



University of Wyoming Alumni Association  
January 24, 2020 Trustees Report

Alumni Networking and Collaboration with UW Partners Builds Community

The Alumni Association facilitates connections among graduates and members of the Cowboy and Cowgirl communities through our alumni networks led by passionate local area volunteers and in conjunction with UW partners. Our outreach from July 1 through December 31, 2019 compared to FY 2019 respectively was as follows:

	<u>July 1 - 12/31/19</u>		<u>Total FY 2019</u>	
	<u>#</u>	<u>Total</u>	<u>#</u>	<u>Total</u>
UWAA hosted	28	2,592	37	5,215
Networks/Chapters	45	2,013	56	1,785
UW Partners	35	11,768	31	8,459
Admissions	<u>1</u>	<u>250</u>	<u>11</u>	<u>3,440</u>
Total	109	16,623	135	18,899
Unique Connections:		3,800		4,291

The growth in the first half of FY 2020 is attributable to our networks developing more sound leadership and being more engaged, our new staff efforts to expand engagement, maturing relationships with UW partners and the willingness to collaborate with our programs to reach alumni (i.e. The World Needs More Cowboys community events), an increase in participation by alumni and students in the 2019 Homecoming and the enthusiasm for the success of the Cowboys football team. In particular, the Arizona Bowl game provided the opportunity to host a reception with attendance over 600. In addition, our communication with alumni has become more comprehensive and better coordinated with the implementation of a comprehensive communication plan.

**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 through December 31, we have coordinated 62 sessions engaging 37 alumni with 29 students and young alumni. We are on pace to exceed 2018-19 mentorships by about 17%. We are working with the Humanities Department 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. In addition, we are in the process of connecting 20 Wyo-Gold student leaders with alumni in February and March, 2020.

**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 2020 semester. We have begun our efforts with admitted students from Wyoming and currently have nearly 500 alumni volunteers

throughout the country to communicate with the nearly 6,000 admitted students this spring. In the fourth year of this program, 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, Houston and Phoenix 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 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.

### Global Engagement

In December, I returned to Norway with UW alumnus Even Brande, President of Handel Technologies on a trip to Oslo. The purpose was to follow-up on the 2018 visit and rally support for a new Norwegian Alumni scholarship endowment to preserve and honor the legacy of former students from Norway. Our trip included meetings with 12 highly successful alumni and was capped off with the 36<sup>th</sup> Annual Buckhorn Boys Reunion (Norwegian alumni network) dinner at a downtown Oslo restaurant. The alums remain deeply passionate about the university and are open to supporting UW financially. In conjunction with the UWF development directors, we will follow-up with all of the alumni in Norway and those Norwegian graduates who have settled in the US to move the endowment funding campaign forward. Finally, we are planning a reunion for Norwegian alumni in Laramie for September 2020 to celebrate their passion and long-lasting connection to UW.

In October, Tony Ogden, Associate Vice Provost of Global Engagement, led a UW delegation to London and hosted a reception for about 20 alumni. The UWAA provided outreach support for this event and Tony and the other UW representations made valuable contacts. We have had some of the alumni reach out to us to identify ways in the which they can stay connected in the future.

### Employer Engagement Program Coordinator

Heather Baker joined the UW Alumni Association and the Advising, Career and Exploratory Studies teams as our new Employer Engagement Coordinator in January. She will identify, cultivate and steward relationships with current alumni and employers that contribute to students' success after graduation. Her first efforts have been the development of a strategic plan for UW's employer engagement goals, collaborating with other UW career services staff and identifying companies in Wyoming and the Front Range to contact to begin the process of recruiting them to hire our students and graduates.

### Notable Upcoming Alumni Events to Connect with Alumni and Friends

Personal interaction with alumni at notable events leads to new business relationships, career networking and collaboration, 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 – May 2020.

January 25: "The World Needs More Cowboys" Community Celebration, Rock Springs

February 20: "The World Needs More Cowboys" Community Celebration, Cheyenne

February 1: Women's Basketball vs. San Jose State University UWAA Membership Appreciation, Marian H. Rochelle Gateway Center, Laramie

February 15: Men's Basketball vs. Colorado State UWAA Membership Appreciation, Marian H. Rochelle Gateway Center, Laramie

February 29: UW Day at the Rockies, Scottsdale, Ariz.

March 1-7: MWC Basketball Tournament Pregame Hospitalities, Las Vegas

March 19: "The World Needs More Cowboys" Community Celebration, Worland  
March/April 2020 (TBD): UW Grad Fair to meet and greet all May 2020 graduates and present Steamboat lapel pin and annual membership  
April 8: An Evening with UW, Reception and Wyoming Jazz and UW Vocal Jazz Ensembles Performance, Denver  
April 16-18: UW Alumni Association Spring Board of Directors Meeting, Sheridan  
April 16: "The World Needs More Cowboys" Community Celebration, Sheridan  
April 17: UW Alumni Association 28th Annual Scholarship Reception and Auction, Sheridan  
May 28: "The World Needs More Cowboys" Community Celebration, Wheatland  
May 1: Fifth Annual Houston Alumni Network Golf Tournament  
May 14: May Graduate Senior Send-off