

**University of Wyoming Alumni Association | November 13, 2020 UW Board of Trustees Report**

Since September 2020, the UWAA has remained active in engaging our alumni, network/chapter leaders and other volunteers through personal contact by phone and notes, virtual events, The World Needs More Cowboys community celebrations, and our career support programming. The highlights of our key activities since the September 2020 Board of Trustees meeting include:

1. **Expanded personal and network relationships** adding volunteers to our Brown and Gold Champions  
 We have continued to reach out to members, donors, and network/chapter leaders in personal ways to express our appreciation for their support and to continue building relationships with these leaders and champions.
  
2. **“When Cowboys Call, We Answer” Campaign (WCCWA)** – identified new employment opportunities with multiple organizations and continued to connect 2020 graduates and experienced alumni with resources and alumni to access these positions. Under the charge from Dr. Seidel we are assisting recent graduates and alumni with career/professional support and opportunities (full-time & part-time jobs, seasonal work, internships, volunteer or postgraduate study opportunities, and career fairs).
  - a. **Goal:** The main objectives of the WCCWA career support campaign is to offer industry specific opportunities or professional resources to support both UW alumni and 100% of the university's 2020 graduates affected by the current economic climate. The University of Wyoming Alumni Association (UWAA), Advising, Career, and Exploratory Studies Center (ACES), and other campus career service partners, have coordinated staff and resources in order to make this campaign possible.

<b>UWAA, ACES &amp; Campus Partners Assisting with the Campaign</b>		
<p><b>Employer Focused Partners on Campus Monitoring the, <i>Career Support Or Opportunities Survey from UW Alumni/Employers (Alumni + Survey):</i></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Jo Chytka - ACES</li> <li><input type="checkbox"/> Sarah Krauer - Ag</li> <li><input type="checkbox"/> Tami Browning - ACES</li> <li><input type="checkbox"/> Heather Baker - UWAA/ACES</li> <li><input type="checkbox"/> Jennie Hedrick - COB</li> <li><input type="checkbox"/> Kaley Holyfield - COB</li> <li><input type="checkbox"/> Ann Jones - CEAS</li> <li><input type="checkbox"/> Tyler Grabner - CEAS</li> <li><input type="checkbox"/> Jenifer Paintin - Energy Resources</li> </ul>	<p><b>Advisor/Service/Engagement Staff/Partners on Campus Monitoring the, <i>UW 2020 Graduates Requesting Career Support or Opportunities:</i></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sarah Krauer - Ag</li> <li><input type="checkbox"/> Heather Baker - UWAA/ACES</li> <li><input type="checkbox"/> Jennie Hedrick - COB</li> <li><input type="checkbox"/> Geoff Dejanvier - COB Student Success Center</li> <li><input type="checkbox"/> Tyler Grabner - CEAS</li> <li><input type="checkbox"/> Jenifer Paintin - Energy Resources</li> </ul>	<p><b>UWAA Staff Monitoring the, <i>UW Alumni Requesting Career Support or Opportunities:</i></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Keener Fry - Exec. Dir.</li> <li><input type="checkbox"/> Chrissie Henschler - Public Relations &amp; Engagement Mngr.</li> <li><input type="checkbox"/> Clancee Wasson - Engagement Coordinator</li> </ul>

**Communication Outreach: Targeted Audience/Groups**

**Phase 1 Targeted Audience/Groups** *(Completed Mid-August 2020):*

- 1.) UW Alumni, Friends, or UW Affiliates with Employment Opportunities (Continual outreach in all phases)
- 2.) 2020 graduates (starting with May 2020)

**Phase 2 Targeted Audience/Groups** *(Completed early October 2020):*

- 1.) UW Alumni seeking career support
- 2.) UW 2020 Graduates (May, August & December)
- 3.) UW Alumni, Friends, or UW Affiliates with Employment Opportunities (Continual)

**Communication Outreach: Methods & Channels**

**Emails: Aug./Sept./Oct. 2020** - Personal emails with survey link sent to May 2020 grads still seeking employment, alumni/employers with career support or job opportunities, and alumni requesting career support/job opportunities via UWAA & ACES Staff.

**ENewsletter:** UWAA Connections ENews for July/Aug./Sept./Oct. 2020

**Campus Partners:** UWAA & ACES Virtual Town Halls - Career Series (4 total)

**Social Media:** UWAA Post on FB, Instagram, & LinkedIn

**Promotional Videos:** Dr. Seidel recorded two videos promoting the campaign, one for recent grads/students and one for employers/alumni with career support and job opportunities, and those videos will be used as a call to action for December grads and employers/alumni in an effort to increase participation and awareness of the campaign.

**b. Lead Campus Offices for Career Campaign: UWAA & ACES-Metrics as of Nov. 2020:**

<b>Lead Campus Offices:</b>	<b>Programming/Outreach:</b>	<b>Stats:</b>
<b>UW ACES Program:</b>	<b>1st Destination Survey - May 20 Grads (2499):</b>	<b>889 Responses</b>
	<b>Still seeking employment:</b>	<b>273 Graduates</b>
<b>UW Alumni Association:</b>	<b>Alumni + Survey Responses:</b>	<b>20 Completed the Form</b>
	<b>Alumni Employer connections via personal outreach:</b>	<b>4 Personal (7 total)</b>
	<b># of UW Alumni who received career support:</b>	<b>8 Alumni</b>
	<b>Cowboy2Cowboy Professional Opportunities/Connections:</b>	<b>28 Connections</b> <i>(22 students and/or recent grads with 14 alumni)</i>
<b>ACES/UWAA:</b>	<b># of Employer Connections/Referrals from alumni +:</b>	<b>20 Connections</b>

- c. **Phase 3 and Beyond:** UWAA and ACES have virtual meetings weekly and communicate on the campaign’s structure, processes, successes and ways we can continue to improve its efficacy. Our efforts are now focused on connecting UW’s December graduates with information on the campaign and career resources.

**3.) Cowboy 2 Cowboy Informational Interview Program - “UW alumni sharing career advice with new graduates”**



To expand the scale and reach of the program, we are building a library of recorded Cowboy2Cowboy Informational Interviews. Our goal is to expand our virtual offerings and to make sure that our students and alumni have access to as many professional development resources as possible. To date, we have completed 24 recorded interviews that have been viewed over 600 times. We expect to have a library of 35-40 recorded interviews by January 2021 in advance of the spring career fairs. In addition, we have continued to connect students and recent graduates with experienced alumni for person-to-person C2C Informational Interviews. Since July, we have connected 22

students and/or recent grads with 14 alumni for a total of 28 informational interview sessions.

**4. Alumni Networking and Engagement Virtual Events since September 2020**



The virtual events that we have held since September have been very successful with our alumni and friends. We see not only great interaction in participation for live virtual events, but have great views online of those that were recorded. We will continue virtual events throughout the fall semester aside from TWNMC Campaign events that are held in-person abiding by UW and state gathering guidelines.

**a. September 29, October 6, 13, & 20, 2020: Connecting to Career Services: An Advising Series**

The UWAA employer engagement coordinator hosted a virtual series for advisors to teach them about new career service

initiatives on campus. The series focused on the UW student career cycle, the When Cowboys Call, We Answer campaign, the Career Champions program, and the Cowboys Coaches/Know 5 initiatives. With the first presentation having 38 attendees, the series has led to great conversations with staff across campus and with staff from community colleges. The sessions were recorded, and the videos are being developed into a certification program for advisors via the WyoLearn platform.

**b. October 10-17, 2020: Virtual 2020 Homecoming**

The UWAA's virtual 'Homecoming from Home' was sponsored by UniWyo Federal Credit Union. Alumni had the opportunity to update their contact information, register for 25% off at the University Store (50% if they were from the Class of 1970) and sign the virtual guestbook. The Class of 1970, celebrating their 50th anniversary from UW, were able to fill out a memory form, submit a pride quote, register to receive a 50th certificate and listen to a playlist from the '70s. There were four highlight videos from the Class of 1970 where alumni shared what they have been up to since graduation and their favorite memories from UW. Our Homecoming webpage had downloadable content ranging from pumpkin carving stencils to a crossword puzzle. In addition, a social media toolkit was available that included Instagram GIF stickers, Facebook Frame and more. The main highlight of the virtual Homecoming was the video celebration that has over 1,000 views. This comment we received from an alumnus after viewing captured the enthusiasm for this virtual event.

***"Dear UW Alumni Association - TERRIFIC job on the virtual Homecoming!!! It was moving, it was exciting and it was emotional! Thank you SO MUCH for taking the time and doing such a great thing for us. I have way too many great memories of my time at the U and in Laramie and I will be more than happy to share when I get there. But my favorite of all is meeting my wife, Terry ('74), at the Buckhorn Bar!!! Yep!!! 46 years of bliss!!!"***

Hosting Homecoming virtually this year allowed the UWAA to connect with alumni all over the country that we may have not been able to reach initially if they weren't able to travel to Laramie for an in-person celebration.

**c. Cowboy Alumni Pre-Game Pep Talks prior to each 2020 Cowboy Football Game**

The UW Alumni Association hosts this virtual event prior to each home and away football game. The event is preceded by an email to alumni and friends letting them know 1 - how to watch/listen to the game, 2- to watch the UWAA pre-recorded video and 3 - for alumni and friends to participate with the UWAA in showing how they are celebrating for the upcoming game by tagging the UWAA on social media for a chance to win tickets or prizes. The pre-recorded video features UWAA executive director and a former Cowboy football player(s) talking about the upcoming game, football memories and providing encouragement to the team. While the UWAA isn't able to travel to away games or hold events ahead of home games, it is important for us to be present virtually because we have long been part of the Cowboy football pre-game activities connecting with alumni and friends all over the country. The Wyoming vs. Nevada Pre-Game Pep Talk was posted on 10/23 and as of 11/2, it has 735 views. The Wyoming vs. Hawaii Pre-Game Pep Talk was posted on 10/30 and as of 11/2, it has 610 views.

**d. November 2, 2020: UWAA Virtual Membership Appreciation**

The UWAA Membership Appreciation began on November 2. UWAA members received a UWAA brown and gold fleece earband sponsored by Premier Bone and Joint Centers (first 500 to register), submitted recipes to be compiled in the UWAA Chef's of the West Virtual Cookbook, submitted a song to the POKES of the Past Spotify Playlist, signed the virtual guestbook, and sang-a-long with us to a medley recording of Ragtime Cowboy Joe. It was important to hold a virtual membership appreciation to let our members know how much our organization appreciates them and how their membership supports our initiatives.

**e. November 9, 2020: Black 14 Town Hall Virtual Town Hall (The Institute is scheduled for July 2021)**

The UWAA hosted the Black 14 Social Justice Summer Institute event to introduce the program to our alumni and friends and to share with them how they can support or get involved. The event was live on Zoom and featured Black 14 Members John Griffin, Mel Hamilton, and Tony McGee, as well as Chief Diversity Officer Emily Monago, Director of the Social Justice Research Center Kate Muir Welsh, alumnus and Assistant Vice Chancellor for Diversity, Equity and Inclusion at the University of Colorado Anschutz Medical Campus Dominic Martinez, and UWAA Executive Director Keener Fry. **The key topics included:**

- **The history surrounding the story of the Black 14 and how that has transcended into the genesis and purpose of the Black 14 Social Justice Summer Institute. It is a pipeline program for Black students to attend the University of Wyoming and strives to have a positive impact on the college completion rate of Black students.**
  - **Key Pillars of the program include:** the cost of the institute is FREE and arranging it so that prospective students can meet members of the Black 14 and experience,
    - The wonderful State of Wyoming
    - Laramie as a community
    - University of Wyoming: it will expose students to the experiences of living, researching, and studying at the UW.
  - **It introduces students to curricular and co-curricular engagement opportunities, in addition to UW mentoring and support,**
    - It is a multi-day overnight program providing high school students with the opportunity to research contemporary issues related to and important to the Black community at the local, state, national, and world-wide levels.
    - It will present persistence strategies for successful attainment of their college degrees and personal resilience for lifelong success.
- The program will utilize the history of the Black 14 as an entry point for them to learn about social justice, resistance to social injustice, and oppression and enhance their knowledge of social justice, leadership, teamwork, and communication skills that facilitate positive change.
- At the conclusion, we featured a ‘call to action’ for attendees to support the program by referring prospective students to apply, as well as a financial appeal to support the program and help us reach a first-year goal of \$30,000 to cover the cost of about 30 students to attend in July 2021. Currently, we have the following resources in hand: UWAA - \$10,000, one donor at \$3,000 and \$1,000 match from the UW Foundation. The gifts generated from the event and UW Giving Day will be reported at the Jan. 2021 BOT Meeting.

- f. **December 3, 2020: Support for December 12, 2020 Virtual Commence**
- g. **December 18, 2020: Virtual Norway Buckhorn Boys Network 37th Annual Reunion**
- h. **December 2020 or January 2021: Tentative Energy Alumni Town Hall featuring Holly Krutka, Executive Director SER**
- i. **Supported The World Needs More Cowboys Community Celebrations throughout Wyoming:** The UWAA in coordination with UW Public Relations and the President’s Office helps to plan, promote and execute The World Needs More Cowboys Community Celebrations. It is important for the UWAA to assist with these events as it increases the reach we are able to have in connecting with alumni throughout Wyoming and gaining new volunteers to be brown and gold champions. These events are held in-person abiding by UW and state gathering guidelines. The recent and upcoming celebrations.

<p><b>Sept. 30, 2020:</b> TWNMC Community Celebration: Casper</p> <p><b>Oct. 9, 2020:</b> TWNMC Community Celebration: Pinedale</p> <p><b>Oct. 27, 2020:</b> TWNMC Community Celebration: Douglas</p>	<p><b>Dec. 3, 2020:</b> TWNMC Community Celebration: Evanston <i>(Postponed)</i></p> <p><b>Jan. 28, 2021:</b> TWNMC Community Celebration: Lovell</p>
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**5. Other meaningful engagement activities:**

- a. Connected two successful UW alumni entrepreneurs with President Seidel to support the building of an entrepreneurship mentoring network for the future.
- b. Met an alumna who has begun a new business and connected her with UW resources and educational programs to advance her business.
- c. Reconnected with an alumnus met at UWAA activities in 2018 and introduced him to Brad Enzi, CEO Laramie Chamber Business Alliance, and connected him with other resources to begin making plans to move his engineering consulting firm from Portland to Wyoming within the next year. In addition, connected his high school daughters with admissions for campus visits.
- d. Connected four alumni with interesting stories about perseverance and the support they received to push through to earn their degree at UW to promote the "Pivotal Moments" project in the Student Success program.