

University Council Institution Advancement Committee
Minutes
May 1, 2020

Attendance: Julia Spiker, Steve Kaufman, Barb Pizzute, Matthew Wyszynski, Michele Novachek, Ali Dhinojwala, Patil Anvay, Morgan Booker, Grant McConnell, Anwar Sadek, USG VP, Bob Gandee, Willy Kollman

Received 3 additional responses to the Survey. Discussed results

Willy shared that messaging is key during exit interviews, but they receive a lot of information. Alumni currently sends a reminder to individuals shortly after to keep in touch with UA to update their information.

List of recommendations: Julia updated online

Following are the committee's recommendations regarding UA alumni databases:

1. Adding Alumni button to the gold bar navigation
 - Higher priority
 - All department homepages use the SAME survey and data collection tool
 - High impact / low cost (minor changes)
2. Increase communication between departments/colleges and the alumni office
 - When alumni communicate directly with their departments/chairs – important to share this current contact information with the alumni office via alumni@uakron.edu
 - Integrate the use of Black Baud for maintaining alumni contact information
3. Social media marketing workshop series -- 3-part series (focus on different areas)
 - Audience: Help for individuals in departments who work with alumni communications
 - How to manage your social media channels for department
 - Data Analytics: How to manage/track their data analytics, percentage response rates, etc.
 - Branding: Maintaining brand consistency
 - How to organize workshops
 - Ask communication faculty (Rhiannon Kallis - McKennon Vietmeier - Juan Contreras - Julie Caijas - Alexa Fox); Reach out to these faculty to ask about whether they would like to help us develop this workshop
 - Ask students to co-teach/attend it
 - Show how to cross post to help streamline
4. Utilize new UA branding guide, "We Rise Together"
 - Softwares, networks, etc.
 - UA Newsletter system
5. Currently hiring two positions in development to help manage alumni relations / special events
 - Request to have these new positions help push out these recommendations [Hiring Pause]

Recommendations approved. Julia will send recommendations to Kim and Willy and report to UC at the June meeting.

Next meeting June 5 – Teams 10 a.m.

New Business: conversations about new goals. Discussions with Kim on plans for 2020-21.