



University of Wyoming Alumni Association  
January 25, 2019 Trustees Report

Prospective Student Recruitment Admissions Support

We are continuing our alumni support for prospective student enrollment in the “yield” phase whereby alumni volunteers are being asked to write personal notes to admitted students for the fall 2019 semester. We have begun our efforts with admitted students from Wyoming and currently have nearly 500 alumni volunteers throughout the country to communicate before March 31 with the nearly 5,000 admitted students. This year we will reach entering freshmen from all 50 states, Wyoming Community College transfer students and some international students as well. We will be traveling to sixteen Wyoming counties, Denver, Colorado Springs, Fort Collins and Houston to solidify these alumni commitments and to continue to develop our leadership of alumni networks in each county. Our board members are committed to this project in support of UW’s student recruitment program and have found the exercise to be a meaningful way to give back to the university. We will continue to work closely with our Office of Admissions to identify other projects in which we can marshal our alumni base to support UW’s efforts to encourage more high school seniors and transfer students to attend UW.

Cowboy 2 Cowboy Informational Interview Program  
“UW alumni sharing career advice with new graduates”

We continue to make meaningful connections between alumni, and students through the Cowboy 2 Cowboy Informational Interviewer program. In this year, we have coordinated 57 sessions engaging 34 alumni with 22 students and young alumni. We are working with the Honors College to connect 30 students with 10 alumni from multiple professions and industries in the spring using the technology in the career rooms in the Marian H. Rochelle Gateway Center.

Spring Alumni Engagement and Network Activities

Personal interaction with alumni at notable events leads to new business relationships, career networking and collaboration, the establishment of new networks and more alums agreeing to join our team of alumni advocates to support student recruitment. As a result, we will coordinate the following notable events with our UW partners and through our alumni networks in January through May.

We have a full slate of alumni engagement events this spring including the following:

1. 1/23/19 - UW Night at the Rodeo at the National Western Stock Show
2. 2/6-7/19 - UWAA Energy Network Receptions in Houston
3. 2/6/19 - UWAA Colorado Springs Alumni Network Pre-game hospitality prior to UWMBB at AFA
4. 2/9/19 - UWAA Membership Appreciation Day Prior to UW Men’s Basketball vs CSU

5. 2/26-27/19 - UW Career Fair support
6. 2/28-3/1/19 - May 2019 Grad Fair in conjunction with UW Foundation
7. 3/7/19 - Career Night for College of Arts and Sciences students – Wildcatter
8. 4/2/19 - An Evening with Wyoming Alumni and Friends in Washington, D.C.
9. 4/10/19 - Reception and UW Jazz Ensemble Performance, Denver, CO
10. 4/11-12/19 - Live Local, Work Local Career Network Evening in conjunction with the Advising, Career and Exploratory Studies (“ACES”) office – Gillette
11. 4/12/19 - UWAA 27th Annual Scholarship Reception and Auction – Laramie, WY
12. 5/3/19 - Houston Alumni Network Scholarship Golf Tournament, Houston, TX
13. 5/9/19 - May 2019 Graduate Senior Sendoff

### Global Engagement

In December, I joined colleagues Tony Ogden, AVP Global Engagement; Dave Sprott, Dean of the COB; Mark Northam, Executive Director of SER; Donal Skinner, Dean of the Honors College and Even Brande, President, Handel Technologies on a trip to Oslo, Norway and the surrounding area. The purpose was to visit alumni, universities and international education organizations to identify academic opportunities for UW students and faculty. We had three goals.

- To reconnect and re-establish relations with UW alumni and former students in Norway
- Explore and create exchange opportunities for UW students in Norway
- Explore recruitment opportunities to bring more Norwegian students to UW

Our trip included meetings with individuals and a group of alumni to listen to their perspective on an ongoing relationship with UW. Visits were also made to the University of Oslo, Norwegian Business School, Norwegian School of Economics, American College of Norway, the Fulbright Scholars program and NorAm. The week was capped with the 35<sup>th</sup> Annual Buckhorn Boys Reunion dinner at a remarkable farmhouse hosted by Jorgen Waaler, retired CEO, and his wife Hilda, a UW alumna too. We were quite astounded at the deep fondness that our Norwegian alumni hold for our university. The fact that they have built a common bond around their experiences without any input from UW is testament to this. Their affinity primarily was fostered from their participation on the UW NCAA ski team that was discontinued in 1992.

We had a productive time there and look forward to following through on key action steps in each of our areas of work. Some of the key outcomes from the visit include:

1. We will formalize their group into a UW alumni network and offer our support consistent with our other networks, including assisting them with engaging more of the hundreds of UW alumni living in Oslo and throughout the country. This group will be our first international alumni network.
2. We will open a door for faculty outreach in Norway for faculty members with an affinity there based on their research fields.
3. We will open a door for Norwegian alumni to come back to UW in a professional capacity. For example, the CFO of Qatar Airlines, a UW alumnus, would be positive for the COB.
4. The relationship we began with the international educational organizations in conjunction with engaging Norwegian alumni on our campus will help open the door for UW students to have new study abroad opportunities (3 week, semester and internships) in Norway.

5. We met some very successful Norwegian alums who may in the long-term have an interest in supporting UW financially but in some key areas of their interests.

Finally, all of these efforts in the last couple of months and planned for the spring allow us to continue to add new alumni volunteers to support UW. The personal interaction among alumni is leading to new business relationships, career networking and collaboration, and more alums agreeing to join our team of alumni advocates to support student recruitment.