

UC Institutional Advancement Committee
Minutes
April 3, 2020

Participants: Anvay Patil, Steve Kaufman, Ali Dhinojwala, Abbey Shiban, Julia Spiker, Morgan Booker, Matthew Wyszynski, Michele Novachek

External survey. It was decided the information collected from the internal survey would be sufficient for our recommendations and a second survey to outside universities will not be sent. Abbey suggested that we check with Willy to make sure that decision is fine with him.

Steve will upload the summary of the department chairs survey to Teams. He is currently sending out a reminder to the chairs. Many of the original invitations went to junk mail so Steve will send the link directly to Matt and Abbey for additional communication.

Prioritized and clarified the suggestions decided upon at the March meeting. Julia will share with Kim next week and the committee will finalize in May.

Recommendations:

1. Adding Alumni button to the gold bar navigation
 - Higher priority
 - All department homepages use the SAME Qualtrics survey
 - High impact / low cost (minor changes)
2. 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
3. Utilize new UA branding guide, "We Rise Together"
 - Softwares, networks, etc.
 - UA Newsletter system
4. 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]

The draft policy should be coming from Willy so that we can have a suggested policy prepared at the May meeting for Willy's approval and presentation to UC in June.