

University of Minnesota Duluth

Office of Alumni Relations

2022-23 Annual Report

Table of Contents

I.	Executive Summary	3
II.	Mission & Vision	4
III.	Goals	5
IV.	Objectives & Assessment	
	A. Objective 1: Focus the work of BOLD	6
	B. Objective 2: Relaunch Bulldogs on the Block	7
	C. Objective 3: Explore student retention strategies via alumni programs	7
	D. Objective 4: Refine internal systems for measuring success of events	7
	E. Objective 5: Build alumni career panels for students	8
	F. Objective 6: Share knowledge of diversity, equity, and inclusion work with alumni through programs and communications	8
V.	Resources	
	A. Staff	10
	B. Budget	11

I. Executive Summary

Alumni Relations experienced a year of stability in 2022-23 as the new virtual programs developed in 2020 blended well with the reintroduction of all of Alumni Relations' signature in-person events. Additionally, Alumni Relations staff introduced new volunteer programs and partnered with UMD departments to offer in-person affinity group reunions for the first time since 2019. Balancing the workload of virtual and in-person programming was a priority in 2022-23; survey results from event attendees and program participants, as well as conversations with staff and project partners indicate a healthy balance was established. Below are highlights of accomplishments from the past year:

- Alumni Relations organized and partnered on 14 in-person alumni events in 2022-23, the most in the history of the department under Director Matthew Duffy. Highlights included the Outdoor Program 42nd Anniversary Celebration, the return of the Family Weekend Sunday brunch, regional social events in Los Angeles and Denver, the first-ever Consumer Insights & Analytics Alumni Social, and pregame parties in St. Joseph, MO and Dallas, TX during the women's basketball team's run to the national championship game. Total attendance at Alumni Relations in-person events exceeded 1,300 guests.
- The department hosted 14 virtual events including Bulldogs Behind the Scenes tours of Dr. Arshia Khan's robotics lab, Dr. Luke Busta's plant lab in the new HCAMS building, the proposed Sales Center in LSBE, UMD's Planetarium, the UMD Archives, and an exploration of Native American treaty rights with the Great Lakes Indian Fish & Wildlife Commission (GLIFWC). Other virtual events included the return of the Alumni Book Club and a series of professional development workshops. Virtual events were attended live by 424 guests and viewed 846 times on YouTube through September 2023.
- Volunteer programming continued to grow and thrive in 2022-23: the Mentor Program partnered 86 volunteers with students for 1:1 mentoring, 25 alumni volunteers hosted Bulldogs on the Block events in 20 different cities around the U.S., 5 alumni volunteered to contact prospective UMD students in a new pilot program with Admissions, and 4 alumni served in the BOLD young alumni advisory group.

II. Mission and Vision

Mission: The Office of Alumni Relations creates opportunities for alumni to learn, reconnect, contribute to the direction of their university, and celebrate their UMD pride.

Vision: The Office of Alumni Relations will identify where the needs and priorities of alumni overlap with those of students and the university. We will work with alumni to create programs that address these interests. These efforts will give alumni a greater voice in the present and future of UMD.

III. Goals

Goal Areas:

1. Volunteerism
2. Lifelong learning
3. Outreach
4. Collaboration

Goal Area 1: Volunteerism

Develop programs that enable alumni who want to contribute their time and talent to UMD to find meaningful volunteer roles. Identify volunteers, guide them to appropriate roles, and acknowledge their contributions.

Goal Area 2: Lifelong Learning

Design experiences and programs for alumni that foster lifelong learning.

Goal Area 3: Outreach

Create methods of outreach that bring UMD resources and institutional pride to alumni in places where they live and work.

Goal Area 4: Collaboration

Focus on collaboration and partnerships with internal and external units to help further the mission of Alumni Relations.

IV. Objectives and Assessment

Objectives:

1. Focus the work of BOLD.
2. Relaunch Bulldogs on the Block.
3. Explore student retention strategies via alumni programs.
4. Refine internal systems for measuring success of events.
5. Build alumni career panels for students.
6. Share knowledge of diversity, equity, and inclusion work with alumni through programs and communications.

Objective 1: Focus the work of BOLD.

Assessment Strategy: Adoption of advisory group model.

Outcome: The Bulldogs of the Last Decade alumni volunteer group continued to undergo significant changes in 2022-23, transitioning to a more advisory role. Instead of solely organizing events, the group provided ongoing feedback on both in-person and virtual events. This new approach allowed for more fluid and flexible ways of reaching young alumni. The group mainly communicates through email, and met twice via Zoom in spring 2023.

In addition to providing feedback, members of the group also played an active role in events. They served as event speakers and hosts at the Twin Cities Alumni Social in September 2022, and volunteered to present virtually on topics related to starting a new job and reducing student debt. Both of these virtual professional development workshops were well attended and highly rated in follow up surveys. BOLD volunteers continue to engage and attend other alumni events and leverage personal networks to promote young alumni programs.

Objective 2: Relaunch Bulldogs on the Block.

Assessment Strategy: Events in 10+ cities; volunteers are satisfied.

Outcome: The Bulldogs on the Block (BOTB) program was successfully relaunched in fall 2022. This marked the first time Alumni Relations organized these regional alumni events since 2019. The BOTB events once again proved to be a fun and engaging social gathering for alumni. BOTB events attracted attendees from class years ranging from 1968 to 2022, making it one of the most intergenerational alumni events. BOTB events occurred in 20 different cities with the help of 25 enthusiastic volunteer hosts.

Objective 3: Explore student retention strategies via alumni programs.

Assessment Strategy: Launch alumni letter writing program; evaluate options for a mentor program for at-risk students.

Outcome: Staff began the year with plans to launch a program that involved recruiting alumni volunteers to write form letters about their appreciation of UMD. These letters would then be mailed to prospective students based on major, hometown, or other characteristics. In partnership with the Office of Admissions, staff updated this plan in spring 2023 to instead create an internal online system that enabled volunteers to directly email prospective students. A pilot program launched in May with the help of 5 alumni volunteers. The test group was prospective female students interested in majoring in a STEM field. Together, this group of volunteers contacted 170 prospective students. The goal for the program is to provide a valuable volunteer role for alumni and sway additional students to matriculate at UMD. At the time of this writing, the Office of Admissions is still processing the data needed to make a judgment about the effectiveness of the spring 2023 efforts.

A mentoring program for at-risk students remains a consideration, but is unlikely to be launched in the near future. Participation in the UMD Mentor Program, administered by Alumni Relations and open to all students, continues to decline slightly each year. Solving this larger puzzle first may lead to strategies that can be used with targeted student groups.

Objective 4: Refine internal systems for measuring success of events.

Assessment Strategy: Consistent use of project task table, event recap document, and surveys.

Outcome: Associate Director Mollie Kleven developed a new project management tool in 2022-23 that is now used by staff for managing complex events. The consolidation of information in the new tool streamlined event planning and communication among team members. The event recap document is an evaluation tool utilized after each in-person event and many virtual events. The tool guides staff through an assessment of the activity, and serves as a valuable source of information for future events. Surveys continue to be used following most in-person events. Survey data is incorporated into the event recap documents and shared with event partners. Overall, these tactics enhanced the quality of programming in 2022-23 by creating internal efficiencies and expanding staff understanding of the alumni experience.

Objective 5: Build alumni career panels for students.

Assessment Strategy: Host at least 3 career panels for students.

Outcome: Alumni Relations was unable to host any virtual career panels for students in 2022-23. Attempts were made to partner with several departments, but ultimately no headway was made. Identifying the right faculty partners will be critical to success in this area in the future.

Objective 6: Share knowledge of diversity, equity, and inclusion work with alumni through programs and communications.

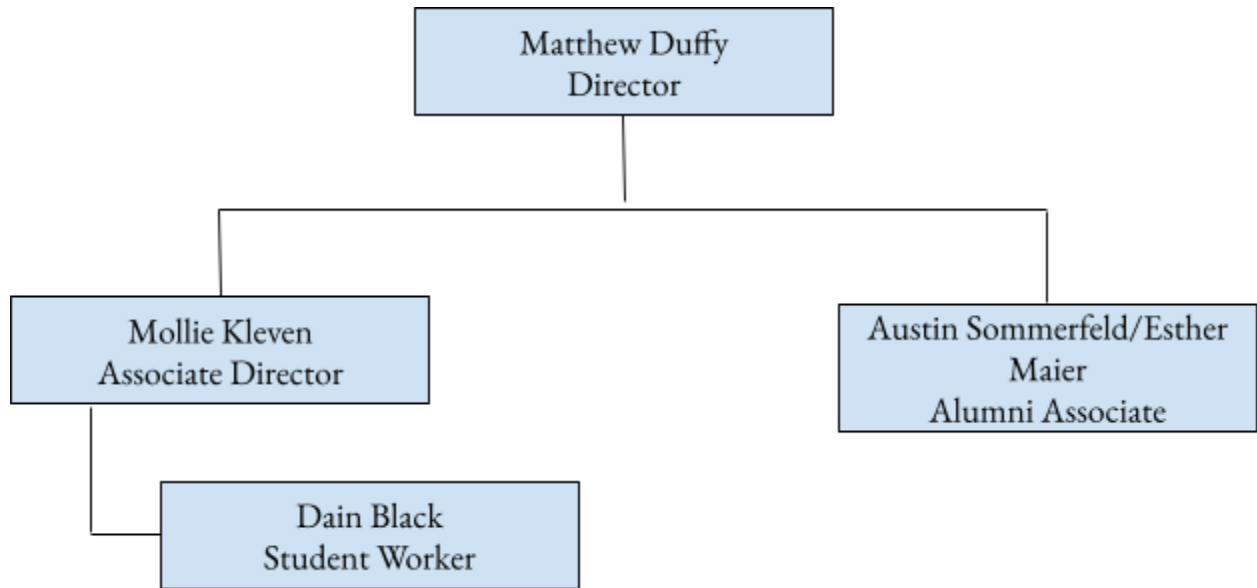
Assessment Strategy: 1 BBTS event, 1 book club selection, and multiple newsletter stories reflecting DEI lens.

Outcome: Alumni Relations partnered with GLIFWC to host a Bulldogs Behind the Scenes event in May focused on Native American treaties and the rights afforded by those treaties. This was an effective partnership spawned by conversation with the American Indian Learning Resource Center (AILRC) at UMD. Further collaborations with the AILRC are planned for 2023-24. Several book club selections featured authors and stories from underrepresented groups: Professor Carter Meland hosted a meeting in spring 2022 on the novel, *Girl Gone Missing*, a story about a Native woman written by a Native author; Professor David Beard hosted a meeting in winter 2022 on the graphic novel, *How to Understand Israel in 60 Days or Less*; and Professor Evan Brier hosted a fall meeting on *Bluebird*,

Bluebird, a novel written by a black woman with black lead characters. Numerous stories featured in the alumni newsletter highlighted the contributions of women and BIPOC alumni.

V. Resources

Organization Chart



Mollie Kleven was promoted to Associate Director in summer 2023, a reflection of her skill and experience in the field of alumni relations work. Austin Sommerfeld departed UMD for a new opportunity in December. The Alumni Associate position was filled by Esther Maier in April 2023. Dain Black, a first-year student, was hired as the department's newest student worker in fall 2022.

FY22 Budget

Alumni Relations relied on seven budgets and funds to accomplish the goals and tasks of the department in 2021-22:

- O&M budget for staff salary and benefits.
- SE&E budget for operational expenses.
- Revenue budget for ticketed events and sponsorships.
- Apter Endowed Fund for costs associated with alumni events.
- Alumni Scholarship Fund for awarding student scholarships.
- Homecoming budget.
- Mentor Program budget for funding expenses related to the program.

Summary of expenses and revenue:

	Account	Account Description	Total
REVENUES	420201	State O/M Approp Redistrib	263,075.00
REVENUES	520100	Tickets	13,522.00
REVENUES	540101	Gifts and Bequests - Monetary	8,921.00
TOTAL REVENUES			285,518.00
EXPENDITURES	700201	Salaries-Staff	170,745.76
EXPENDITURES	700402	Salaries-Undergraduate Student	259.38
EXPENDITURES	710201	Fringe	61,591.15
EXPENDITURES	720102	Published Materials	184.39
EXPENDITURES	720103	Food and Provisions	13,836.52
EXPENDITURES	720104	Linen-Uniforms and Clothing	12.50
EXPENDITURES	720105	Office Supplies	1372.09
EXPENDITURES	720106	Promotional and Award Items	1,771.82
EXPENDITURES	720107	Postage	762.79
EXPENDITURES	720199	Other Supplies	193.71
EXPENDITURES	720301	Print Production and Digitizing	357.46
EXPENDITURES	720303	Printing-Duplicating-Binding	929.36
EXPENDITURES	720307	Faculty & Staff Recruitment Ad	20.38
EXPENDITURES	720308	Technology Contractors-Inter	43.50
EXPENDITURES	720310	STSW	162.87
EXPENDITURES	720312	Software and License Fees	656.62

EXPENDITURES	720311	Dues and Subscriptions	394.88
EXPENDITURES	720318	Courier	22.91
EXPENDITURES	720319	Cash Prizes and Awards	75.00
EXPENDITURES	720322	Training and Conf Registration	1,650.00
EXPENDITURES	720399	Other General Services	96.93
EXPENDITURES	720504	Telecommunications - External	42.11
EXPENDITURES	720601	Travel in Minnesota	460.67
EXPENDITURES	720602	Travel Domestic	2,847.56
EXPENDITURES	720702	Alcoholic Beverages	299.41
EXPENDITURES	720703	Entertainment and Gifts	4,461.04
EXPENDITURES	730209	Technology Contractors	80.00
EXPENDITURES	750101	NC Comp Hardware	270.98
EXPENDITURES	770204	ST Rents-Leases-Vehicles	65.60
EXPENDITURES	770299	ST Rents-Leases-Other	2,716.23
EXPENDITURES	770251	ST Rents-Leases-Bldg/Facility	3,703.25
EXPENDITURES	780101	Repairs-Maint-Bldg	366.75
EXPENDITURES	800102	Fellowships-Grants-Scholarship	13,884.01
EXPENDITURES	820201	Enterprise Assessment	2,992.60
TOTAL EXPENDITURES			288,028.20
TRANSFER IN	600201	NMTI - Same Fund - Same RRC	19,791.25
TRANSFER OUT	610201	NMTO-Same Fund-Same RRC	11,246.19
GROUP ENDING BALANCE			6,034.91