

UWAA Report for the UW Board of Trustees May 12-14, 2021

Vision: 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.





UNIVERSITY
OF WYOMING

Alumni
Association

Cornerstone Values

ELITE IN BROWN & GOLD

- Engagement Relationships: *“We go the extra mile to connect alumni to UW”*
- Loyalty: *“Ride for the brand – a link that alumni depend on to remain connected to UW”*
- Innovation: *“Continually improving our work and approaches to enhance the alumni experience”*
- Tradition: *“UW Pride: Today, Tomorrow & Forever - promote and celebrate UW”*
- Ethical Service: *“Honorable, accountable and reliable service to a diverse alumni community”*
- **Brown & Gold:** *A point of pride and shared connection among the UW Community*



ANNUAL REPORT 2020-21 | HIGHLIGHTS

UWAA ENGAGEMENT - IMPACT & REACH

OVER 40 VIRTUAL EVENTS IN 2020-21 REACHING 13,500+ ALUMNI NATIONWIDE.

Expanded our programming and reach to alumni. We will continue a hybrid model of in person & balance of virtual engagement.

800 & GROWING VOLUNTEER BASE OF BROWN & GOLD CHAMPIONS

Our alumni are a key resource to UW the state.

120 SCHOLARSHIP RECIPIENT STUDENTS WITH 38 ACHIEVING 4.0 GPA'S

Enriched student experiences – scholarships, leadership and career support.

30 NEW EMPLOYER ENGAGEMENT CONNECTIONS FOR RECENT GRADS & ALUMNI

Expanded internships and full-time placement rates through the new WCCWA Campaign

UWAA KEY RELATIONSHIPS - VALUE & IMPACT

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
- THE BLACK 14 | SOCIAL JUSTICE SUMMER INSTITUTE (SJSI)



OUR VALUE & IMPACT TO ALUMNI, STUDENTS & CAMPUS PARTNERS

103 PERSONAL STUDENT & ALUMNI COWBOY2COWBOY MENTORSHIPS

34 RECORDED COWBOY2COWBOY INTERVIEWS IN LIBRARY WITH OVER 3,000 VIEWS

100% OF 5,000+ FALL 2021 ADMITTED STUDENTS REACHED THROUGH ALUMNI STUDENT WRITING PROJECT

97 VIDEOS ADDED TO THE UWAA YOUTUBE CHANNEL

\$25k GENERATED IN DONATIONS & ADDED TO THE BLACK 14 SJSI

150% INCREASE IN VISITORS TO THE UWAA WEBSITE, OVER 339K REACHED VIA UWAA FACEBOOK ENGAGEMENT

Forward Thinking - Aligning with President Seidel's Pillars to Build a 21st Land Grant University

PILLARS:

DIGITAL-

- *Implement Communication/Engagement & Ai Technology*

INTERDISCIPLINARY-

- *Collaborate with Internal & External UW Partners*

UWAA PROGRAM ALIGNMENT | 2021-22:

NEW TECHNOLOGY:

- *"Precision engagement at scale," utilize upcoming technology platforms with Ai components for outreach and developing a marketplace for Wyoming employers to connect with alumni interested in returning to WY*

STATEWIDE OUTREACH:

- *Alumni relationships, B&G Champions & Council, Networks; TWNMCB Celebrations - President Seidel known in the state*

NATIONAL OUTREACH:

- *Live/Virtual/Hybrid Events*

PIPELINE DEVELOPMENT TO SUPPORT GIFTS:

- *To annual fund & convert relationships to planned gifts. Our consistent and growing engagement over the last several years is making a positive impact on giving to UW*

Forward Thinking - Aligning with President Seidel's Pillars to Build a 21st Land Grant University

PILLARS:

ENTREPRENEURIAL-

- Recruiting new teams of partners across WY and business and corporate partners/Financial resources/economic development

INCLUSIVE-

- Accessible, Affordable, & Inclusive Education welcoming for students from all backgrounds and walks of life

UWAA PROGRAM ALIGNMENT | 2021-22:

PARTNERSHIPS:

- With WBC and Laramie Chamber Business Alliance – in attracting new companies to WY – Implement AlumniFire - Market Place for alumni communities to connect for jobs

CAREER SUPPORT:

- When Cowboys Call, We Answer Campaign, C2C Informational Interviews; FT jobs/internships

STUDENT RECRUITMENT, RETENTION & SUCCESS:

- Recruitment - Admitted Student Writing Project & other efforts
- Retention - Know 5 & Pivotal Moments – alumni to student persistence to graduation

UWAA DIVERSITY INITIATIVES:

- Continue advancement of Black 14 Social Justice Summer Institute – funding, student recruitment, & program scholarships; UWAA scholarships, UWAA board and staff and alumni engagement opportunities

UWAA ENGAGEMENT & IMPACT



Closing Testimonials

Good Morning Mr. Gabel,

My name is Connor Fleming, I live in Huntersville, NC. A little while ago you wrote me a letter telling me about your experience at UW and how beneficial it was for you. Over the past year, I've applied to many colleges and none of them, except UW, has shown this level of interest and commitment in me. Personally, I would like to thank you for your letter, not only did it help me decide on committing to UW it also showed me that they care about their students, both past and present. Rare to find these days. I hope we can keep in touch. I'm looking forward to joining the Cowboy family this fall! Thank you and Go Pokes!

The UWAA office is grateful and humbled by the feedback from students who reach out to our volunteers ~ as well as the volunteers who let us know what a positive and fulfilling experience it is for them to write admitted student notes.



Good afternoon Mr. Rich,

I just wanted to say thank you for the letter that you sent to me. I know that I will have a blast at the University Of Wyoming because I am one to always seek for the adventure! I was wondering what made you choose UW above all others?
(Their email exchange continued and they met for dinner.)

Supplementary Engagement Reports

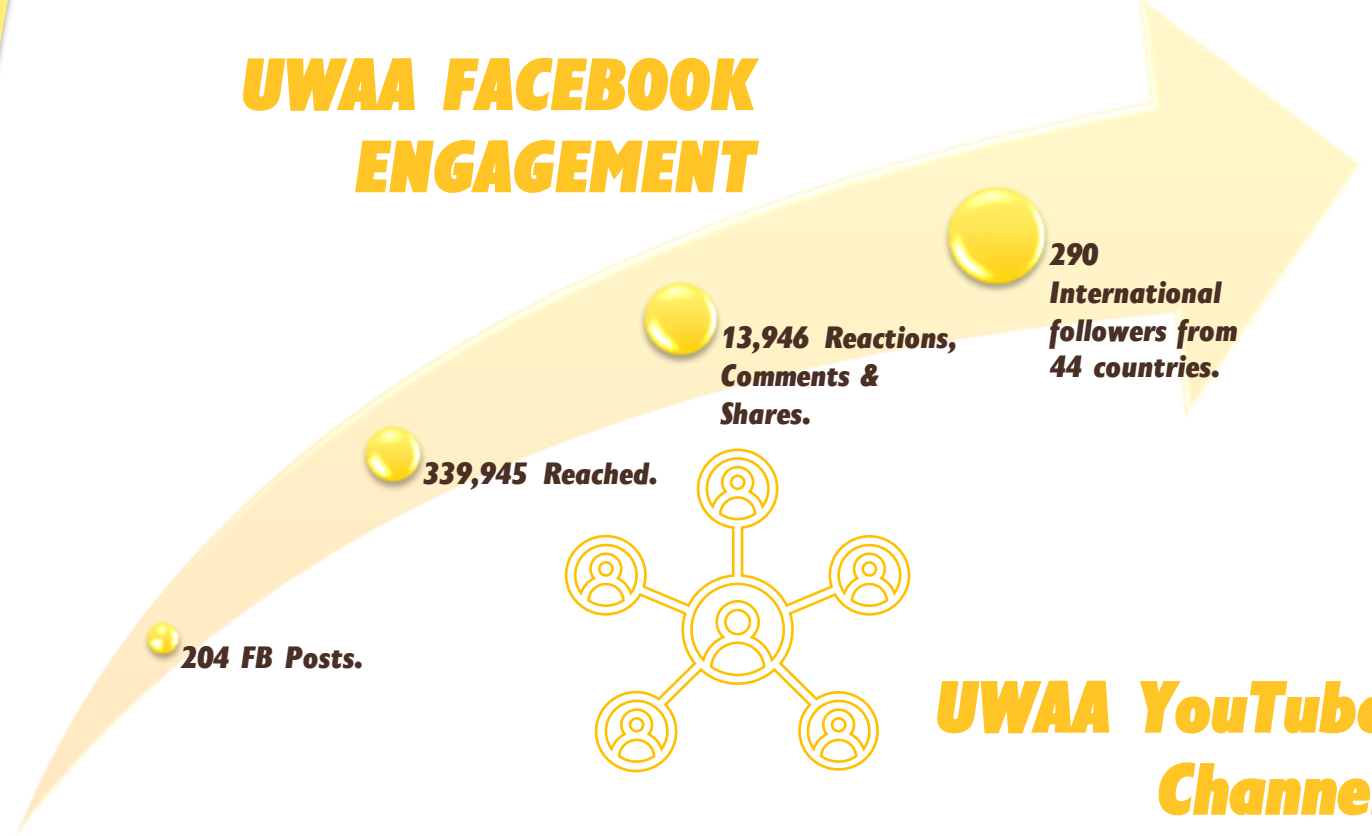


UWAA COMMUNICATION HIGHLIGHTS

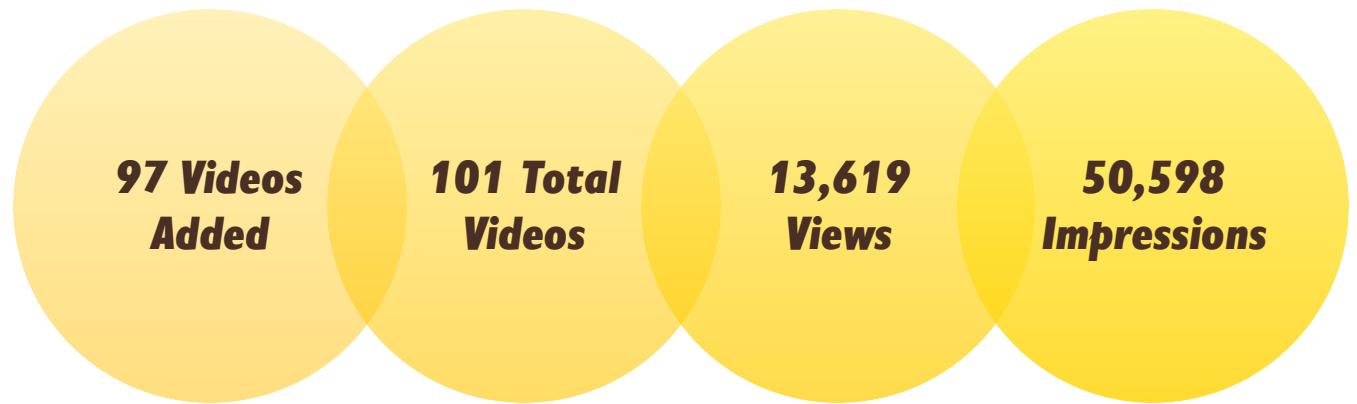


2020-21

UWAA FACEBOOK ENGAGEMENT



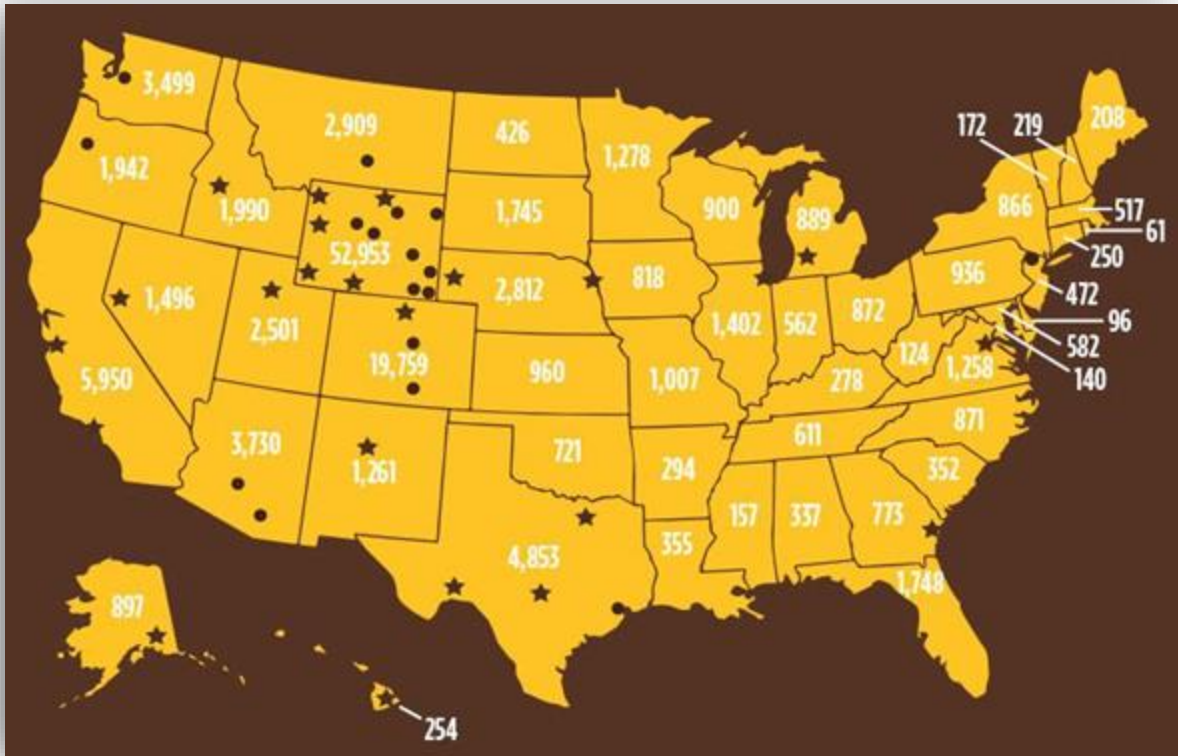
UWAA YouTube Channel



When a viewer comes across your video thumbnails on YouTube, it's called impressions, that is, how many times your video thumbnails are shown on YouTube. Think of each impression as potential reach on YouTube and an opportunity to earn a view.

Personalized Engagement at Scale

140,000 Living Alumni



- **Current Networks/Chapters – 25 and 2**
 - **Brown and Gold Champions – 800**
- **Connections– Multiple calls, emails, pride packs to B&G Champions**
 - **339,945 Reached on Facebook in 2020-21**
 - **101 UWAA Videos added to our YouTube Channel reaching 13,946 people**

Virtual Events March 2020 - Present

Town Halls

- UW Football
- UW Men's Basketball
- UW Women's Basketball
- Academics (SAVP and Interim Provost)
- UW-C
- Black 14 Social Justice Summer Institute
- School of Energy Resources
- *Possible UW Haub School Town Hall Spring of 2021*

Cowboy/Cowgirl Alumni Pre-Game Pep Talks

- Eight pep talks completed for UW Football
- Four pep talks completed for UW Men's Basketball
- Three pep talks completed for UW Women's Basketball
- Special edition for the women's NCAA Tournament first round game – compilation of words of encouragement.

In-Person Events Adapted to Virtual

- Wyoming Women's Suffrage – honored our female board members and employees. Hosted first women's pre-recorded panelist event. *Second women's panelist event will debut in May. Have been able to make stronger connections with these women and can also use these videos for our career program.*
- Membership Appreciation
- Homecoming
- Gingerbread House Decorating Contest
- Virtual Norway Buckhorn Boys Reunion
- Scholarship Reception and Auction - videos, social media, booklet – can help increase donations for the scholarship program.

Other

- April 2020 Spring Board Meeting
- September 2020 Fall Board Meeting
- April 2021 Spring Board Meeting
- UW Strategic Planning Listening Session – some alumni felt we got off track during the alumni listening session, but overall was useful in highlighting personal experiences and advocacy for UW.
- Tracing Our Roots – Virtual 5K: 2020 and 2021. 2021 option to purchase t-shirt and dog bib. Sponsor TBD.
- Three Rotary Presentations
- Gold Leadership Roundtable
- Senior Sendoff Virtual Video

2021-22 Outreach Event Highlights Cont.

TWNMC Community Celebrations: In 2020, we helped to complete events in Afton, Casper, Pinedale, and Douglas. The community celebrations will resume in April. These events will continue throughout Wyoming in the fall ending on November 5 in Albany County. The UWAA is responsible for putting together the invite lists, emailing the invite/ mailing the postcard invite and assistance day of the event. The final reception on November 6 will be cobranded with the UWAA Kickoff Friday.

- Wednesday, April 14 – Lovell and Thursday, April 15 – Worland
- Wednesday, May 5 – Evanston and Wednesday, May 19 – Wheatland
- TBD – Sheridan, Teton, Fremont (Lander), Goshen, Niobrara, Crook, Hot Springs, Wind River Reservation, Johnson and Finale Albany (11/5/21)

UWAA Award Recognition Ceremony and Reception – Will take place on Friday, September 17.

Norway Alumni Reunion – September 17-18 in Laramie

Possible participation in the CNFR in Casper in June, UW Day at the Rockies in Denver in July and State Fair in Douglas in August and NILE in Billings, MT – in October

December -

- Senior Sendoff
- Graduation
- Gingerbread House Decorating Contest
- Possible Bowl Game

Additional out-of-state travel plans will be developed as UW gathering guidelines are updated for the fall.

2021-22 Outreach Event Highlights

- UW Night at the Rockies in July is tentative - The Rockies have not been given the go ahead to have these types of events yet.
- Kick-off Friday's – will host three of these instead of every home game (Sept. - Nov.)
- Cowboy Road Series – will host a gathering at every away game (Chicago area, Connecticut, SLC, San Jose, Colorado Springs, Boise).
- Membership Appreciation will move away from the fall board weekend and move to UW vs. CSU on November 6.
- Will complete 12 Cowboy Alumni Pre-Game Pep Talks
- Possible tailgate options for the UWAA spot in Ford Stadium Lot
- President event(s) surrounding away games is under consideration

Homecoming Week: Date TBD – 10/16 or 10/23 (tentative: DA Dinner Thursday, CJC Auction Friday, Game Saturday)

- Registration for University Store Discount
- 50th Club Reunion (1970 and 1971)
- UW Distinguished Alumni Dinner and Campus Activities
- Cowboy Coffee support and Parade
- Move away from Alumni and Friends Reunion and allocate money to events for UWAA scholarship recipients and distinguished alumni.



When Cowboys Call, We Answer (WCCWA)

Since May 2020...

33

Recent UW Graduates seeking careers, or internships, were supported through the program

10

UW Alumni seeking career support were contacted and connected with opportunities

30

Career support or opportunities submitted & employer connections that were made through the program

“ Looking for a job or trying to find a career can be challenging. When I was first referred to the When cowboys call, we answer program I was immediately met with people who I felt really wanted to help.

The individuals that reached out to me were not only persistent in helping me look for opportunities, but successful in their efforts. The people in this program really cared and put forth a lot of effort to help a fellow alum look for career opportunities.

I'm grateful that The University of Wyoming Alumni Association started this program for helping alumni in their career search and has appointed the respective people to lead such an effort. ”

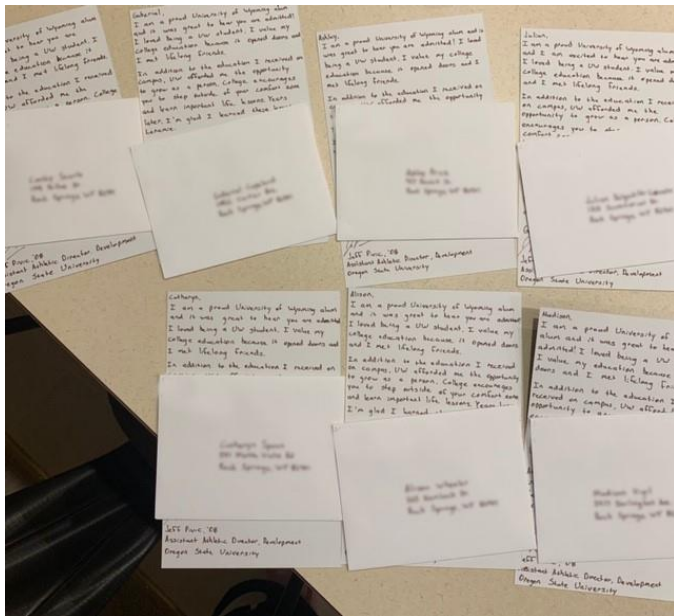
-Thomas Rupp

UW Alumnus | '18, Business Economics
Rupp received a job at a credit union last fall through

WCCWA Feedback

Admitted Student Writing Project

- 100 % of prospective students provided to UWAA for notes from the Admissions Office through April 1: 5,006
 - Total numbers of volunteers: 373 (113 of which are new writers)
 - Since inception in 2017, the total numbers of volunteers: 796
 - We will not have the Yields from Admissions until the Fall.



We are proud University of Wyoming alum + we think it's great that you've been admitted! We loved being students at UW because it opened doors for careers + friendships. We've chased our dreams all over as we've grown in our careers - which we've been well prepared for in Administration - pharmacy. Attending UW was a great choice + UW is excited to welcome you in the fall. Go Pokes!

Terry Moss, M.D.
Practice Administrator
Memorial Hospital
Class of 1995

Cory Moss, Pharm.D.
Registered Pharmacist
Shatto's Frontier Drug
Class of 2000

Know 5 Campaign

UW Alumni Association & Student Affairs

Understanding the 'WHY'

One of the cultural aspects student affairs believes will have a large impact on **increasing the retention and completion rates of our student is getting to know them individually, and ideally by name.**

We know students are much more likely to **persist and retain** when they **feel a sense of connection** to campus, and one of the easiest ways to **help them feel connected is getting to know them.**

Students want to be called by their name and not feel like a number.

They want to be a **part of the fabric and a valued member of the community.** This is why we will be promoting a **conversational approach.**

We are also promoting **we care and want the student to be on campus and part of our institution.**



We would love for you as **Alumni to get to KNOW 5 students and 5 things about them.** We are hopeful that it turns into more than 5 things you can learn about our amazing students, but it is a starting point.
Relationship development.

Process

UWAA Outreach to current UW Sophmores > Participants

UWAA Outreach to alumni (starting with our board members) > Participants

UWAA Connects Current UW Sophmore Students & UW Alumni based on academic interests

Commitment

- Attend, or watch, UWAA & Student Affairs Training
- Communication with UW Student – about an hour per student a month
- Track communication method (email, call, etc.), frequency, and any meaningful feedback/comments from your student(s)
- Monthly check in via Zoom with UWAA & Student Affairs, check in as a team via zoom to go over the highlights, discuss challenges, and ensure the students have what they need to persist and feel connected. We would also be offering insight about what resources and access you as an Alumni have to campus

UW Alumni Association | The relationship engagement engine and a valued partner with UW

