



**University of Wyoming Alumni Association
May 15, 2020 Trustees Report
Overview**

The UWAA staff has been working remotely since March 17 in accordance with UW administration’s directives. While we have either cancelled or postponed all alumni engagement events through June, we have remained active in engaging our alumni, network/chapter leaders and other volunteers. A summary of our key activities since the March 2020 Board of Trustees meeting include:

1. Personally reached out to each of our members, donors, and network/chapter leaders in a personal way to express our appreciation for their support and to strengthen these relationships.
2. Completed our April 2020 board meeting virtually on April 17.
3. Completed alumni notes to 100% of admitted students through April 30, 2020.
4. Launched a project to record virtual interviews with our alumni to increase the scale and reach of our Cowboy2Cowboy Informational Interview Program.
5. Recognized the May 2020 graduates and welcomed them as they joined our 131,000 alumni.
6. Continued the planning for the 50 events currently scheduled for the summer and fall 2020.
7. Refined and expanded virtual tools to reach our alumni individually and in groups to support alumni engagement and alumni career services
8. Awarded UWAA scholarships for the 2020-21 academic year to 120 students totaling \$186,500. In addition, we committed \$10,000 for travel scholarships for prospective student participants in the inaugural Black 14 Social Justice Institute originally scheduled for July 2020, now postponed until July 2021.

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 May 5, 2020 compared to FY 2019 respectively was as follows:

	7.1.19-5.5.20 Totals*		FY 2019 Totals	
	# of events:	# of attendees:	# of events:	# of attendees:
UWAA Hosted:	39	4,441	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:	150	17,894	135	18,889
Total Unique Connections:	5,794		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 and 1,600 fall 2020 admitted students through orientation. We will participate in a virtual orientation to share our student leadership and scholarship programs with them. However, with the postponements and cancellations through May 15 and potentially beyond, our final alumni engagement counts for the year are uncertain.*

Cowboy2Cowboy Informational Interview Program **“UW alumni sharing career advice with new graduates”**

As the economic landscape has drastically changed in the past few months, we are expanding our online career resources to equip our current UW students and alumni with as many professional development tools as possible. Starting with our Cowboy2Cowboy Informational Interview Program, we are launching a project to record virtual interviews with our alumni from a variety of industries and backgrounds. Our alumni will share their stories via Zoom interviews and we will upload these recordings to our website, LinkedIn page and also make them available on student platforms. We will also be holding live webinars curated by alumni who are industry experts in fields with high areas of student interest once a month. Our alumni and students will use these interviews and webinars as virtual learning tools and be able to take advantage of the wisdom and advice our alumni have to offer the next generation of Cowboys. This project will make our Cowboy2Cowboy program widely accessible to our students and alumni. We aim to triple the amount of students and alumni we can reach through our Cowboy2Cowboy program in the first year.

We continue to connect alumni and students through our original, phone-based, Cowboy2Cowboy Informational Interview Program and have completed our goal of 125 informational interviews by June 1. In the future, we will continue to offer informational interviews to students via phone to committed and outstanding groups of students, such as WYOGOLD, athletics and any students or groups ACES recommends.

New Graduate Recognition

Each graduation cycle, the UWAA makes it an absolute priority to meet our recent graduates personally and let them know that the UWAA is part of their journey as they begin their careers after UW. This year given the circumstances, those connections will occur virtually and included with the graduation materials sent from UW. The University Store has agreed to distribute graduation packs that will include their commemorative Steamboat lapel pin and card that introduces them to the UWAA, our alumni resources, and promotes connectivity with our social media outlets. In addition, during the virtual commencement, Manager of Public Relations and Engagement Chrissie Henschler will deliver the UWAA address to welcome them in joining our 131, 000 alumni and convey our mission and encourage them to remain connected to the university. The new alumni will then receive a mini-replica of their diploma to serve as their membership card with the benefits of their complimentary 1-year membership in the Alumni Association, and, in partnership with ACES, we have sponsored the registration for all graduates to attend a 4-day online [Grad Career Festival and Conference](#) June 23-26, 2020. It is our hope that these touches right before, and immediately following their graduation will make an impression to begin a lasting relationship.

Employer Engagement Program Coordinator

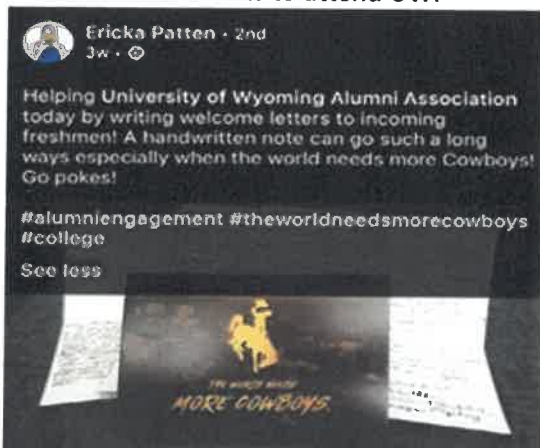
UWAA Employer Engagement Coordinator Heather Baker, in conjunction with the College of Business, collaborated with Trucking U to create the University of Wyoming's first application process for students to attend the Management Conference and Exhibition. The MCE brings together thousands of professionals from

America's trucking industry, including chief officers, presidents, and managers. This October, the MCE will be held in Denver, Colorado. Every student from other universities who has attended past conferences received a job offer.

Initially, Trucking U was going to provide four all-expenses paid opportunities to our students. However, because of the American Trucking Association's connection to UW through their president, Chris Spear, and because of the organized application process, they are now allowing six students to attend the MCE with all expenses paid. The students are College of Business sophomore Meredith Hoerman, juniors Brianna Thompson, Ceejay Berg, Ekaterina Gubina, and Kerry Adams, and senior Amy Leavitt.

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. As of April 30, 2020, 439 alumni volunteers have written letters to all 4,701 admitted students. Within the 439 alumni volunteers, 175 alumni are new participants. On May 4, 2020, we received a list of 280 additional admitted students, to whom we will send personal letters to by May 15, 2020. 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.



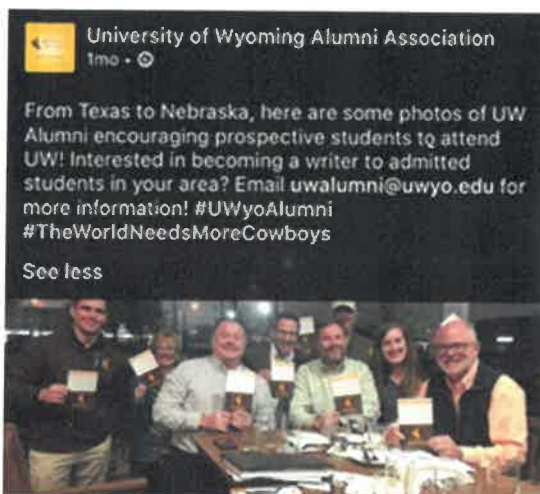
students - amazing! #CowboysCan
#TheWorldNeedsMoreCowboys



Elissa Ruckle

Monday at 11:36 AM · 🌐

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



Notable Alumni Events to Connect with Alumni and Friends: July - December 2020

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 July – December 2020.

July 16: The World Needs More Cowboys Community Celebration, Torrington
July 21: The World Needs More Cowboys Community Celebration, Afton
July 25: Cheyenne Frontier Days Ticket Package and Reception
August 1: UW Night at the Rockies, Denver
August 12: The World Needs More Cowboys Community Celebration, Douglas
September 5: Women's Leadership Recognition Reception, Laramie
September 5: Pokes Pre-Game Pep Rally, Laramie
September 11 or 12: Cowboy Road Series: Lafayette, LA
September 17: UWAA Investment Committee Meeting and Executive Board Meeting, Laramie
September 18-19: UWAA Board Meeting, Laramie
September 18: Award Recognition Ceremony and Reception, Laramie
September 18: Kickoff Friday, Laramie
September 19: UWAA Member Tailgate, Laramie
September 19: Pokes Pre-Game Pep Rally
September 25 or 26: Cowboy Road Series: Muncie, ID
September 26: Football Watch Party/Scholarship Auction (may transition to online auction only), Laramie
October 1: The World Needs More Cowboys Community Celebration, Casper
October 9: The World Needs More Cowboys Community Celebration, Pinedale
October 9 or 10: Cowboy Road Series: Las Vegas
October 10: The World Needs More Cowboys Community Celebration, Jackson
October 10-17: Homecoming Week, Laramie (the football game may move to October 16 due to a nationally televised broadcast)
October 15: 50th Club Reunion Welcome Social, Laramie
October 16-17: Homecoming Registration, Laramie
October 16: 50th Club Reunion Luncheon, Laramie
October 16: Distinguished Alumni Dinner, Laramie
October 17: Homecoming Parade, Laramie
October 17: UWAA Member and 50th Club Reunion Tailgate, Laramie
October 17: Pokes Pre-Game Pep Rally, Laramie
October 23: Kickoff Friday, Laramie
October 24: Pokes Pre-Game Pep Rally
October 30 or 31: Cowboy Road Series: Fort Collins
October TBD - Vietnam Memorial Rededication, Laramie
November 7: Pokes Pre-Game Pep Rally, Laramie
November 12: The World Needs More Cowboys Community Celebration, Fort Washakie
November 13 or 14: Cowboy Road Series, Reno, NV
November 20: Kickoff Friday, Laramie
November 21: Pokes Pre-Game Pep Rally, Laramie
November 27 or 28: Cowboy Road Series: Albuquerque, NM
December: UW Gingerbread House Contest, Laramie (date based on the president's community holiday open house)

December 3: The World Needs More Cowboys Community Celebration, Evanston

December 10: Senior Send Off, Laramie

December – Week Prior to Graduation: Assist the Advising, Career and Exploratory Studies Center (ACES) with having graduating seniors complete a first destination survey, hand-out Steamboat lapel pin and complimentary one-year UWAA membership

December 19: Graduation, Laramie (assist with graduation speakers)