



Action taken July 1, 2009 through June 30, 2010 on Strategic Initiatives as Outlined in the Alumni Association's 2009-11 Strategic Plan

Initiative: *Strengthen the stature, raise the profile and extend the influence of the Board of Governors with our core constituencies - alumni, students, and Drexel University.*

- The Communications & Marketing Committee developed a new tagline for the Alumni Association – *Connecting Dragons Everywhere*. The tagline is being incorporated into the Alumni Association's logo and will appear on all printed materials, emails, e-newsletters and promotional materials. In addition, the Committee is also developing a 30-second "elevator speech" as a tool for Board members to use as they represent the Alumni Association at alumni and university events.
- The Global Outreach Committee appointed members to participate in meetings and activities sponsored by alumni constituent groups, resulting in a presence at events in Philadelphia, Florida and California.
- The Honors & Awards Committee received 50 nominations for the 2010 Alumni Association Awards. Eight alumni were selected to receive annual awards presented during Alumni Weekend in May and one was selected to receive the A.J. Drexel Paul Award to be presented at the university's annual A.J. Drexel Society Gala in November. Press releases announcing the awards were sent to Philadelphia area newspapers and media outlets as well as to the recipients' hometown newspapers. Coverage will also appear in the Fall 2010 *Drexel Magazine*.
- The Student Relations Committee broadened the focus of the *Young Alumni Guide* and renamed it the *New Graduate Guide* in order to create a more all-inclusive publication for undergraduate, graduate and professional school alumni. The new guide features an alumni car decal insert, as well as, a promotional coupon from the Alumni Association offering an event discount.
- The Student Relations Committee collaborated with the Office of Student Life to relocate the 120-book Alumni Leadership Library to a designated shelf in the new Student Organization Resource Center within the Creese Student Center.

Initiative: *Enhance the Board of Governors as the advocates for alumni by providing the organizational framework to facilitate innovative and diverse programs and activities that advance the personal, professional and intellectual growth of our alumni base.*

- The Campus Partnerships Committee met with the college relations staff of the *iSchool* and the leadership of the *iSchool* Alumni Association to discuss building future partnerships with the Alumni Association. It was decided that the group would explore opportunities to collaborate on a networking event and a career services program. It was further decided that the two groups would continue to share event calendars and attendance lists and to cross-promote events.
- The Campus Partnerships Committee began work on a resource toolkit to assist the colleges and schools and the college and school alumni associations with planning alumni activities and engaging alumni volunteers. The toolkit will include documents, tools, forms, policies and other supplemental materials regarding the types of support and resources offered through the Alumni Association and Office of Alumni Relations. The toolkit will also include advice for organizational structure, activity reporting, event planning, volunteer recruitment and financial management for the alumni associations.

Initiative: *Develop leadership and resources for the Board of Governors to ensure a sustained and dynamic organization that fosters support for Drexel University and its constituencies.*

- The Bylaws Committee reviewed bylaws from fourteen peer alumni associations to identify best practices and common themes and then conducted a review of the current bylaws to identify gaps and areas that do not reflect current practice.
- The Nominations Committee received a record number of 21 applications for Board membership. After a comprehensive candidate review process, five alumni were nominated, and ultimately, elected to the Board.
- The Grants Committee developed a set of standing rules outlining the grants application, evaluation, and selection processes.
- The Honors & Awards Committee developed a set of standing rules outlining the nominations, review and selection processes.
- The newly-elected Board members representing the geographic alumni clubs and alumni networks, college and school alumni associations, and alumni affinity groups each held three meetings during the year with the alumni leaders of their respective constituent groups. These meetings provided a forum for the alumni volunteer leaders to meet, network, share programming ideas and experiences, and discuss common challenges.

Initiative: *Strengthen the global outreach of the Alumni Association by enhancing campus and external collaboration to meet the needs of alumni, students and Drexel University, and be recognized nationally as a premier alumni association.*

- The Campus Partnerships Committee continued to foster previously established partnerships with the College of Arts & Sciences, College of Nursing & Health Professions, and the LeBow College of Business by attending events and providing support services, such as event registration and marketing, for their alumni programs.
- The Community Service Committee sponsored two major community service projects branded under the Community Alumni Network at Drexel University (CAN DU). The CAN DU Morton McMichael Elementary School project engaged 219 student and alumni volunteers and more than 23 campus and community partners in the transformation of the schools' kindergarten playground and library, the creation of a teacher's garden, and the collection of school supplies and recreational equipment. The CAN DU Earth Day project engaged 225 student and alumni volunteers in Philadelphia, New Jersey and Sacramento and more than 14 campus and community partners at three community parks where volunteers cleared debris and invasive plants and planted native trees and wildflowers.
- The CAN DU initiative earned national recognition from the Council for Advancement and Support of Education (CASE) with a Gold Award in the Collaborative Programs category in the 2010 Circle of Excellence Award competition.
- The Global Outreach Committee developed and conducted a telephone survey with graduates of Drexel E-Learning and students at the Sacramento Center for Graduate Studies in order to gain a better understanding of their Drexel experience and insight into their expectations for a relationship with the Alumni Association and the university as alumni.
- The Student Relations Committee continued its collaboration with the Office of Student Life and the Athletics Department to sponsor the annual campus-wide Homecoming Weekend. More than 250 alumni joined hundreds of students at five jointly-sponsored events.

Initiative: *Interact with students from the date of their enrollment to cultivate a lifelong bond of alumni to the university.*

- The Grants Program Committee evaluated a record number of 54 requests for funding from recognized student organizations and awarded 21 grants, totaling \$25,740.
- The Honors & Awards Committee received eleven nominations for the Outstanding Student Awards and presented four awards to three seniors and one junior from the College of Arts & Sciences, the *iSchool*, the LeBow College of Business and the College of Engineering. In addition, the Committee also reviewed nominations and selected the eight recipients of the 2010 Co-Op Awards.

- The Scholarship Committee developed a new application form that allowed students to apply for one, two or three of the Alumni Association's scholarships in one submission. In addition to promoting the scholarships to students via the *Drexel Daily Digest* and *The Triangle*, the Committee promoted them directly to academic advisors, student organization leaders and campus partners, as well as on its Facebook site and the commuter student listserv. As a result, the Committee received a record number of 48 applications for its three scholarships – an increase of 152%. The Committee awarded four Alumni Leadership Scholarships of \$4,500, two Alumni Legacy Scholarships of \$3,500 and one Alumnae Planning Board Scholarship of \$500.
- The Student Relations Committee continued to collaborate with the Office of Student Life on the successful *Campus to Career* programs featuring alumni panel discussions and networking with students. In addition, the Committee continued to grow the *Dinner with 12 Dragons* program with five successful dinners held during the year.
- The Student Relations Committee joined a group of campus partners to begin the development and implementation of a new Senior Year Experience program. As a first step, the Alumni Association sponsored 350 *Class of 2010* t-shirts for the Senior Graduation Celebration event in May.