

**IOWA**

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# March Student Success Team Meeting

March 4, 2025

# Agenda

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- Welcome
- Mentoring and the UI Strategic Plan
- Student Leader Alumni Panel
- Together Hawkeyes Campaign

# Mentoring in the UI Strategic Plan

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- **Elevate the array of mentoring networks that connect students with faculty, staff, peer leaders, and alumni.**
  - Provide support and incentives for those who serve as mentors and more formally recognize the value of mentoring.
  - More clearly define existing areas of strength and opportunities to increase student access to and participation in mentor relationships with faculty, staff, peers, and alumni.
  - Strengthen mentoring networks by making available a central hub of tools and resources to support best practices that can be tailored to various mentoring opportunities.

# Examples of Activities

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- Graduate College Peer to Peer Mentoring program
- Center for Teaching Faculty Learning Community on Faculty Mentorship
- Mentoring at Iowa Conference



**GradLife Peer-to-Peer (P2P) and iPeer Mentorship**

Fostering Connections and Belonging for Graduate Students

**IOWA**

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# **Student Leader Alumni Mentoring**

**Tuesday, March 4, 2025**

# Hosts

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## Bill Nelson

- *Associate Dean*
- *Executive Director,  
IMU*

## Leslie Prideaux

- *Assistant Vice  
President*
- *Alumni Engagement*
- *University of Iowa  
Center for  
Advancement*

# Wanakee Carr

*2009 Bachelor of  
Science*

*2014 Doctor of  
Medicine*



# Kevin Hansen

*2007 Bachelor of  
Science*

*2007 Bachelor of  
Business  
Administration*





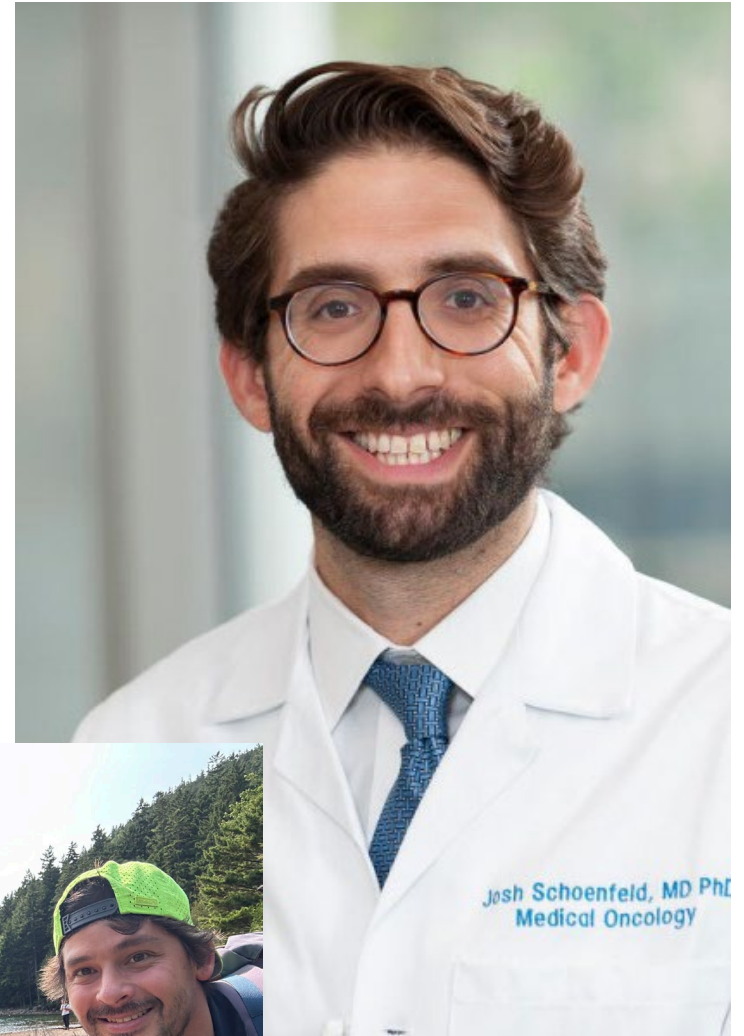
**Lauren  
McCarthy**  
*2006 Bachelor of Arts*



# Josh Schoenfeld

*2018 Doctor of Medicine*

*2018 Doctor of  
Philosophy*



**Harrison  
Wheeler**  
*2009 Bachelor of Fine  
Arts*



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# STUDENT SUCCESS TEAM

**Colin Hennessy, EdD**

VP, Alumni & Donor Engagement  
UI Center for Advancement

March 4, 2025

**Together Hawkeyes**  
CAMPAIGN



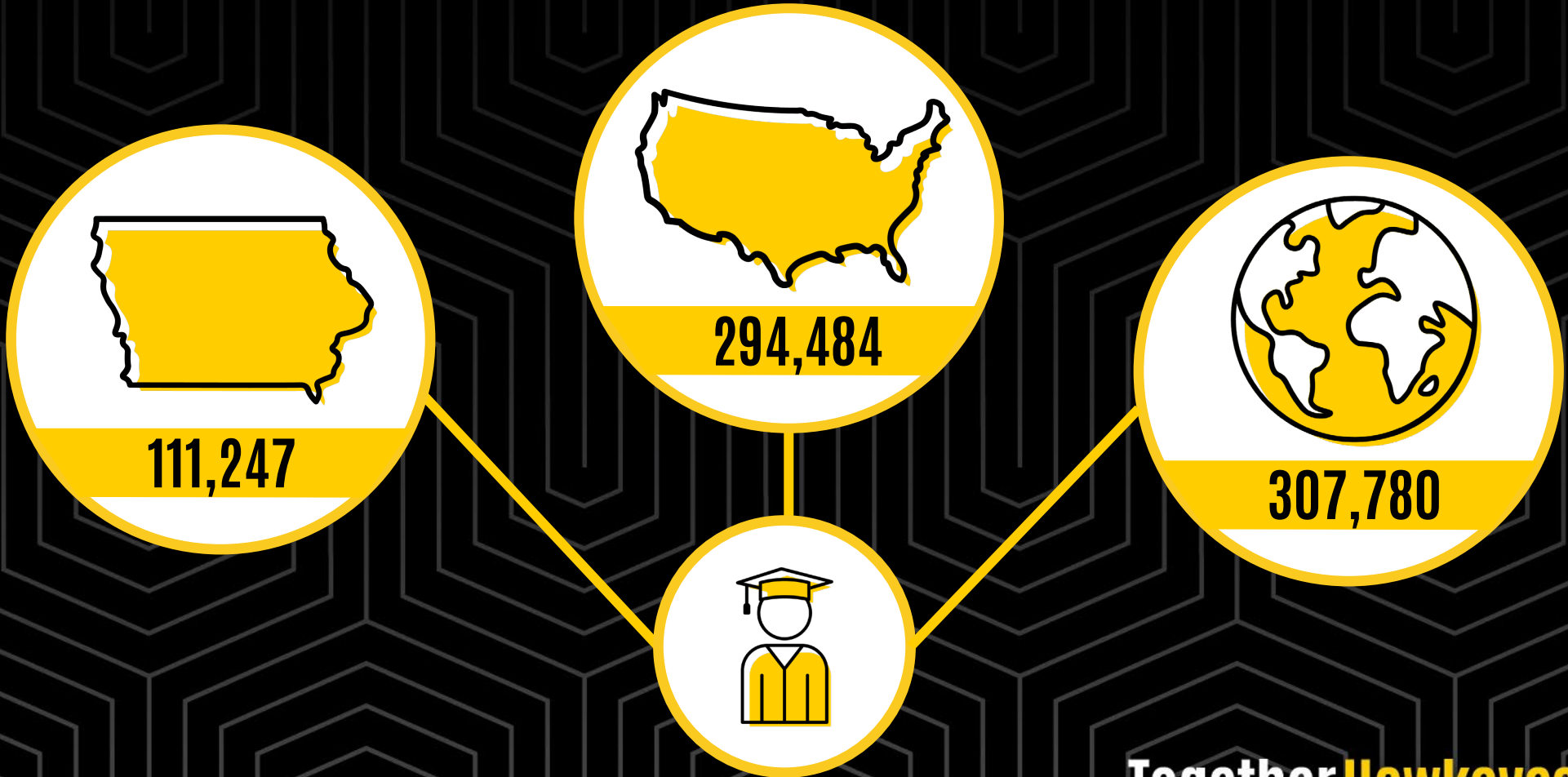
**IOWA**

Center for Advancement

OUR MISSION IS TO ADVANCE IOWA  
THROUGH **ENGAGEMENT**  
AND **PHILANTHROPY.**

Together **Hawkeyes**  
CAMPAIGN

# ALUMNI POPULATION





# FY24 BY THE NUMBERS

ON THE RISE!

**\$306 MILLION**  
GIVEN BY  
**54,189**  
DONORS  
15% increase

**6,234**  
STUDENTS RECEIVED  
DONOR-FUNDED  
SCHOLARSHIPS  
15% increase

**1.64 BILLION** ★  
UICA ENDOWMENT  
8% increase

**\$171 MILLION** ★  
TRANSFERS TO CAMPUS  
9% increase

★ Indicates record number

**Together Hawkeyes**  
CAMPAIGN

# COMPREHENSIVE CAMPAIGN

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- A campaign aligns fundraising with the university's top priorities and provides a rallying cry for our alumni and friends.



**Together Hawkeyes**  
CAMPAIGN

# PURPOSE OF A CAMPAIGN

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## UNITY OF MESSAGING

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Identify best common identity across multiple campus areas

Communicate university-wide aspirations



## URGENCY FOR GIVING

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Frames the need for private support

Campaign marketing conduit for outreach to new prospects



## CAPACITY-BUILDING

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Opportunity to assess staffing levels

Multi-year goal allows assessment of ROI in new hires



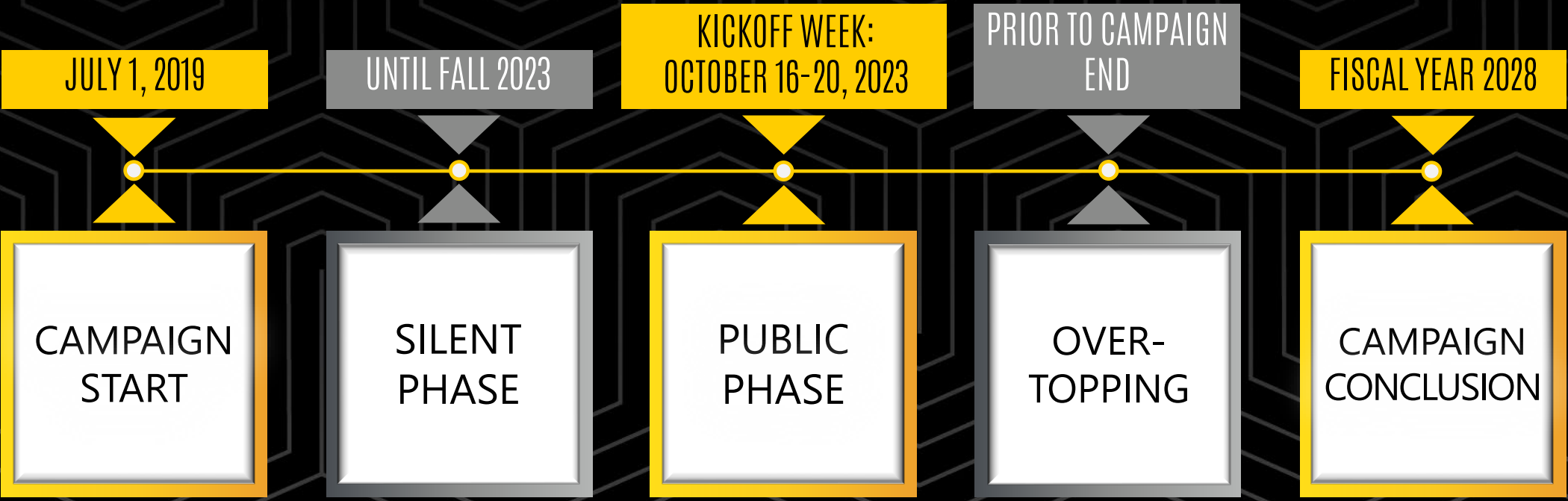
## ENGAGEMENT

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Opportunity to engage and reconnect with Hawkeyes like never before

Invest in systems and processes to more accurately track engagement data for purpose-driven decision making

# CAMPAIGN TIMELINE





I AM A MENTOR.

I AM A DOCTOR.

I AM A PATIENT.

I AM A GRADUATE.

I AM A DONOR.

I AM A **HAWKEYE.**

**Together Hawkeyes**



# ENGAGEMENT FORMULA FRAMEWORK

Measuring **behaviors** that support the mission and goals of the University of Iowa.



COMMUNICATION



EXPERIENCES



PHILANTHROPY



VOLUNTEERISM

Together **Hawkeyes**  
CAMPAIGN

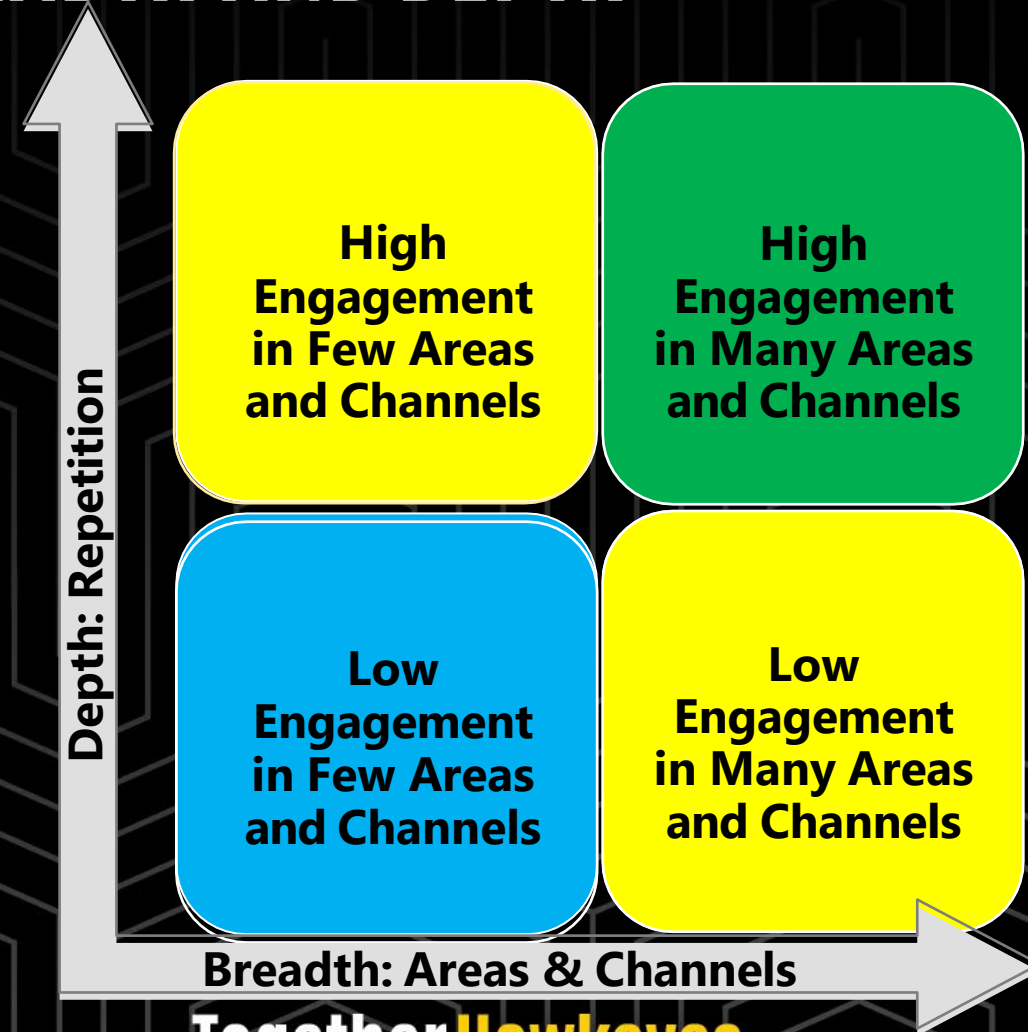
# ENGAGEMENT QUADRANTS: BREADTH AND DEPTH

## > **Breadth:** Areas and Channels

- **Areas:** Athletics, colleges and departments, health care, Hancher, museums, student life, and more.
- **Channels:** Philanthropy, phone, email, social media, event attendance, volunteering, and more.

## > **Depth:** Repetition

- How often are they engaging?



**Together Hawkeyes**  
CAMPAIGN



# EXAMPLES OF ENGAGEMENT

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- › 27% OF ALUMNI, who live in 141 COUNTRIES, have engaged with Iowa this past year
- › 70 volunteer networks worldwide for Hawkeye alumni and friends
- › 200+ volunteer opportunities
- › 400 events annually



Together **Hawkeyes**  
CAMPAIGN



**Together Hawkeyes**  
CAMPAIGN

# Together **Hawkeyes**

C A M P A I G N

**300K** PEOPLE

289,400

96%

**3M** POINTS

2,875,727

96%

**3B** DOLLARS

1,905,993,722

63.5%

AS OF DECEMBER 31, 2024



QUESTIONS?

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CAMPAIGN



# Together Hawkeyes

C A M P A I G N