

07.16.2020 | UNIVERSITY OF WYOMING ALUMNI ASSOCIATION

JULY 2020

**University of Wyoming Alumni Association
Trustees Report**



Alumni Association

2019 - 2020 Highlights:



We made continued progress in implementing many of the strategies from our 2017-22 Strategic Plan “Planting our Colors,”

- 🐮 Completed the 3-year transition to a more efficient and diverse governance structure,
- 🐮 Strengthened the leadership in 27 of our alumni networks,
- 🐮 Expanded our Brown and Gold Champions volunteer outreach system,
- 🐮 Grew alumni participation and impact in the admitted students’ project,
- 🐮 Conducted a record number of Cowboy 2 Cowboy (C2C) informational interviews,
- 🐮 Expanded our social media and website reach,
- 🐮 Implemented new diversity and inclusion initiatives,
- 🐮 Pivoted to new virtual alumni engagement activities.

UWAA SUMMARY HIGHLIGHTS:

- Relationships & Engagement
- Student Enrichment
 - Prospective Student Recruitment
 - Admissions Support
 - Career
 - Alumni & Student Support
 - Employer Engagement
 - Scholarships
 - Student Leadership
 - New Graduate Recognition
- Resources & Infrastructure
 - Building Community: Alumni Networking & Collaboration with UW Partners
 - UWAA Board
 - UWAA Staffing
 - Endowments
 - Impact Efforts on Giving
- Diversity Initiatives
- Looking Toward 2020-21
 - Upcoming Events for Alumni & Friends

UWAA RELATIONSHIPS

UWAA NETWORKS & CHAPTERS | NATIONAL, INTERNATIONAL, EMERGING



UWAA BROWN & GOLD CHAMPIONS | NATIONAL VOLUNTEER OUTREACH SYSTEM



UWAA EVENT & ENGAGEMENT STATS

OUTREACH FROM JULY 1, 2019 - JUNE 30, 2020 COMPARED TO FY 2019 RESPECTIVELY:

	FY 2020 TOTALS		FY 2019 TOTALS	
	# OF EVENTS:	# OF ATTENDEES:	# OF EVENTS:	# OF ATTENDEES:
UWAA HOSTED:	42	7,060	37	5,215
NETWORKS & CHAPTERS:	68	2,420	56	1,785
UW PARTNERS:	47	11,090	31	8,460
ADMISSIONS:	1*	30	11	3,440
TOTALS:	158	20,600	135	18,900
TOTAL UNIQUE CONNECTIONS:	6,000		4,291	

*WE ARE PARTICIPATING IN THE 2020 VIRTUAL ORIENTATION WITH ADMISSIONS TO SHARE INFORMATION ON OUR STUDENT LEADERSHIP & SCHOLARSHIP PROGRAMS THAT TYPICALLY WOULD HAVE BEEN TO LIVE SESSIONS IN JUNE.

UWAA KEY EVENTS

- THE WORLD NEEDS MORE COWBOYS COMMUNITY CELEBRATIONS
- HOME & AWAY FOOTBALL PRE-GAME HOSPITALITIES
- HOMECOMING
- ACTIVITIES STATEWIDE & NATIONALLY: AZ: TUCSON, PHOENIX; CA: SAN DIEGO; CO: DENVER, FORT COLLINS, CO. SPRINGS; ID: BOISE; NV: LAS VEGAS; OK: TULSA; TX: HOUSTON; UT: SALT LAKE CITY; WA: SEATTLE
- INTERNATIONAL: OSLO, NORWAY, LONDON & UW IN SCOTLAND
- GRADUATES OF THE LAST DECADE (GOLD) LEADERSHIP ROUNDTABLE LUNCHEONS

ENGAGEMENT RELATIONSHIPS CONTINUED

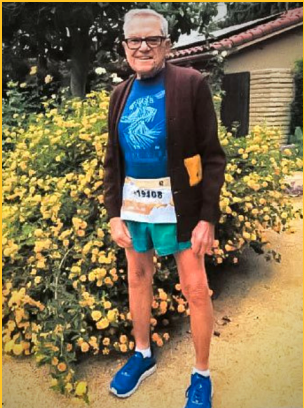
THE UWAA STAFF HAS BEEN WORKING REMOTELY SINCE MARCH 17 AND CANCELLED OR POSTPONED ALL LIVE EVENTS THROUGH JUNE 30, 2020. OUR ENGAGEMENT APPROACH PIVOTED TO INCREASED REMOTE CONTACT WITH MEMBERS, DONORS AND NETWORK/CHAPTER LEADERS; VIRTUAL EVENTS AND EXPANDED OUR SOCIAL MEDIA CONTENT DISTRIBUTION.

- **STRENGTHENED INDIVIDUAL RELATIONSHIPS:** PERSONAL CALLS, LETTERS, AND HANDWRITTEN NOTES TO MEMBERS, DONORS, & NETWORK/CHAPTER LEADERS TO EXPRESS OUR APPRECIATION FOR THEIR SUPPORT



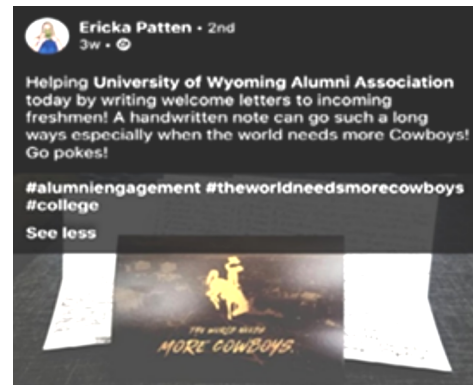
- **VIRTUAL ACTIVITIES:**

- **APRIL 17, 2020:** UWAA BOARD MEETING.
- **APRIL 28, 2020:** ROTARY CLUB PRESENTATION: CASPER, WY. EXEC. DIR., KEENER FRY VIRTUAL POWERPOINT PRESENTATION - UPDATES & INFORMATION ON OUR ORGANIZATION, AS WELL AS WAYS TO GET, OR STAY, ENGAGED.
- **MAY 12, 2020:** ROTARY CLUB PRESENTATION: RIVERTON, WY.
- **MAY 27, 2020:** ROTARY CLUB PRESENTATION: DOUGLAS, WY.
- **MAY 28, 2020:** GOLD LEADERSHIP ROUNDTABLE WITH UW COB & ENERGY ALUMNI (PRESENTERS: DAVID SPROTT, HOLLY KRUTKA & TARA RIGHETTI) CONNECT OUR GOLD ALUMNI WITH UW ACADEMIC LEADERS & EXPERIENCED EXECUTIVES IN THE ENERGY INDUSTRY TO EXCHANGE INVALUABLE CURRENT INSIGHTS ABOUT UW AND IN THE ENERGY INDUSTRY. IDENTIFIED & SUSTAINED RELATIONSHIPS WITH 100 SIGNIFICANT 'GOLD' ALUMNI FOR THE YEAR.
- **JUNE 20, 2020:** UWAA 1ST ANNUAL 'TRACING OUR ROOTS | FREE VIRTUAL 5K WALK RUN' TO COMMEMORATE OUR 125TH ANNIVERSARY, 330 ALUMNI & FRIENDS REGISTERED. WE HAD PARTICIPANTS FROM 25 U.S. STATES AND INTERNATIONAL PARTICIPATION FROM JAPAN AND SAUDI ARABIA
- **JUNE 25, 2020:** UWAA VIRTUAL TOWN HALL: EXCLUSIVELY FOR OUR BROWN & GOLD CHAMPIONS. HOSTED BY UWAA EXECUTIVE DIRECTOR KEENER FRY, FEATURING UW ATHLETICS DIRECTOR TOM BURMAN AND HEAD FOOTBALL COACH CRAIG BOHL
- **JULY 9, 2020:** UWAA VIRTUAL TOWN HALL: EXCLUSIVELY FOR OUR MEMBERS. HOSTED BY UWAA EXECUTIVE DIRECTOR KEENER FRY, FEATURING THE MEN'S HEAD BASKETBALL COACH JEFF LINDER AND WOMEN'S HEAD BASKETBALL COACH GERALD MATTINSON



STUDENT ENRICHMENT

PROSPECTIVE STUDENT RECRUITMENT & ADMISSIONS SUPPORT



students - amazing! #CowboysCan
#TheWorldNeedsMoreCowboys



Elissa Ruckle

Monday at 11:36 AM · 🌐

As a proud UW alum, I love getting to welcome new Pokes! 💖 #theworldneedsmoreCowboys #GoPokes

450

PROSPECTIVE STUDENT
RECRUITMENT ALUMNI
VOLUNTEERS

5000

ADMITTED STUDENTS



CAREER

ALUMNI & STUDENT SUPPORT & EMPLOYER ENGAGEMENT HIGHLIGHTS:

125

ONE-ON-ONE C2C Informational
Interviews

70

NEW Employer Engagement
Connections

- Launched a project to record virtual interviews with our alumni to increase the scale and reach of our Cowboy 2 Cowboy (C2C) Informational Interview Program
- Supporting ACES: Multiple student treks for Live Local Work Local in WYO & TX
- 6 UWAA Students will attend the ATA Management Conference and Exhibition in Oct. 2020, which is the first time UW has received invitations for students to attend (historically 100% of students who have attended received a job offer)
- 3 New engineering student internships with DISA Inc., an alumni owned start up company in Casper, WY
- New employer engagement connections: creating more opportunities for internships/employment in Wyoming, Colorado and other states
- West Edge Collective (Cheyenne, WY) collaboration: to support career-based seminars for incoming freshmen at the UW, as well as annual internship opportunity for students earning a degree in marketing and for students in the College of Arts and Sciences

STUDENT ENRICHMENT: PROGRESS BY THE NUMBERS

SCHOLARSHIPS

\$186,500

UWAA SCHOLARSHIPS FOR THE 2019-20 ACADEMIC YEAR AWARDED TO 120 STUDENTS, 40 WITH 4.0 IN FALL 2019

\$1.36 M

SCHOLARSHIP SUPPORT FROM WYO LICENSE PLATE SALES OF 13,600 PLATES SOLD SINCE ITS INCEPTION IN 2008

STUDENT LEADERSHIP

27

WYO-GOLD STUDENT MEMBERS WHO ASSIST WITH ALUMNI ENGAGEMENT & SERVE AS BRAND AMBASSADORS FOR STUDENT RECRUITMENT

16

WYO-GOLD STUDENTS PARTICIPATED IN THE COWBOY 2 COWBOY INTERVIEWS

MAY 2020 GRADUATE RECOGNITION

2,000+

MAY 2020 UW GRADUATES ENGAGED BY THE UWAA THROUGH;

- Personal welcome at May 2020 virtual commencement
- Grad pack that included steamboat lapel pin, mini-replica diploma/2020 UWAA membership card & membership services
- Access to career resources & support through ACES & the UWAA
- Multiple email & social media communications
- June 23-26, 2020: virtual grad fair opportunity

140+

RECENT UW GRADUATES STILL LOOKING FOR EMPLOYMENT WHO ACES, COB, CEAS, AND THE UWAA PERSONALLY RESPONDED TO CONNECT FOR AVAILABLE CAREER SUPPORT, INCLUDING;

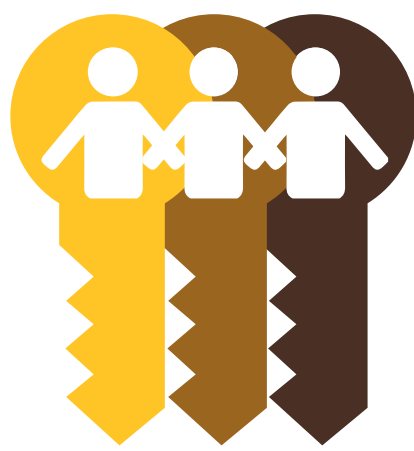
- Support for strengthening their resumes and LinkedIn profiles
- Offered Cowboy 2 Cowboy informational interview opportunities

ALUMNI NETWORKING + COLLABORATION WITH UW PARTNERS = BUILDING 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.

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



RESOURCES & INFRASTRUCTURE

- 1.) Completed transition of governance model to reduce the size of the board in an effort to advance and diverse statewide/ national/ geographical alumni representation
- 2. Built the next generation UWAA staff team by elevating a current position, Engagement Coordinator, and hired two new positions; Manager of Public Relations & Engagement, and Employer Engagement Coordinator
- 3.) Established the 300 Club Alumni Excellence Endowment of \$700K with proceeds from sale of Alumni House to UW
- 4.) Over the last few years, our consistent and growing engagement has made a positive impact on giving to UW. This year, over \$500K in planned gifts and commitments were received by UW because of relationships being identified and cultivated by the UWAA

DIVERSITY INITIATIVES

1.) UWAA Board

2.) UWAA Staffing

3.) UWAA Endowments

4.) UWAA Efforts & Giving

- Diversified our board of directors
- Scholarships: 8 Native American student scholarships & coordination of Wyoming Tribal License plate program
- Black 14 Social Justice Institute: \$10,000 travel scholarships, committed for 2020 - postponed to 2021
- Approved a UWAA Diversity and Inclusion Internship for 2020-21

LOOKING TOWARD 2020-21

Our board is energized about expanding alumni engagement in coordination with our multiple UW partners. We view our alumni as one of the greatest assets for the university and believe the Alumni Association, by leveraging our efforts through our volunteer alumni networks, plays an essential role in complementing the university's communication and engagement work resulting in a growing percentage of 131,000 living alumni being involved and engaged to the benefit of UW. We have identified the following key goals for 2020-21:

- **Broaden alumni ambassadors** through Brown and Gold Council, Brown and Gold Champions, and thriving alumni Networks/Chapters
- **Expand state-wide engagement** through 3rd Year TWNMC Wyoming Community events with President's Office, IM, Athletics & UWF and targeted virtual events
- **Offer high performing virtual events and resources** in place of regularly scheduled live fall 2020 events to provide meaningful alumni engagement and alumni career services to keep our relationships strong with alumni
- **Implement diversity initiatives created in 2020**
- **Maintain advocacy for prospective students** by reaching 100% of fall 2021 admitted students with personal notes from alumni
- **Open career doors** for students and alumni with emphasis on employer engagement in alignment with ACES to expand number of employers offering our students and alumni internships and full-time jobs.
- **Build the recorded Cowboy 2 Cowboy Informational Interview library** to increase scale of reach to students and recent graduates.
- **Develop donor pipeline**, including identifying and sustaining relationships with 250 high performing graduates of the last decade through GOLD (Graduates of the Last Decade) Leadership Roundtables



UPCOMING ALUMNI EVENTS TO CONNECT WITH ALUMNI & FRIENDS:

- July 21: The World Needs More Cowboys Community Celebration, Afton , WY
- August - week of the 10th: Academic & Student Success Town Hall with UW Interim Provost & V.P. for Academic Affairs Anne Alexander and V.P. Student Affairs Kim Chestnut - Virtual
- September 5: Women's Leadership Recognition Reception - Virtual
- September 17: UWAA Board Meeting - Virtual
- September 19: UWAA Member Appreciation - Virtual
- September 24: The World Needs More Cowboys Community Celebration, Douglas, WY
- September TBA: Natrona County Alumni Network Town Hall - Virtual
- October 1: The World Needs More Cowboys Community Celebration, Casper, WY

