



University of Wyoming Alumni Association UW Board of Trustees Report

Since January 2021, the UWAA has remained active in engaging our alumni, network/chapter leaders and other volunteers through personal contact by phone and notes, virtual events, and our career support programming. The highlights of our key activities since the November 2020 Board of Trustees meeting include:

1. **Expanded personal and network relationships** adding volunteers to our Brown and Gold Champions - We have continued to reach out to members, donors, and network/chapter leaders in personal ways to express our appreciation for their support. We have continued building relationships with these leaders and champions and grown our champions with other alumni who are getting involved in our programming for the first time.
2. **'When Cowboys Call, We Answer' (WCCWA) Career Support Campaign | UWAA, ACES, & campus career service partners** - utilizes employer engagement connections with UW alumnus/alumna, friends, or UW affiliates by requesting that they submit industry specific career opportunities and professional resources that will assist our alumni and recent graduates affected by the current economic climate.
 - a. **'WCCWA' Mar. 21 | Lead Campus Partners - Recent Highlights Narrative:**
 - i. **UW ACES Program:** In collaboration with Student Affairs, the First Destination Survey (FDS) for May 2021 UW Graduates will be communicated to them as the semester comes to an end. We also asked instructors of fall senior capstone courses to encourage students to complete the survey. A social media campaign promoted the invitation to complete the survey.

ACES hosts career fairs each semester that enable students to connect with employers for internship/career opportunities. This semester, ACES hosted their second virtual career fair and doubled engagement with employers from the first virtual career fair. UWAA's employer coordinator connected with employers throughout the fair to establish relationships for future opportunities.
 - ii. **UWAA:** Continued engagement efforts with multiple organizations to identify new employment opportunities/resources for both Dec. 2020 UW Grads and experienced alumni. Recently we connected two December grads with supply chain employment opportunities (Pepsi Distribution Company in D.C., Virginia, and Maryland), and a total of six alumni who've received jobs directly through this program.

b. 'WCCWA' March 21 | Lead Campus Partners - Metrics:

<i>Lead Campus Offices:</i>	<i>Programming/Outreach:</i>	<i>Metrics:</i>
UW Alumni Association:	'WCCWA' Survey Results Jan. 2021- March.2021	UW Alumni Requesting Career Support/Opportunities: 3 (Total # of Submiss.= 10) Recent Graduates Requesting Career Support: 5 (Total # of Submiss.= 29) Opportunities submitted by UW Alumni or Affiliates, & Friends: 6 (Total # of Submiss.= 31)
ACES/UWAA:	Employment Connections/Referrals: Advising Career Webinar Series for Advisors, Career Srvc. & Employ. Engage. Staff:	8 Jobs (See narrative) 8 (UW Staff Members Completed Course & received certification) BIG Career Fair 24 employers 105 student connections Engineering Career Fair 45 employers 430 student connections

3. Cowboy 2 Cowboy Informational Interview Program - "UW alumni sharing career advice with new graduates"

- 103 C2C informational interviews have been completed in-person or on the phone between students and alumni in 2020-21.
- 32 recorded and edited Cowboy2Cowboy alumni interviews are available on the UWAA YouTube channel and the UWAA website for students and alumni to leverage as professional development resources.
 - The top three most popular interviews are,
 - Mark Schwarz | Supply Chain Management | 235 views
 - Nicole Hauser | Social Work | 206 views
 - Liz Rader Haigler | Human Resources | 193 views
- 19 of these recorded interviews have been promoted on Facebook, LinkedIn & YouTube with over 12,000 views collectively.

4. Alumni Networking and Engagement Virtual Events since January 2021

The UWAA has continued virtual events into the spring semester engaging alumni, friends and the campus community. We held a virtual town hall with the School of Energy Resources, continued our Cowboy and Cowgirl Alumni Pre-Game Pep Talks for men's and women's basketball, will host our 2nd Women's panelist pre-recorded event, and have created alternate ways to celebrate our annual scholarship reception and auction that was postponed until 2022.

a. School of Energy Resources Virtual Town Hall: In January, the UW Alumni Association partnered with the School of Energy Resources to host a live virtual town hall. The event was moderated by UWAA Executive Director Keener Fry and featured interviews with UW SER Executive Director Holly Krutka, former CEO of Black Hills Energy David Emery, and two graduates from the program. There was also a brief Q&A at the end.

b. UW Strategic Planning Listening Session – Alumni: In February, the UW Alumni Association assisted the UW Strategic Planning Team in hosting a virtual listening session with alumni. President Seidel welcomed the group and Interim Provost Anne Alexander moderated the session with comments from the UWAA executive director as well. The main focus of the listening session was talking about what alumni treasured most about UW and what was important about their experience. We had many alumni within the session volunteer to speak about when they graduated from UW, their career path, what they have been up to, and their guidance for UW. Following the listening session, a survey was also provided to the participants so they could add further comments. There were 53 people on the call, which included alumni and UW officials. In addition, a UWAA staff person will be assisting and providing technical support for five additional listening sessions.

c. Cowboy Alumni Pre-Game Pep Talks: Our pep talks continued into 2021 featuring UWAA executive director and former Cowboy basketball players talking about the upcoming game, basketball memories and providing encouragement to the team. The pep talks are promoted through an email to alumni and on social media.

- vs. SDSU Riley Grabau and Uche Nsonwu - Jan. 28, 2021: 208 views as of 3/1/2021
- vs. CSU Justin French and Reggie Slater - Feb. 4, 2021: 156 views as of 3/1/2021
- vs. UNLV Mike Jackson and Anthony Johnson (AJ) - March 6, 2021
- MWC Tournament Edition Josh Davis and Brandon Ewing – March 2021

d. Cowgirl Alumni Pre-Game Pep Talks: Our pep talks continued into 2021 featuring UWAA executive director and former Cowgirl basketball players talking about the upcoming game, basketball memories and providing encouragement to the team. The pep talks are promoted through an email to alumni and on social media.

- vs. CSU Dominique Sisk and Megan McGuffey Skinner – Feb. 4, 2021: 81 views as of 3/1/2021
- vs. New Mexico Chandra Sewell and Kayla Woodward Martinez Feb. 19, 2021: Game was postponed and then cancelled. Video will be promoted on social media during the Mountain West Conference.
- MWC Tournament Edition Marquelle Dent – March 2021

e. Additional events - this May we will debut our second women’s panelist pre-recorded event. Four notable alumnae will talk about their career pathways, their keys to success along with any obstacles they have faced and how they overcame them. They will also each answer a Q&A question. We are also planning to do a virtual town hall with the UW Haub School of Environment and Natural Resources.

5. The World Needs More Cowboys Community Celebrations throughout Wyoming

These events for 2021 are currently on hold and planning is in process to resume them in spring/summer 2021.

6. UWAA Spring Board Meeting and Annual Scholarship Reception and Auction

The spring board meeting and scholarship reception and auction were planned to take place in Sheridan, WY April 15-17, 2021. In keeping the safety and health of our alumni and friends as our main priority, we have revised these two events. The spring board meeting will be held virtually on April 16. The scholarship reception and auction will be postponed until 2022. We will continue to hold our Talk About Your Cowboy Statue Raffle (14” bronze), will have social media scholarship highlights, four videos featuring current/former scholarship recipients, endowed scholarship donors and a UWAA scholarship club donor. Lastly, we will have a scholarship booklet that will highlight our program to be sent to UWAA scholarship donors. Our second annual virtual 5K this June will include a donation component to help raise additional funds for our scholarship program.

7. Prospective Student Recruitment Admissions Support

We are in our fifth year of coordinating 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 2021 semester. Through March 5, 2021, the Office of Admissions has provided us 4,601 admitted students for the fall 2021 semester. Over 350 alumni volunteers throughout the country have written personal notes to almost 3,146 of these admitted students so far. We continue to recruit alumni volunteers for the project and expect to reach 100% of the fall 2021 admitted students by the end of the project in May.

8. KNOW 5 Student Success Program

The UWAA continues to support the KNOW 5 Student Success program. In conjunction with Nycole Courtney, AVP, Dean of Student Success and Graduation, UWAA Staff have aided in recruitment efforts by calling almost 20 current UW Sophomores and inviting them to participate. Our office have five UWAA Board Members who are currently being paired with students as the program launches this month, March 2021. The goal is for each alum KNOW 5 things about each of the students and engage in conversation to support and encourage them during their UW experience. We hope to demonstrate to our current students that UW and our alumni want to be part of their continued success through their graduation and beyond.