

University of Wyoming Alumni Association

January 2023 Trustee Report

Building the UWAA Team (Continued)

- Bailey Butcher '20, Regional Network Coordinator
 - Bailey joined the UWAA team in December. Prior to joining the UWAA Bailey was a part of the UW Admissions team where she traveled the state and country recruiting students. Bailey received her degree from UW in Family Consumer Science with minors in Marketing and Chemistry.
- Michael Blaney '15 & '19, Digital Engagement and Communication Coordinator
 - Michael joined the UWAA team this month. Prior to this position Michael ran his own company – Brand Haus, where he provided consulting services primarily focused on website and brand development. Michael received an Elementary Education and Marketing degree from UW.
- We plan to hire one additional engagement coordinator this Spring. The Affinity Network Coordinator will complete the engagement team and will focus on working with and supporting our campus partners.

Regional Network and Digital Engagement & Communication

With the recent hires of Bailey and Michael we are focused on re-launching our Regional Network and Digital Engagement and Communication strategies.

- Regional Network: We have a handful of strong regional networks based in key regions such as Phoenix, Tucson, Seattle and Houston. Currently we are reconnecting with those network leaders to begin defining how we can best support them. Once this has been defined, we plan to identify and target additional regions to build networks in.
- Digital Engagement and Communication: This area of engagement is where most of our alumni will be reached, as well as being the quickest strategy to grow and change. We have several projects that we are beginning to implement such as our new Career Celebrations congratulatory videos which are sent to alums who have recorded a new job, promotion, or retirement on LinkedIn. That number is currently around 600 every 90 days.

Upcoming Events

- 1/29: Pokes Powder Day – Laramie
- 1/30: UW in your Community – Rock Springs
- 2/14: Legislative Day MBB Watch Party – Cheyenne
- 2/16: UW Foundation Alumni Event – Phoenix
- 2/23: UW in your Community – Cheyenne
- 3/8: MWC Basketball Alumni Event – Las Vegas
- 4/20: Brown & Gold Alumni Banquet – Laramie