

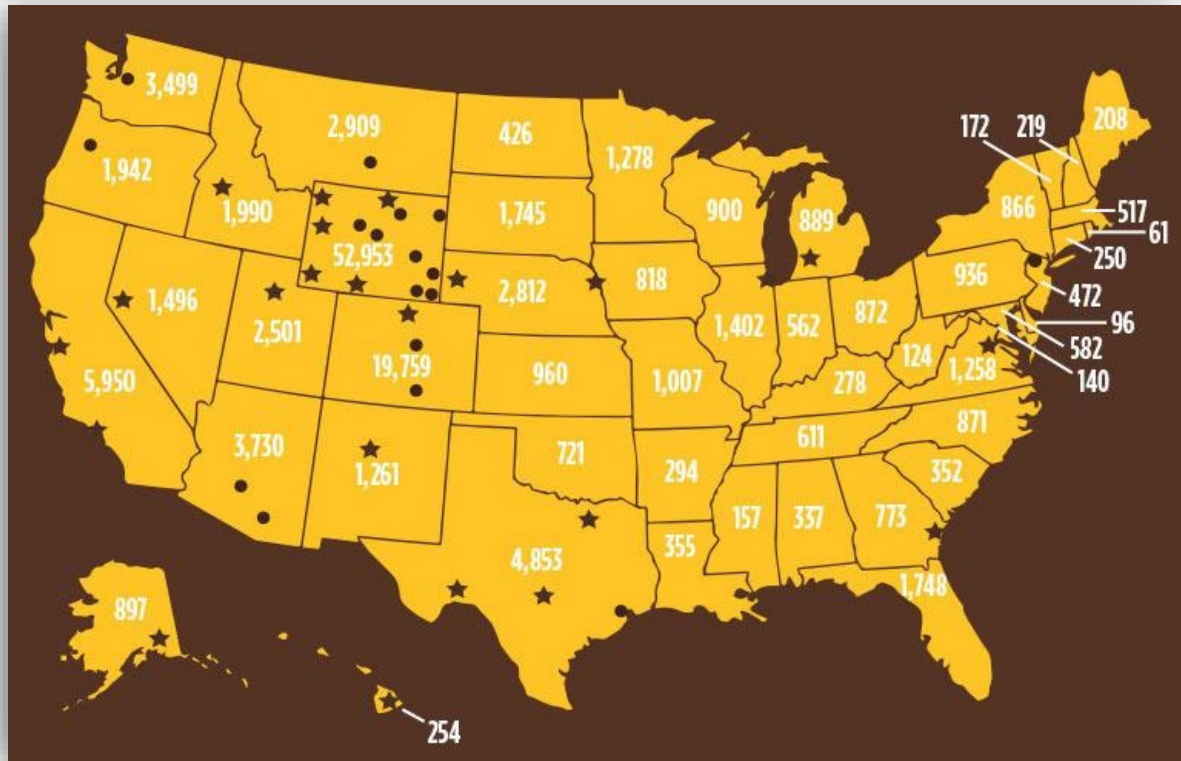
# UW Alumni Association Report for the UW Board of Trustees *July 13-16, 2021*

**Vision: *To be an essential UW partner to lead and inspire alumni and friends to support and promote the university through a lifelong connection with the university.***



# Personalized Engagement at Scale

## 140,000 Alumni



- Current Networks/Chapters – 25 & 2
- Brown & Gold Champions – 845
- Events – 150 reaching 20,000 people, 7,000 unique people
- 22.6K Reached on Facebook since May 2021 with over 2.2K Engaged through our posts
- 114 UWAA Videos added to our YouTube Channel (+17 since last report) reaching 16,939 people
- 2021-22 Multiple new engagement platforms to strengthen "precision engagement at scale" in collaboration with UWF

# ANNUAL REPORT 2020-21 | HIGHLIGHTS

## UWAA ENGAGEMENT - IMPACT & REACH

150 EVENTS IN 2020-21 REACHING 20,000 ALUMNI

Expanded our programming and reach to alumni. Will continue a hybrid model of in person & balance of virtual engagement.

845 & GROWING VOLUNTEER BASE OF BROWN & GOLD CHAMPIONS

Our alumni are a key resource to UW the state.

120 SCHOLARSHIP RECIPIENT STUDENTS WITH 38 ACHIEVING 4.0 GPA'S

Enriched student experiences – scholarships, leadership and career support.

37 NEW EMPLOYER ENGAGEMENT CONNECTIONS FOR RECENT GRADS & ALUMNI IN 2021

Expanded internships and full-time placement rates through the new WCCWA Campaign

## UWAA KEY RELATIONSHIPS - VALUE & IMPACT

### 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
- THE BLACK 14 | SOCIAL JUSTICE SUMMER INSTITUTE (SJSI)



### OUR VALUE & IMPACT TO ALUMNI, STUDENTS & CAMPUS PARTNERS

107

PERSONAL STUDENT & ALUMNI COWBOY2COWBOY MENTORSHIPS

35

RECORDED COWBOY2COWBOY INTERVIEWS IN LIBRARY WITH OVER 3,200 VIEWS

100%

OF 5,600 FALL 2021 ADMITTED STUDENTS REACHED THROUGH ALUMNI STUDENT WRITING PROJECT

114

VIDEOS ADDED TO THE UWAA YOUTUBE CHANNEL

\$25k

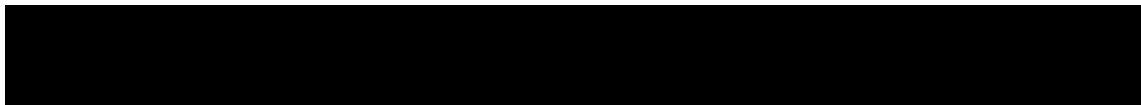
GENERATED IN DONATIONS & ADDED TO THE BLACK 14 SJSI

600

MORE VISITORS TO THE UWAA WEBSITE THAN THIS TIME LAST YEAR, 17.5K REACHED SINCE MAY 21

# Cowboy2Cowboy Program

- **Informational Interviews:** We connect students and new UW alumni entering the workforce, to our vast alumni network of industry professionals – 107 Mentorships (4 new since May report)
- **Online Career Resources:** C2C Recorded Interview Library – 35 – 3,200 views



*What's one tip you would give graduating students and alumni?*

**Joe Evers**





# When Cowboys Call, We Answer (WCCWA)

Since May 2020...

36

Recent UW Graduates seeking careers, or internships, were supported through the program

13

UW Alumni seeking career support were contacted and connected with opportunities

37

Career support or opportunities submitted & employer connections that were made through the program

“ Looking for a job or trying to find a career can be challenging. When I was first referenced to the When cowboys call, we answer program I was immediately met with people who I felt really wanted to help.

The individuals that reached out to me were not only persistent in helping me look for opportunities, but successful in their efforts. The people in this program really cared and put forth a lot of effort to help a fellow alum look for career opportunities.

I'm grateful that The University of Wyoming Alumni Association started this program for helping alumni in their career search and has appointed the respective people to lead such an effort.



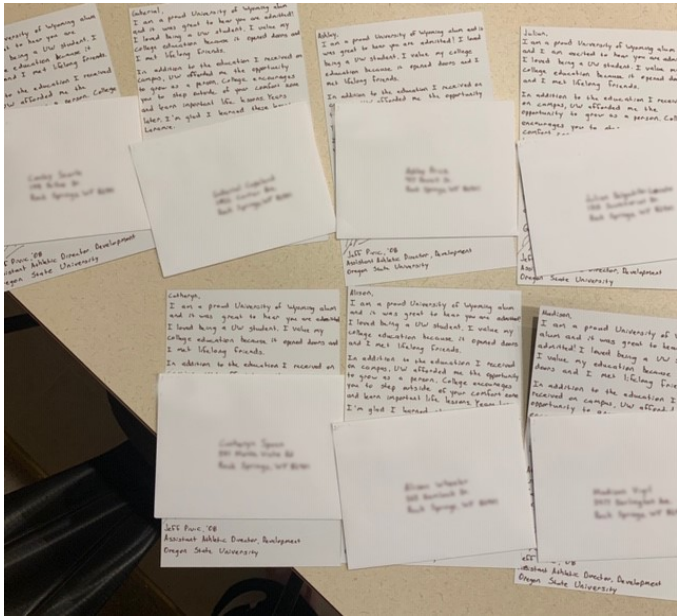
**-Thomas Rupp**

UW Alumnus | '18, Business Economics  
Rupp received a job at a credit union last fall through

## WCCWA Feedback

# Admitted Student Writing Project

- 100 % of prospective students provided to UWAA for notes from the Admissions Office through June 30: 5,600
  - Total numbers of volunteers: 425 (165 of which are new writers)
  - Since inception in 2017, the total numbers of volunteers: 845



We are proud University of Wyoming alum + we think it's great that you've been admitted! We loved being students at UW because it opened doors for careers + friendships. We've chased our dreams all over as we've grown in our careers - which we've been well prepared for in Administration + Pharmacy. Attending UW was a great choice + UW is excited to welcome you in the fall. Go Pokes!

Terry Moss, M.D.  
Practice Administrator  
Memorial Hospital  
Class of 1995

Cory Moss, Pharm.D.  
Registered Pharmacist  
Shatto's Frontier Drug  
Class of 2000

# Forward Thinking - Aligning with President Seidel's Pillars to Build a 21<sup>st</sup> Land Grant University

## PILLARS:

### DIGITAL-

- World class technological innovation, digital discovery, skilled leaders – digital workforce. Implement Communication/ Engagement & Ai Technology

### INTERDISCIPLINARY-

- Collaboration breaking down disciplinary lines- collective knowledge to solve complex problems with internal & external UW Partners

## UWAA PROGRAM ALIGNMENT | 2021-22:

### NEW TECHNOLOGY:

- Support Digital 1st agenda - "Precision engagement at scale," utilize upcoming technology platforms with Ai components for outreach and targeted revenue generation platforms and appeals and strengthening stewardship

### STATEWIDE OUTREACH:

- Expand alumni relationships, B&G Champions & Council, Networks; TWNMCB Celebrations and other events to introduce President Seidel and share UW pride with alumni and friends

### NATIONAL OUTREACH:

- Live/Virtual/Hybrid Events, including Individual features (athletics alumni pep talks, women's leadership, etc. and town hall style programming highlighting UW areas of interest – academic colleges and schools, athletics, student success, fine arts, etc.

### PIPELINE DEVELOPMENT TO SUPPORT GIFTS:

- To annual fund & convert relationships to planned and major gifts, including grow the number of UWAA endowed scholarships. Our consistent and expanding engagement over the last several years is making a positive impact on giving to UW

# Forward Thinking - Aligning with President Seidel's Pillars to Build a 21<sup>st</sup> Land Grant University

## PILLARS:

### ENTREPRENEURIAL-

- Recruiting new teams of partners across WY and business and corporate partners/Financial resources/ support UW as an engine for economic and workforce development

### INCLUSIVE-

- Accessible, Affordable, & Inclusive Education welcoming for students from all backgrounds and walks of life

## UWAA PROGRAM ALIGNMENT | 2021-22:

### PARTNERSHIPS:

- With WBC, Laramie Chamber Business Alliance and other WY chambers of commerce – in attracting new companies, through alumni connections, to WY – Implement AlumniFire - Market Place for alumni communities to connect for jobs. Economic development referrals/advocacy to UW and Wyoming economic development partners

### CAREER SUPPORT:

- Support Wyoming workforce development, in partnership with ACES and other UW career partners, through "When Cowboys Call, We Answer" Campaign, C2C Informational Interviews; FT jobs/internships and personalized resume and LinkedIn reviews

### STUDENT RECRUITMENT, RETENTION & SUCCESS:

- Recruitment - Admitted Student Writing Project & other efforts
- Retention - Know 5 & Pivotal Moments – alumni to student persistence to graduation

### UWAA DIVERSITY INITIATIVES:

- Value one another, be welcoming, develop a culture of belonging and remove barriers. Continue advancement of Black 14 Social Justice Summer Institute – funding, student recruitment, & program scholarships; UWAA scholarships, UWAA board and staff, alumni engagement opportunities, expanding distinguished alumni nomination pool and career placements.



# UWAA Upcoming Events

Date	Event
7/17/2021	UW Night at the Rockies
8/9/2021	The World Needs More Cowboys Community Celebration: Riverton
8/10/2021	The World Needs More Cowboys Community Celebration: Thermopolis
8/16-8/17/2021	The World Needs More Cowboys Community Celebrations: Lusk and Hulett/Sundance area
8/18/2021	UWAA Rapid City Alumni Reception
8/19/2021	UWAA Converse County Alumni Reception prior to WY State Fair in Douglas
9/3/2021	Kickoff Friday: Day before the Wyoming vs. Montana State University football game
9/3/2021	Cowboy Alumni Pre-Game Pre-Recorded Pep Talk for the Wyoming vs. Montana State University football game featuring Brian Brown
9/10/2021	Cowboy Alumni Pre-Game Pre-Recorded Pep Talk for the Wyoming vs. Northern Illinois University football game featuring Logan Wilson
9/10/2021	Cowboy Road Series: Alumni and friends gathering day before the Wyoming vs. Northern Illinois University football game
9/13/2021	The World Needs More Cowboys Community Celebration: Buffalo
9/14/2021	The World Needs More Cowboys Community Celebration: Sheridan
9/17-9/18/2021	UWAA Fall Board Meeting
9/17/2021	UWAA Award Recognition Ceremony and Reception
9/17/2021	Cowboy Alumni Pre-Game Pre-Recorded Pep Talk for the Wyoming vs. Ball State University football game featuring Derrick Martin
9/18/2021	UWAA Tailgate for UWAA Board, UWAA Awardees, Norway Reunion, and the UWAA Brown and Gold Council prior to the Wyoming vs. Ball State University football game
9/16-9/19/2021	Norway Network Reunion in Laramie
9/24/2021	Cowboy Alumni Pre-Game Pre-Recorded Pep Talk for the Wyoming vs. University of Connecticut football game featuring TBD
9/24/2021	Cowboy Road Series: Alumni and friends gathering day before the Wyoming vs. University of Connecticut football game