVES
CONNECT
ALUMNI
MAY
28, 2020:
27, 2020:
12, 2020:
28, 2020:
17, 2020:
12, 2020:
APRIL
APRIL
KEENER
MARCH
LINDER
JOE
BASKETBALL
FOOTBALL
GAME
HALL
AWAY
DEAN
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ONE
TWO
AN
THE
PRESIDENT
AND
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UWAA
EVENTS
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RECEPTIONS
FEATURING
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PRESIDENT
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FEATURING
THE
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ONE
-TWO
ALUMNI
RECEPTIONS
ON
THURSDAY
NIGHT
OF
OUT-OF-STATE
UWF
BOARD
MEETINGS
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DISTINGUISHED
ALUMNI
BANQUET
FOOD,
BEVERAGE
AND
INVITATION
COSTS
PLUS
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BRONZE
STATUE
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(UWAA
FUNDS
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DA
COSTS
OF
HOTEL
AND
GIFTS,
INCLUDING
A
BRONZE
STATUE
FOR
THE
OTHER
THREE
RECIPIENTS)

THE
UWAA
STAFF
HAS
BEEN
WORKING
REMOTELY
SINCE
MARCH
17
AND
CANCELLED
OR
POSTPONED
ALL
LIVE
EVENTS
THROUGH
JUNE
OUR
ENGAGEMENT
APPROACH
PIVOTED
TO
INCREASED
REMOTE
CONTACT
WITH
MEMBERS,
DONORS
AND
NETWORK/CHAPTER
LEADERS;
VIRTUAL
EVENTS
AND
EXPANDED
OUR
SOCIAL
MEDIA
CONTENT
DISTRIBUTION.

•
STRENGTHENED
INDIVIDUAL
RELATIONSHIPS:
PERSONAL
CALLS,
LETTERS,
AND
HANDWRITTEN
NOTES
TO
MEMBERS,
DONORS,
AND
NETWORK/CHAPTER
LEADERS
TO
EXPRESS
OUR
APPRECIATION
FOR
THEIR
SUPPORT

•
VIRTUAL
ACTIVITIES:

○
APRIL
17, 2020:
UWAA
BOARD
MEETING.

○
APRIL
28, 2020:
ROTARY
CLUB
PRESENTATION:
CASPER,
WY.
EXEC.
DIR.,
KEENER
FRY
VIRTUAL
POWERPOINT
PRESENTATION
- UPDATES
&
INFORMATION
ON
OUR
ORGANIZATION,
AS
WELL
AS
WAYS
TO
GET,
OR
STAY,
ENGAGED.

○
MAY
12, 2020:
ROTARY
CLUB
PRESENTATION:
RIVERTON,
WY.

○
MAY
27, 2020:
ROTARY
CLUB
PRESENTATION:
DOUGLAS,
WY.

○
MAY
28, 2020:
GOLD
LEADERSHIP
ROUNDTABLE
WITH
UW
COB
&
ENERGY
ALUMNI
(PRESENTERS:
DAVID
SPRITT,
HOLLY
KRUTKA
&
TARA
RIGHETTI)
CONNECT
OUR
GOLD
ALUMNI
WITH
UW
ACADEMIC
LEADERS
&
EXPERIENCED
EXECUTIVES
IN
THE
ENERGY
INDUSTRY
to
EXCHANGE
INVALUABLE
CURRENT
INSIGHTS
ABOUT
UW
AND
IN
THE
ENERGY
INDUSTRY.
IDENTIFIED
&
SUSTAINED
RELATIONSHIPS
WITH
100
SIGNIFICANT
‘GOLD’
ALUMNI
FOR
THE
YEAR.

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JUNE
20, 2020:
UWAA
1ST
ANNUAL
‘TRACING
OUR
ROOTS
| FREE
VIRTUAL
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RUN’
TO
COMMEMORATE
OUR
125TH
ANNIVERSARY,
330
ALUMNI
&
FRIENDS
REGISTERED.
WE
HAD
PARTICIPANTS
FROM
25
U.S.
STATES
AND
INTERNATIONAL
PARTICIPATION
FROM
JAPAN
AND
SAUDI
ARABIA.

○
JUNE
25, 2020:
UWAA
VIRTUAL
TOWN
HALL:
EXCLUSIVELY
FOR
OUR
BROWN
&
GOLD
CHAMPIONS.
HOSTED
BY
UWAA
EXECUTIVE
DIRECTOR
KEENER
FRY,
FEATURING
UW
ATHLETICS
DIRECTOR
TOM
BURMAN
AND
HEAD
FOOTBALL
COACH
CRAIG
BOHL.

○
JULY
9, 2020:
UWAA
VIRTUAL
TOWN
HALL:
EXCLUSIVELY
FOR
OUR
MEMBERS.
HOSTED
BY
UWAA
EXECUTIVE
DIRECTOR
KEENER
FRY,
FEATURING
THE
MEN’S
HEAD
BASKETBALL
COACH
JEFF
LINDER
AND
WOMEN’S
HEAD
BASKETBALL
COACH
GERALD
MATTINSON.
STUDENT ENRICHMENT

Strategic Plan Goal | Students: Enrich the student experience cultivating a life-long connection with the UWAA and UW.

PROSPECTIVE STUDENT RECRUITMENT & ADMISSIONS SUPPORT

- Launched a project to record virtual interviews with our alumni in a variety of industries, to increase the scale and reach of our Cowboy 2 Cowboy (C2C) Informational Interview Program
- Supporting ACES: Multiple student treks for Live Local Work Local in WYO & TX
- Support for High Plains Mentoring Network for Entrepreneurs

- 6 UWAA Students will attend the ATA Management Conference and Exhibition in Oct. 2020, which is the first time UW has received invitations for students to attend (historically 100% of students who have attended received a job offer)
- 3 New engineering student internships with DISA Inc., an alumni owned start up company in Casper, WY
- New employer engagement connections: creating more opportunities for internships/employment in Wyoming, Colorado and other states
- West Edge Collective (Cheyenne, WY) collaboration: to support career-based seminars for incoming freshmen at the UW, as well as annual internship opportunity for students earning a degree in marketing and for students in the College of Arts and Sciences

CAREER

ALUMNI & STUDENT SUPPORT & EMPLOYER ENGAGEMENT HIGHLIGHTS:

- 125 ONE-ON-ONE C2C Informational Interviews
- 70 NEW Employer Engagement Connections
**SCHOLARSHIPS**

- **$186,500**
  - UWAA Scholarships for the 2019-20 academic year awarded to 120 students, 40 with 4.0 in Fall 2019

- **$1.36 M**
  - Scholarship support from WYO License Plate sales of 13,600 plates sold since its inception in 2008

**STUDENT LEadership**

- **27**
  - WYO-Gold student members who assist with alumni engagement & serve as brand ambassadors for student recruitment

- **16**
  - WYO-Gold students participated in the Cowboy 2 Cowboy interviews

**MAY 2020 GRADUATE RECOGNITION**

- **2,000+**
  - May 2020 UW graduates engaged by the UWAA through:
    - Personal welcome at May 2020 virtual commencement
    - Grad pack that included steamboat lapel pin, mini-replica diploma/2020 UWAA membership card & membership services
    - Access to career resources & support through ACES & the UWAA
    - Multiple email & social media communications
    - June 23-26, 2020: virtual grad fair opportunity

- **200**
  - Recent UW graduates still looking for employment who ACES, COB, CEAS, and the UWAA personally responded to connect for available career support, including:
    - Support for strengthening their resumes and LinkedIn profiles
    - Offered Cowboy 2 Cowboy informational interview opportunities
**Total number UWAA Website page-views from January 1, 2019 to July 31, 2020.**

243,418

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**Emails sent from January 1, 2019 to July 31, 2020 with 2,217,067 recipients.**

322

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**Increase of followers on the UWAA LinkedIn page from January 1, 2019 to July 31, 2020.**

113%

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**ADDITONAL UWAA COMMUNICATION HIGHLIGHTS:**

**2019-20 Actual:**
- Personal Contact Updates
- Response to alumni/students
- New SoftwareCRM
  - Advance
  - ThankView
  - UW Office of Engagement:
    - Campus Wide calendar
    - State Outreach

**Comments: (*in conjunction with UWF):**
- Database Entity (Profile) changes and adds: 12,659*
- Address changes and adds: 38,593*
- Email changes and adds: 30,457*
- Telephone changes and adds: 21,471*
- Employment changes and adds: 6,283*
- Added a Social Media Calendar: planning content & tracking metrics for each platform to improve posting engagement
The Alumni Association facilitates connections among graduates and members of the Cowboy and Cowgirl communities through our alumni networks led by passionate local area volunteers and in conjunction with UW partners.

**RESOURCES & INFRASTRUCTURE**

Strategic Plan Goal | Resources and Infrastructure - Secure fiscal and human resources to ensure high performing programs and services to meet the growing needs of the university and the UW Community

1.) Completed transition of governance model to reduce the size of the board in an effort to advance and diverse statewide/ national/ geographical alumni representation

2.) Built the next generation UWAA staff team by elevating a current position, Engagement Coordinator, and hired two new positions; Manager of Public Relations & Engagement, and Employer Engagement Coordinator

3.) Established the 300 Club Alumni Excellence Endowment of $700K with proceeds from sale of Alumni House to UW

4.) Over the last few years, our consistent and growing engagement has made a positive impact on giving to UW. This year, over $500K in planned gifts and commitments were received by UW because of relationships being identified and cultivated by the UWAA

**PROGRESS| DIVERSITY INITIATIVES**

- Diversified our board of directors
- Student Recruitment
- Black 14 Social Justice Institute: $10,000 travel scholarships, committed for 2020 - postponed to 2021
- Approved a UWAA Diversity and Inclusion Internship for 2020-21
Our board is energized about expanding alumni engagement in coordination with our multiple UW partners. We view our alumni as one of the greatest assets for the university and believe the Alumni Association, by leveraging our efforts through our volunteer alumni networks, plays an essential role in complementing the university’s communication and engagement work resulting in a growing percentage of 136,000 living alumni being involved and engaged to the benefit of UW. We have identified the following key goals for 2020-21:

- **Broaden alumni ambassadors** through Brown and Gold Council, Brown and Gold Champions, and thriving alumni Networks/Chapters
- **Expand state-wide engagement** through 3rd Year TWNMC Wyoming Community events with President’s Office, IM, Athletics & UWF and targeted virtual events
- **Offer high performing virtual events and resources** in place of regularly scheduled live fall 2020 events to provide meaningful alumni engagement and alumni career services to keep our relationships strong with alumni
- **Implement diversity initiatives created in 2020**
- **Maintain advocacy for prospective students** by reaching 100% of fall 2021 admitted students with personal notes from alumni
- **Open career doors** for students and alumni with emphasis on employer engagement in alignment with ACES to expand number of employers offering our students and alumni internships and full-time jobs.
- **Build the recorded Cowboy 2 Cowboy Informational Interview library** to increase scale of reach to students and recent graduates.
- **Develop donor pipeline**, Gift planning prospects and identifying and sustaining relationships with 250 high performing graduates of the last decade through GOLD (Graduates of the Last Decade) Leadership Roundtables
- **Evaluate** long term funding model in relation to university philosophy

**UPCOMING ALUMNI EVENTS TO CONNECT WITH ALUMNI & FRIENDS:**

- **August 20:** Academic & Student Success Town Hall with UW Interim Provost & V.P. for Academic Affairs Anne Alexander and V.P. Student Affairs Kim Chestnut - Virtual
- **September 5:** Women’s Leadership Recognition Reception - Virtual
- **September 17:** UWAA Board Meeting - Virtual
- **September 19:** UWAA Member Appreciation - Virtual
- **September 24:** The World Needs More Cowboys Community Celebration, Douglas, WY
- **September TBA:** Natrona County Alumni Network Town Hall - Virtual
- **October 1:** The World Needs More Cowboys Community Celebration, Casper, WY
REVENUES

2019-20 Actual | ('000's)

$259 UWAA Generated 26%

$165 Investment Income 16%

$26 UW Supported 58%

Total: $1011

2020-21 Budget | ('000's)

$581 UW Support 56%

$199 Investment Income 19%

$261 UWAA Generated 25%

Total: $1041

BREAKDOWN OF EXPENSES

2019-20 Actual | ('000's)

Engagement/Events $952

$382 | 40%

Communication $128 | 13%

$131 | 13%

Career Support $67 | 7%

$146 | 14%

Student Programs $104 | 11%

$95 | 9%

Rev. Development $79 | 8%

$96 | 9%

Admin. $123 | 13%

$131 | 13%

Transf. Life Endow. $43 | 5%

$40 | 4%

Alumni House $26 | 3%

$0 | 0%

Total: $952

2020-21 Budget | ('000's)

$1041

Engagement/Events $402 | 39%

Communication $131 | 13%

Career Support $146 | 14%

Student Programs $96 | 9%

Rev. Development $96 | 9%

Admin. $131 | 13%

Transf. Life Endow. $40 | 4%

Alumni House $0 | 0%

Total: $1041
FORWARD THINKING | COMING TOGETHER

DR. SEIDEL’S PRIORITIES FOR UW & UWAA PROGRAMMING ALIGNMENT

Build a Land Grant University for the Future:
- Student Recruitment
- Student Success Center (in Alumni House)

Dr Seidel Building Connections & Being Known Statewide

Make the University More Inclusive

Recruiting Both New Teams of Partners Statewide & Business and Corporate Partners

Growth in Financial Resources & Philanthropy

Building Leadership Teams

Update UW’s Strategic Plan

UW Alumni Admitted Student Writing Project & Other Recruitment Efforts

Robust List of Alumni Mentors & Contacts
- “Know 5” Alumni Relationships
- Cowboy Coaches

Existing Statewide Outreach & Connectivity through Networks and TWNMCB Statewide Tour/Events

Continue Current Diversity Initiatives

Alumni Relationships & Support from: UWAA Board, B&G Council and Champions, Networks & Chapters, and New Employers

Continue Support for Annual Fund and convert Relationships into Planned Gifts and Transformational Giving

Retain Current UWAA Staff Team

Continue to Adapt our Programming/Engagement Approach to Align with UW Priorities

UWAA SWOT Updated for 2020-21
APPENDICES

APPENDIX A: UWAA ORGANIZATIONAL CHART

APPENDIX B: ALUMNI BY STATE & UWAA NETWORKS/CHAPTERS

APPENDIX C: STRATEGIC PLAN - REVISED APRIL 2020

APPENDIX D: STATEMENT OF REVENUE & EXPENSES 2019-20 ACTUAL, 2020-21 BUDGET
For a detailed list of job responsibilities please request a copy of the UWAA Summary Job Descriptions.
Network/Chapter Growth in 2020-2021

New Networks for consideration (9):
- Austin
- Dallas
- Chicago
- Fort Collins
- Humanities
- Nebraska
- School of Pharmacy
- Sweetwater County
- UW Rugby

New Chapters for consideration (2):
- Phoenix
- New York City

Possible Emerging Networks (24):
Only four years after the first class of 14 students graduated from the University of Wyoming in 1891, graduates at that time recognized the importance of establishing an organization to nurture alumni relationships.

The University of Wyoming Alumni Association (UWAA) formed on March 26, 1895 with eight graduates in attendance and two weeks later on April 15, 1895 adopted the first official constitution and bylaws to “promote the University interests and the affiliation of its graduates.” The leadership wasted no time in generating interest and enthusiasm for the UWAA by holding an annual meeting and banquet in the Ladies’ Study Hall on June 20, 1895. Thanks to the initiative and foresight of these few alumni, the UWAA was launched and the mission remains the same as established 122 years ago.

While the first meeting was significant for the association, so is the story behind the colors of the University of Wyoming originated at this first meeting on June 20, 1895. It was at this event that the school colors were inadvertently chosen. Funds were unavailable for decorations, so two banquet organizers traveled to Laramie Springs to look for native flowers. They came back with a buggy full of Brown-Eyed Susans. The alumni were so impressed with the brown and gold and the beauty of the flowers that they decided to select these as UW’s official school colors. Today, faithful Wyoming alumni and fans all over the world wear the brown and gold with pride.

Remembering our storied history inspires the UWAA to fulfill our initial charge as we connect and reconnect former students and friends to the university and to each other as well as encourage prospective students to wear the brown and gold. We do this through effective communication and meaningful engagement to support UW and enrich the lives of alumni and students worldwide. We are committed to preserving and celebrating the traditions and heritage of the university by promoting pride and loyalty. Our strategic plan will direct us toward achieving our original mission and supporting the goals and aspirations included in the Breaking Through: 2017 - 2022 A Strategic Plan for the University of Wyoming.

**VISION STATEMENT:**
Be an essential UW partner to lead and inspire alumni and friends to support and promote the university through a lifelong connection with the university

**MISSION STATEMENT:**
Build pride, loyalty and future sustainment among the UW Community through communication, involvement, engagement, and celebration

**VALUES:**
1. Engagement Relationships – We go the extra mile to connect alumni to UW
2. Loyalty – Ride for the Brand – We provide a link that alumni depend on to remain connected to UW
3. Innovation – We continually improve our work and approaches to enhance the alumni experience
4. Tradition – UW Pride: Today, Tomorrow & Forever – We promote and celebrate UW
5. Ethical Service – We provide honorable, accountable and reliable service to a diverse alumni community
6. Brown and Gold – We are a point of pride and shared connection among the UW alumni community
Goals

ENGAGEMENT

EDUCATE, ENGAGE AND MOBILIZE ALUMNI AND FRIENDS TO BE ADVOCATES AND AMBASSADORS TO ADVANCE A LIFELONG RELATIONSHIP WITH UW

A. Build network communities
   1. Provide opportunities for volunteer involvement to support communication, engagement, student recruitment, career support activities and student programs
   2. Expand alumni networks with consistent leadership, guidelines and activities and provide resources to high performing ones
   3. Visit each Wyoming county and national initiative city and host activities designed to develop network leadership and volunteers

B. Offer outreach programs to connect and serve
   1. Welcome alumni to campus by offering avenues to participate in activities associated with academic colleges and schools, university athletics, cultural and student life, fraternities and sororities, Homecoming and university events and reunions while emphasizing opportunities in the Marian H. Rochelle Gateway Center
   2. Collaborate with campus partners to host events with strategic purposes and outcomes featuring high impact UW programs and opportunities
   3. Host UW President community events in Wyoming counties on a three-year cycle
   4. Grow Homecoming interest by adding elements to strengthen the reunions, traditions, student participation and the parade
   5. Launch alumni speaker series in Cheyenne, Casper and Denver featuring faculty and administrators

C. Provide award programs to recognize alumni, faculty and student achievements
   1. Develop a society of former UWAA leadership to sustain engagement
   2. Establish awards to recognize contributions to the UWAA by volunteers, past leadership, network leaders, young alumni, etc.

D. Celebrate tradition
   1. Re-engage campus and alumni communities promoting the university’s time-honored and new activities and traditions

COMMUNICATION

BE THE CATALYST FOR TWO-WAY COMMUNICATION WITH OUR UW COMMUNITY TO SUPPORT UW ASPIRATIONS

A. Listen, track and respond to our alumni interests
   1. Grow, track and follow-up on alumni contacts and update alumni personal and professional contact information consistently in collaboration with campus partners
   2. Respond to all communication from the UW Community promptly
   3. Conduct a regular alumni satisfaction survey

B. Follow a comprehensive communication plan, including the use of technology to broaden the reach of interested alumni
   1. Define, develop, and extend the UWAA messages using creative content and targeted approaches by audience to communicate and demonstrate the value of alumni engagement to UW by alumni staying involved
   2. Upgrade communication systems with best practices industry technology, to expand alumni engagement in partnership with the University of Wyoming Foundation (UWF)
   3. Increase focus on a social media interaction plan, in particular through networks, including consistent use of Facebook, LinkedIn, Twitter, and Instagram with a balance of traditional methods of print, broadcast and website media
   4. Track and respond to media consumption patterns
   5. Adopt planned upgrades of alumni relations software to strengthen email, alumni newsletter, membership, online directory, and e-commerce applications in partnership with the UWF

C. Collaborate with UW and Wyoming communities to coordinate, communicate and track interactions with all constituents throughout the state
   1. Participate in establishment of and support the UW Office of Engagement and Outreach

D. Engage strong and celebratory alumni who connect UW to regional, national and international communities, welcome graduates into a lifetime association with the university, and boost all of our endeavors through a culture of giving (New 4/24/20)
   1. Provide opportunities for volunteer involvement to support communication and engagement in each county in Wyoming and formalize alumni network leadership in county
   2. Coordinate with Global Engagement Office (GEO) to identify international areas of interest to engage alumni and advance their relationship with UW
ENRICH THE STUDENT EXPERIENCE
CULTIVATING A LIFE-LONG CONNECTION WITH THE UWAA AND UW

A. Advocate for prospective students to attend UW
1. Recruit and expand a pool of volunteers to support recruitment, welcome, and yield initiatives for Wyoming high school, community college transfer students and students in priority markets outside of Wyoming in alignment with Enrollment Management and Admissions Office goals; provide avenue for alums to submit names and explore the possibility of segmenting by college
2. Engage WYO-Gold leadership for prospective student advocacy initiatives
3. Engage alumni to support underrepresented prospective student (New 4/24/20)

B. Promote career networking opportunities: matching alumni to students and students to alumni
1. Develop a well-defined alumni career support program built around self-help resources, online programming and connection with the EPIC and Handshake systems
2. Increase alumni contacts within companies to open internships and full-time opportunities for UW students and alumni
3. Utilize Handshake to expand awareness of and grow the Cowboy 2 Cowboy Informational Interview Program by connecting alumni mentors with graduating student mentees in collaboration with career support programs through the Advising, Career and Exploratory Studies Center (ACES), the UW and colleges
4. Assist Institute of Innovation and Entrepreneurship (IIE) to identify mentors for students and alumni interested in exploring an entrepreneur career path following graduation (New 4/24/20)
5. Hire Employer Engagement Coordinator (Strategies and KPI’s to include in separate Employer Engagement strategic plan) (New 4/24/20)

C. Provide student scholarships
1. Offer scholarships, tailoring awards to those with the most significant impact to UW recruiting priorities
2. Advance the Wyoming License Plate Scholarship Program
3. Capitalize on endowed scholarship gift opportunities as developed in conjunction with major gift officer efforts and/or originating from alumni network interests

D. Engage students through WYO-Gold Student Alumni Association
1. Implement consistent relationship program to expand awareness, recruitment and participation in WYO-Gold among UWAA scholarship recipients and students with targeted activities from freshman through senior year
2. Foster a sense of pride and philanthropic interest among our students through targeted communication, strengthening the graduate recognition and Senior Send-off programs and new initiatives in collaboration with the Associated Students of the University of Wyoming (ASUW)
3. Implement an engagement and recognition program for students earning their degrees off campus
4. Pursue partnerships with other registered student organizations (RSO) to increase student outreach/engagement and support for UW priorities

RESOURCES

SECURE FISCAL AND HUMAN RESOURCES TO ENSURE HIGH PERFORMING PROGRAMS AND SERVICES TO MEET THE GROWING NEEDS OF THE UNIVERSITY AND THE UW COMMUNITY

A. Promote the UWAA as a membership and giving opportunity: “For alumni – supported by alumni”
1. Advance membership appreciation through member recognition, communication and events
2. Employ membership program with strengthened targeted messaging, new solicitation appeals, and renewal efforts, including implementing an automatic renewal payment system
3. Offer Heritage Alumni Excellence Circle giving program
4. Maintain Scholarship Club solicitation and renewal efforts at current level

B. Build current and target new partnerships to strengthen programs and services, grow resources and achieve operational and spending efficiencies
1. Implement a long-term funding model in collaboration with UW leadership and campus partners
2. Evaluate feasibility of a move from paid dues membership model to non-dues whereby all alumni will be considered members of the Association
3. Increase funding from strategic corporate partners and private foundations
4. Utilize UW resources available through Wy-Cloud financial and human resources management system to achieve operational efficiencies
5. Preserve the historic value of the Alumni House as options for future use are considered, in communication with UW administration, which provide for optimum return on our investment while continuing to use for purposes consistent with our mission in support for UW
6. Evaluate and recommend a long-term Office of Alumni Relations’ reporting relationship to best support UW community engagement and development

C. Evaluate the governance, reporting and outreach structures in line with best practices to ensure they support infrastructure and outreach to expand our connection with alumni and friends
1. Explore establishment of a national volunteer outreach system complementing a governance model, which advances broad and diverse statewide and national geographical alumni representation
2. Implement consistent director training program
3. Implement a systematic program for professional development for UWAA staff
4. Develop a plan for funding new engagement officer positions to deliver expanded services to alumni through broader, more personal outreach

D. Cultivate, inspire and harness the experiences, capabilities, and dedication of members of the UW Community to best serve UW
1. Maintain a heightened awareness and pursue opportunities to identify, cultivate and steward alumni to increase financial support and volunteer leadership for UW
2. Maintain regular communication with the UWF to identify prospects to advance UWAA and UW mission and programs
3. Support UW Annual Giving

PERFORMANCE INDICATORS AT UWYOE.EDU/ALUMNI
### APPENDIX D

#### Budget 2020-21

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Actual FY 2019-20</th>
<th>2019-20</th>
<th>Variance FY 20 Budget</th>
<th>Budget Approved By Board - Revised 2020-21</th>
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<tbody>
<tr>
<td></td>
<td>As of 6/30/20</td>
<td>Final</td>
<td>As of 06/30/20</td>
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#### Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Actual FY 2019-20</th>
<th>2019-20</th>
<th>Variance FY 20 Budget</th>
<th>Budget Approved By Board - Revised 2020-21</th>
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</thead>
<tbody>
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<td>Salaries (Baseline 2018-19)</td>
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<td><strong>1,074,453</strong></td>
<td><strong>(121,569)</strong></td>
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</tbody>
</table>

#### Revenue over (under) Expenses

| Revenue over (under) Expenses | 58,728 | 0 | 58,727 | 0 |

| Proposed Budget Transfer from General Fund | 0 | 20,000 | 0 |

| Rev Over (Under) Exp- Including Transfer | 58,728 | 20,000 | 0 |