



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.) **Presentation of the charge:** 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.) **Goal:** 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
- Kaley Holyfield - COB
- Ann Jones - CEAS
- Tyler Grabner - CEAS
- 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	
<i>Press Release: 8.12.2020- Campaign Announcement UW Institutional Marking/UWAA/ACES/Dr. Seidel</i> <i>Emails: Aug./Sept. 2020 - Personal emails with survey link sent to alumni via UWAA & ACES Staff</i> <i>ENewsletter: 8.31.2020 - UWAA Connections ENews for July/Aug. 2020</i> <i>Social Media: 9.3.2020 - UWAA Post on FB, Instagram, & LinkedIn</i>	

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

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

- **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.

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

5. September 18, 2020 UWAA Board Meeting

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

- Adopt a revised 2020-21 budget to reflect the impact of potential UW budget reductions
- 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
- Affirm the UWAA commitment to support the “When Cowboys Call, We Answer” campaign
- Affirm the UWAA commitment to support the Student Success Center under Nycole Courtney's Direction
- Consider a proposal to add four(4) new Wyoming License Plate program scholarships for out-of-state children of alumni
- Continue initiatives to increase the UWAA scholarship endowments held in the UWF