



**University of Wyoming Alumni Association
March 26, 2020 Trustees Report**

COVID-19 Response

Since March 2 when the University of Wyoming first released measures to address the virus, we have developed a response in alignment with UW administration’s directives. Our primary concern and focus is the health and well-being of our employees, board members, alumni and students. Secondly, we have closely evaluated our staff travel for alumni engagement and events planned for the spring 2020 in light of UW’s guidance and best practices of “social distancing.” As a result, we have communicated with our board, alumni volunteers and university partners and revised our short-term alumni engagement plan and cancelled or postponed all alumni engagement events through May 15. We will wait on further guidance from UW to make decisions on activities planned beyond May 15. Finally, effective March 17, our staff began working remotely and will continue to do so until further direction is provided.

Through these actions, we are striving to be a responsible organization and make wise choices in an effort to play a role in delaying and minimizing the spread and transmission of the COVID-19. We will continually monitor both what is happening in our community, our country, and around the world; as well as align our response with the public health guidelines set by the university, state and country.

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, 2019 through March 3, 2020 compared to FY 2019 respectively was as follows:

	7.1.19-3.03.20 Totals*		FY 2019 Totals	
	# of events:	# of attendees:	# of events:	# of attendees:
UWAA Hosted:	34	2,776	37	5,215
Networks & Chapters:	68	2,420	56	1,785
UW Partners:	43	11,003	31	8,459
Admissions:	1	30	11	3,440
Totals:	146	16,229	135	18,889
Total Unique Connections:	4,170		4,291	

**We had multiple spring events scheduled through June 30 in Wyoming and out-of-state in which we expected to reach about 500 alumni, 2,500 graduating seniors and 1,600 fall 2020 admitted students. However, with the postponements and cancellations through May 15 and potentially beyond, our final alumni engagement counts for the year are uncertain.*

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

We continue to connect alumni and students through the Cowboy2Cowboy Informational Interview program. From July 1, 2019 through the present, we have coordinated 114 sessions engaging 66 alumni with 58 students. We are on pace to exceed 2018-19 mentorships by 124.72% and our goal this year is to host 125 Cowboy2Cowboy interviews. Looking towards the future, our goal is to streamline this service so every UW student has the opportunity to take advantage of connecting with alumni and setting themselves up for success in their desired career path. In order to do this, we will be working hand in hand with the university's Advising, Career and Exploratory Studies Center (ACES) and we will seek targeted groups on campus who are interested in taking advantage of these services. At the moment, we are working with the Rugby team and the College of Agriculture to plan informational sessions for their groups.

Prospective Student Recruitment Admissions Support

We are continuing our alumni support for prospective student enrollment whereby alumni volunteers are asked to write personal notes to admitted students for the fall 2020 semester. Currently, 425 alumni volunteers have written letters to all 4,180 admitted students as of March 16, 2020. Within the 425 alumni volunteers, 175 alumni are new participants. In the fourth year of this campaign, we have reached entering freshmen from all 50 states, Wyoming Community College transfer students and some international students as well. This year we have held events in ten Wyoming counties, Denver, Colorado Springs, Fort Collins, Nebraska, Minnesota, Houston and Phoenix to kick off the project and to continue to develop our alumni networks in each aforementioned area. One alumnus in particular looped me in on an email conversation he had with a prospective student in Texas who shared genuine appreciation in receiving a letter and pride for the University of Wyoming,

“I have always wanted to go to UW and am very prideful in the fact I will be a Cowboy, I haven't been admitted but a couple months and already two of my guitars have UW logos plastered on them, and I often wear a UW shirt and am more than happy to point it out, when I am at work and people ask any questions about my future plans I tell them what I have just told you. Usually I am the kind of person who does not share anything with people unless I find it absolutely necessary, but when it comes to my future education and my future as a Cowboy I am very prideful (and I am not often a prideful person.) I thank you again for your letter, it has made me more sure than ever that I have made the right decision. Thank you again and I hope to hear from you again one day.”

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 projects in which we can engage our alumni base to support UW's efforts to encourage more high school seniors and transfer students to attend UW.

Employer Engagement Program Coordinator

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

As first steps in development of a strategic plan for UW's employer engagement goals, Heather is co-leading efforts with a data specialist to track the impact of career service events on students and employers. This includes gathering net promoter scores at each event along with testimonials about attendees' experiences. As an example, Heather expanded the Live Local Work Local (LLWL) event in Laramie. LLWL is a University of Wyoming student career outreach initiative to provide opportunities for University of Wyoming students to increase their awareness of Wyoming communities, companies, and careers. The event was a success with over 80 students registered to participate in events for industries including IT, advanced manufacturing, and health services. In the next few months, Heather plans to develop a biweekly meeting for employer-focused staff to draft the vision and goals for UW's employer engagement initiatives into the future.

Along with laying the foundation for tracking employer engagement events, Heather has attended or co-hosted 7 employer engagement initiatives, including two career fairs and a productive visit to various employers in Casper, that have led to over 25 new relationships with employers. Over 60% of these employers are within Wyoming and others are from the Front Range. Notably, Erica Denney of Denney Transport spent a full day on campus promoting an all-expenses paid trip to the ATA Management Conference & Exhibition hosted in Denver, Colorado this October. Erica answered the questions of over 30 interested students and spent time in 3 upper-level decision science courses. Four UW students will be invited to this conference in October 2020. With time, we hope Heather's position will develop additional opportunities for students both in-state and out-of-state to attend events similar to the ATA Management Conference & Exhibition.

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 have planned the following notable events with our UW partners and through our alumni networks in April – June 2020.

April 1-2: UW Grad Fair to meet and greet all May 2020 graduates and present Steamboat lapel pin and annual membership*

April 8: Dazzle with UW Jazz Ensemble, Denver**

April 16-18: UW Alumni Association Spring Board of Directors Meeting, Sheridan (revised to conference call)

April 16: "The World Needs More Cowboys" Community Celebration, Sheridan**

April 17: UW Alumni Association 28th annual Scholarship Reception and Auction, Sheridan**

April 30: Houston Alumni Network reception**

May 1: Fifth Annual Houston Alumni Network Golf Tournament*

May 14: May Graduate Senior Send-off, Laramie***

May 28: "The World Needs More Cowboys" Community Celebration, Wheatland***

June: UW New Student Orientation Resource Fair***

June: "The World Needs More Cowboys" Community Celebration, Wind River Indian Reservation***

June 17: UW at Rodeo Event, Casper***

June 18: UW at David St. Station, Casper***

*Cancelled due to COVID-19

** Postponed due to COVID-19

*** Waiting on further guidance from UW