



**University of Wyoming Alumni Association
September 17, 2021 UW Board of Trustees Report
Draft for Keener Update as of 9/2/21**

We are pleased to submit the UWAA report for the September 2021 UW Board of Trustees meeting. We come off a unique year in which we pivoted almost all alumni engagement to virtual platforms. This experience assisted our organization in identifying other methods, through technology, to engage alumni. We will move forward with a hybrid approach in 2021-22 retaining some of the most successful virtual offerings in combination with a robust in-person schedule of activities.

Looking Toward 2021-22

Our board is energized about returning to a more traditional engagement approach with many in-person events and interactions with our alumni. Our alumni network leaders, brown and gold champions and UW partners are excited to continue their advocacy for UW. 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 140,000 living alumni being involved and engaged to the benefit of UW. We have identified the following key priorities for 2021-22:

1. **Partnerships** - Retain and advance current UW partnerships and target new partnerships to strengthen programs and services in support of UW's strategic pillars.
2. **Digital First Agenda** - Deploy innovative technology platforms to provide "precision engagement and communication at scale" with targeted and personalized engagement and communication.
3. **Engagement and Communication** - Educate, engage and mobilize alumni and friends to be advocates and ambassadors to advance a lifelong relationship with UW
 - **Grow Affinity Communities and build Brown and Gold Champions, Brown and Gold Council and Networks.**
 - **Offer outreach events** and programs to connect and serve an expanding and diverse alumni base primarily with the return to active live events and continue the most successful virtual elements from 2020-21
 - **Awards programs and celebrate tradition** – Advance UWAA awards, DA Recognition and Homecoming and coordinate Cowboy Coffee in conjunction with the President's Office
4. **Diversity** - Build upon and sustain engagement with alumni with diverse UW experiences. Advance diversity initiatives in these specific areas: the Black 14 Social Justice Summer Institute, student recruitment, UWAA scholarships, UWAA board and staff, alumni engagement programs, career placement opportunities and expanding distinguished alumni nomination pool.
5. **Career Support and Resources** - Strengthen and grow "**When Cowboys Call We Answer**" personalized alumni and student career resources and support and expand the pool of employers who recruit our graduates and open career doors for alumni

6. **Strategic Planning** – Update the Planting Our Colors - 2017 – 2022 Strategic Plan to align with UW’s strategic pillars.

2021-22 Events

Events held in July and August 2021

7/15/2021	Assisted with the Alumni and Friends Event during Board of Trustee Meetings
7/17/2021	UW Night at the Rockies
8/6-8/8/2021	SEA Reunion – Assisted with Event Promotions and Exec Dir Attends Awards Banquet
8/9/2021	TWNMC: Riverton - Fremont County
8/10/2021	TWNMC: Thermopolis - Hot Springs County
8/16/2021	TWNMC: Lusk - Niobrara County
8/17/2021	TWNMC: Hulett - Crook County
8/18/2021	Rapid City Alumni Reception
8/19/2021	Douglas Alumni Reception
8/26/2021	UWAA and UW Haub School of Environment and Natural Resources Virtual Town Hall

TWNMC – The World Needs More Cowboys Community Celebrations

Tentative Fall Schedule

Below is our tentative fall schedule where we expect to resume in-person events as much as we can within UW gathering guidelines. At events in which, we may not be able to have the same capacity as in prior years we will look to add a virtual component.

Date	Name
9/3/2021	Kickoff Friday: Montana State University
9/3/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. Montana State University
9/10/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. Northern Illinois University
9/10/2021	Cowboy Road Series: Northern Illinois University - Chicago
9/13/2021	TWNMC: Buffalo - Johnson County
9/14/2021	TWNMC: Sheridan - Sheridan County
9/16-17/2021	UWAA Board Meeting
9/17/2021	UWAA Award Recognition Ceremony and Reception
9/17/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. Ball State University
9/18/2021	UWAA Tailgate #48: Ball State University – UWAA Board, Brown and Gold Council, UWAA Awardees
9/24/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. University of Connecticut
9/24/2021	Cowboy Road Series: University of Connecticut – Hartford, CT
10/8/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. AFA
10/8/2021	Cowboy Road Series: Air Force

10/15/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. Fresno State
10/16/2021	NILE – Billings, MT
10/16-10/23/21	UW Homecoming
10/22/2021	Cowboy Alumni Pre-Game Pep Talk (football): vs. New Mexico
10/26/2021	TWNMC: Torrington
10/29/2021	Cowboy Alumni Pre-Game Pep Talk (football) vs. SJSU
10/29/2021	Cowboy Road Series: San Jose State University
11/5/2021	Cowboy Alumni Pre-Game Pep Talk (football) vs. CSU
11/5/2021	Kickoff Friday + TWNMC Albany County Wrap-Up
11/6/2021	UWAA Membership Appreciation Tailgate
11/11/2021	Cowboy Road Series: Boise State University
11/11/2021	Cowboy Alumni Pre-Game Pep Talk (football) vs. Boise State University
11/18/2021	Cowboy Road Series: Utah State University – Salt Lake City
11/19/2021	Cowboy Road Series: Utah State University - Logan
11/19/2021	Cowboy Alumni Pre-Game Pep Talk (football) vs. Utah State University
11/26/2021	Cowboy Alumni Pre-Game Pep Talk (football) vs. Hawaii
12/10/2021	December Senior Sendoff
12/17/2021	Virtual Norway Buckhorn Boys Network Christmas Party - 38th Annual

When Cowboys Call We Answer and Career Support

The UWAA Employer Engagement staff member continues to work on When Cowboy Call We Answer, Cowboy2Cowboy Informational Interviews, Cowboy2Cowboy Alumni Recorded Videos, and other career programs for students. WCCWA continues to service recent graduates, other UW alumni, and employers interested in hiring UW graduates. UWAA staff are in the process of refining WCCWA to grow the program through technological resources.

C2C Informational Interviews continue to connect students with alumni in the students' areas of interest. Since September 2020, we have connected 57 students with alumni through informational interviews. Also, the UWAA has added 4 C2C Alumni Recorded Videos to our YouTube page and social media channels. We now have a total of 36 C2C Alumni Recorded Videos.

We are leading and partnering with colleges across campus to build in-person events for students, too. Presently, the UWAA Employer Engagement staff member serves as the central contact for Cheyenne's Live Local, Work Local event November 3-5. She is also recruiting alumni to attend the Etiquette Dinner on October 6. Both programs enable students to network with employers, to seek internship opportunities, and to learn about remaining in Wyoming post-graduation. Along with ACES, she works to recruit new employers to the Engineering & Technology Career Fair and the Big Career Fair (both in September,) too.

Executive Director Transition

The Executive Director announced in July that he would be stepping away from his position as Executive Director sometime in January-February 2022. The exact date will be determined based on

the hiring and start date of his successor and the amount of time the board desires for him to assist in the transition. The UWAA president and Vice President of the UW Division of Student Affairs have initiated the search process and will serve as co-chairs of the search committee comprised of UW representative from Student Affairs, Enrollment Management and the UWAA board. In addition, the UWAA Executive Committee recently approved the hiring of Summit Search Solutions to conduct the national search. The UWAA will pay for these services. The proposed timeline follows:

Early September	Summit facilitates meetings with the provost, key stakeholders, and with the search committee. Discussion of the role, review of qualifications, review of marketing strategy, discussion of "selling points" to aid with attracting candidates. Note: the search committee meeting is typically 90-minutes. Concurrently, Summit prepares position prospectus and related marketing materials.
Sept 21	Search launches. Advertisements go out with apply by date as November 2, 2021. Passive candidate outreach efforts begin and occur throughout the application period.
Sept 21 – November 2	Recruitment/outreach and assessment occurs (Summit).
Nov. 4 th	Summit opens the candidate portal to the search committee. Review and ratings completed by the search committee by November 8, 2021, at 5:00 p.m.
November 8 th	Summit and search committee meet (2.0 hours) to review ratings, discuss candidates, and select semi-finalists for initial interviews.
Week of November 15 th	Initial interviews occur (method to be determined). 8-10 slots will be set aside for one-hour interviews and time at the end of the interviews for the search committee to meet and debrief and identify participants for the next round. (This could be either an off-site interview for candidates identified as those designated as "special interest" or finalist candidates.)
Week of November 29 th or December 6 th	Campus interviews are conducted.
Mid-December	Reference and background checks occur for selected candidates.
Early January	Selection decision is made. Offer extended.