

University of Wyoming Alumni Association September 18, 2020 UW Board of Trustees Report

Overview

Since July 2020, the UWAA staff has primarily continued to work remotely in accordance with UW administration's directives. We have either cancelled or postponed all in-person UWAA hosted alumni engagement events through December. However, we have remained active in engaging our alumni, network/chapter leaders and other volunteers through virtual events and our career support programming. A summary of our key activities since the July Board of Trustees meeting include:

- 1. Building Personal Relationships and Connections Activities
- 2. "When Cowboys Call, We Answer" campaign details, implementation structure and processes pertaining to expanding career support to our 2020 graduates and experienced alumni in employment transition
- 3. Refined and expanded virtual tools events and career resources to reach our alumni individually and in groups
- 4. The World Needs More Cowboys Community Celebrations throughout Wyoming
- 5. We will hold our September 2020 board meeting virtually on September 17 and 18, 2020

Expanded Report for Each of the Five Major Areas of Emphasis

- 1.) Personal Relationship Building Activities: We have continued to reach out to members, donors, and network/chapter leaders in a personal way to express our appreciation for their support and to continue building relationships with these leaders. Over the last 5 months our team has made an extra effort to focus on our personal interactions with alumni through email follow ups, phone calls and hand written letters. We know the current climate has put many of our alumni in challenging positions personally and professionally, so we have made it a point to check in with them and stay connected when seeing our alumni in-person isn't an option.
 - a.) One way we are staying in contact with our alumni is through our Cowboy2Cowboy recorded interviews. We spend time catching up with the alumnus/a over zoom and then record their interview where we hear about where life has taken them after their college experience at UW to where they are now professionally. In many ways, this feels as close as we can get to sitting down and having a cup of coffee or getting a beer and catching up with our alumni. This engagement has opened doors for these alums to become more involved in other areas of service to our alumni and students.
 - **b.)** Staff who oversee campus networks and chapters have connected with these department specific groups, for example the UWAA Nursing Chapter recently had their fall meeting over Zoom, this aided in understanding how we can virtually support current nursing students during the fall semester.
- 2.) "When Cowboys Call, We Answer" Career Support Campaign:
 - a.) <u>Presentation of the charge:</u> President Seidel presented the charge of the campaign to the campus and our constituents through a press release on August 12, 2020, and will continue through various channels including, social media, written communication, and short videos. President Seidel's message to the May 2020 graduates emphasizes UW's level of commitment in assisting them with career/professional support and opportunities (full-time & part-time jobs, seasonal work, internships, volunteer or postgraduate study opportunities, and career fairs).



b.) <u>Goal:</u> The UWAA, Advising Career and Exploratory Studies Center (ACES) and other campus career services partners are offering career support, resources and opportunities to 100% of the University of Wyoming 2020 Graduates who are still seeking employment, as well as participating alumni impacted by the current economic climate who are also in need of career support.

Employer Focused Partners on Campus for Alumni + Survey Responses:

- Sarah Krauer Ag
- Tami Browning ACES
- Heather Baker UWAA/ACES
- Jennie Hedrick COB

- o Kaley Holyfield COB
- o Ann Jones CEAS
- Tyler Grabner CEAS
- o Jenifer Paintin Energy Resources

c.) Communication:

Outreach: Targeted Audience/Groups

Phase 1 Targeted Audience/Groups:

- 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:

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

Outreach: Methods & Channels

Press Release: 8.12.2020- Campaign Announcement UW Institutional Marking/UWAA/ACES/Dr. Seidel **Emails: Aug./Sept. 2020** - Personal emails with survey link sent to alumni via UWAA & ACES Staff

ENewsletter: 8.31.2020 - UWAA Connections ENews for July/Aug. 2020 **Social Media: 9.3.2020** - UWAA Post on FB, Instagram, & LinkedIn

d.) Lead Campus Offices for Career Campaign: UWAA & ACES-Metrics as of Sept. 7, 2020:

Load Compus		
<u>Lead Campus</u> <u>Offices</u>	Programming/Outreach:	<u>Stats:</u>
<u>UW ACES</u> Program:	1st Destination Survey- May 20 Grads (2499): Continuing their education:	769 Responses (69%) 548 (70.7%)
<u></u>	Still seeking employment:	221 (28.7%)
UW Alumni	Alumni + Survey Responses:	3 Filled out the Form
Association:	Alumni Employer connections via personal outreach:	4 Personal (7 total)
UW Alumni	# of UW Alumni who received career support (see Note ii):	<u>4 Alumni</u>
Association:	Cowboy2Cowboy Professional Opportunities/Connections:	6 Connections in-process
	Completed Cowboy2Cowboy Recorded Interviews for career	
	support/insight:	20 Videos
ACES/UWAA:	# of Employer Connections/Referrals from alumni +:	9 Connections
	(7 from above and 2 more in-state contacts anticipated in assisting with alumni career placement/opportunities)	
	Referrals to UW MBA Program:	2 Alumni



Potential Positions for Recent Graduates from 2 areas -1.) UW Alumni Employers (Total # and specified by industry):

13 Positions

- 1 Agriculture
- 3 Health Sciences (biotechnology)
- 2 Business
- 4 Engineering
- 3 Other

2.) UW Affiliates (Total # and specified by department):

5 Positions

1- College of Business (COB)

1 - Admissions

3 - UW Dean's Office

Career/Educational Advancement Referrals for Recent Grads made by ACES & UWAA through Campus Partners: interactions/referrals

14 student

Note ii: After announcing the career campaign we had three alumni email and multiple direct contacts through the Executive Director office of the UWAA requesting career support. Phase 2 of the career support campaign is targeted to recent graduates, however, the UWAA, ACES and campus partners plan to integrate a career support component for alumni in the near future. Therefore, the UWAA integrated existing resources, knowledge, and connections in aiding these alumni.

e.) Phase 2 Strategies for Future to be implemented: To date, our efforts have focused on targeted communication, solidifying relationships and directing participating graduates and alumni who are seeking employment to career resources to support. We have demonstrated to recent graduates that we care and are available to support them in their career pursuits. Therefore, we are confident that our existing strategies and the plan in process will serve as the foundation to implement new strategies to expand support with our campus career service partners to new graduates and other UW alumni who may be seeking employment.

3a. Alumni Networking and Engagement Virtual Events

The UWAA has held many successful virtual events since pivoting from in-person gatherings. Our virtual events have ranged from town halls updating alumni on athletics (football and basketball) and academics to a virtual 5K run/walk that included involvement from alumni around the world to a women's event helping to celebrate the 150th Anniversary of Wyoming Women's Suffrage. The feedback we have received regarding our virtual events from alumni has been positive and that they find these events to be interesting and informational. We will continue virtual events throughout the fall semester to include virtual Homecoming components for alumni in October.

- July 9, 2020: Virtual Town Hall with Head Men's Basketball Coach Jeff Linder and Head Women's Basketball Coach Gerald Mattinson
- August 20, 2020: Virtual Town Hall with Interim Provost/Vice President of Academic Affairs Anne Alexander and Vice President of Student Affairs Kim Chestnut Steich
- September 3, 2020: Pre-recorded UWAA Women's Panelist Event (Virtual)
- September 8, 2020: Pre-recorded Natrona County Alumni Virtual Town Hall featuring UW-C
- October 10-17, 2020: Virtual Homecoming
- October/December: Black 14 Town Hall featuring information on the Black 14 Social Justice Summer Institute scheduled for July 2021
- **November TBA:** UWAA Virtual Membership Appreciation
- November TBA: UWAA Second Pre-Recorded Women's Panelist Event (Virtual)
- **December 18, 2020:** Virtual Norway Buckhorn Boys Network Christmas Party



• December TBA: Graduation Efforts

3b. Cowboy 2 Cowboy Informational Interview Program - "UW alumni sharing career advice with new graduates"

Our Cowboy2Cowboy Informational Interview Program continues connecting alumni with students and other recent graduates to learn about specific careers. 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. The interviews contain valuable information from our experienced and talented alumni about what it takes to be successful at their positions and excel in their respective career paths. We want to keep growing this library of videos so the advice and learnings of our alumni are available to our students to access on our YouTube channel at their convenience. We know our students will enjoy learning about their desired career path from other Cowboys and Cowgirls who have come before them. We have completed 20 recorded interviews and expect to have a library of around 30-40 recorded interviews by December 2020. In a separate, but related mentoring effort in September, our Executive Director and ACES Director taught a course to student-athletes focused on resume preparation and networking to prepare them for the upcoming career fairs.

4. TWNMC - "The World Needs More Cowboys" Community Celebrations

The UWAA has worked in coordination with UW Public Relations and the President's Office to coordinate, promote and execute The World Needs More Cowboys Community Celebrations since 2019. The community celebrations will continue to be held in person, if able, following COVID-19 safety guidelines.

- a. **July 21, 2020** Afton (completed)
- e. October 10, 2020 Jackson
- b. September 24, 2020 Douglas
- f. **November 12, 2020** Wind River Indian Reservation (postponed)
- c. **October 1, 2020** Casper
- g. December 3, 2020 Evanston
- d. October 9, 2020 Pinedale

5. September 18, 2020 UWAA Board Meeting

At this meeting, the Board is expected to act on the following major initiatives:

- a. Adopt a revised 2020-21 budget to reflect the impact of potential UW budget reductions
- **b.** Continue review and evaluation of our revenue generating model, including revisions to graduates of the last decade (GOLD) membership program and increased emphasis on Heritage Circle donation program
- c. Affirm the UWAA commitment to support the "When Cowboys Call, We Answer" campaign
- d. Affirm the UWAA commitment to support the Student Success Center under Nycole Courtney's Direction
- **e.** Consider a proposal to add four(4) new Wyoming License Plate program scholarships for out-of-state children of alumni
- f. Continue initiatives to increase the UWAA scholarship endowments held in the UWF