

**NEAT GRANT FINAL REPORT: April 30, 2013**

Eagle Nation 2012  
Eastern University  
St. Davids, PA

The purpose of our project, Eagle Nation 2012 was to visit with alumni in the northeastern region of the United States. Our hope was with these visits, alum would get to know other alum in their area, meet with EU staff from the Office of Alumni & Development, and hear about what is going on here at EU. There was also an "ask" for financial contributions to the Eastern Fund and Capital Campaign. Part of our research in the project was to see if alumni will be more involved and/or give back if they are visited on "their own turf" rather than invite them to campus events.

This was the first year we embarked on a project of this magnitude. We planned a 3-week trip for our Alumni/Development team to visit with alum of all ages & financial backgrounds within a 60-mile radius of a particular city. We sent out invitations and followed-up with each individual through Facebook, email, & postcards/letters.

We began the planning process in January 2012 with researching locations and venues. Within the northeastern region, we selected the most populated areas and the cities along potential routes. Invitations went out with postcards, through Facebook, emails to the 60-mile radius alumni, and articles in our alumni newsletter and university magazine. A webpage and registration page was also set up. Registrations were monitored throughout April, May & June as final plans were made. Updates were posted on Facebook, the website, and both were used as our "blog" during the trip. The visits with the alumni in each of the cities consisted of a meal or an activity (see attached for event schedule). When the trip was over, follow up was completed with notes and emails. Throughout the year, we kept track of our expenses and income as well as financial contributions (at least through April 2013) as a result of Eagle Nation.

Considering this was the first year for Eagle Nation, we planned a budget of almost \$12,000. We fortunately came in under budget at \$10,416.44. Attached is our 2012 Budget as well as the breakdown of individual costs.

Our proposed budget (from April 30, 2012) was for the total project which included marketing, travel, events, and follow-up is \$11,400.

- Estimated Total Cost of Project: \$11,400.00
- Total Amount of Grant Request: \$2,000.00
- Your Association's/Office's Estimated Project Contribution: \$9,400.00

Through Eagle Nation 2012, we were able to gain updated contact information, as well revitalize and cultivate alumni relationships to engage them with the Eastern community. We had a little over 2% participation from our alumni for the event. Through emails and Facebook posts, we knew the alumni were excited that we were coming to their area. Those that attended had a great time. Conversations did revolve around the shared experience of being an Eastern alumni, no matter what year they graduated. The Alumni/Development team gave updates about the campus and asked for financial support to the scholarship fund for our students and to the capital campaign. Even alumni who were not able to attend, joined in the adventure when we posted updates and photos on Facebook. As the fiscal year is coming to a close, we have noticed that there has been more engagement with the

university from a financial standpoint since we received 16 gifts (from 14 alumni) totaling over \$2,000 in gifts.

For the first year, we were pleased with the outcome and results of the trip. We learned about what to do and what we need to tweak. We have already launched Eagle Nation 2013, but have broken the event into smaller, manageable segments. We had 2 events in Texas when our Alumni/Development team was there for a conference. We will have a week-long road trip in June to see alumni in the mid-Atlantic/Southeastern region, and 4 events in California when the Alumni/Development team is there for a conference in July.

# Eagle Nation Schedule

~ 3 hours per event

(includes set-up and clean-up)

*\*Times to change based upon each city, but basic frame work should remain the same.*

- **\*5:30pm:** EU Staff to arrive 30 minutes prior to start
  - Check-in with restaurant
  - Be sure table set-up is ok, along with chair count for guests
  - Nametags
    - There are nametags for guests who registered prior to us leaving.
    - There will be blank tags for other to use as well.
    - They are separated out by each city (or the most part).
  - Decorate tables with EU goodies:
    - **NOTE:** *There are 4 EU maroon bags to use to carry items in and out of restaurants. These are not for give- aways.*
    - Tumblers
    - EU Grips
    - EU window clings
  - Have these other items available, but don't place them on the table:
    - *Children's T-shirts (only size LARGE available)*
    - *Admissions items*
    - *Annual Reports*
    - *PTS items*
    - *Legacy Parent window clings*
    - *EU Blanket Give-away(one per city only—only have enough for that.)*
  - **Menus:** Some locations will provide us with a set menu, while others we have to provide our own set menu. If you are in a city where we've provided the set menu, please pull out the copies from the binder and place at each seat.
    - *Laura will be confirming headcounts and reminding each restaurant of the menu (them providing vs. EU providing).*
- **6:00pm:** Guests arrive
  - Depending upon location of tables, (1) person should stand by the door and greet, while (2) person is back at the table welcoming.
  - EU Blanket Drawing: One per city (only)—we only have enough for one per.
    - Pass out 50/50 ticket
    - Place matching ticket in basket, give other part to guest
    - Near the end, draw one ticket for the winner of the blanket.
- **6:10pm:** Allow guests to review menu prior to long introductions. Have waitress/waiter take drink orders.
- **6:15pm:** Place all food orders.
- **6:20pm:** Go around the table and make formal introductions...
  - **Questions:**
    - Name?
    - Class Year?
    - Major/Minor?
    - Where do you live in the area?
    - Family?
    - Job?

- Where was one of your favorite spots on-campus?
    - What was one of your favorite memories of Eastern?
  - EU Staff should also participate.
- **6:40pm:** Food will probably be out shortly. Prayer by EU staff member and/or an alum.
- **6:41pm:** Enjoy dinner, talk among themselves.
- **7:05pm:** Eastern Highlights
  - Who is Eastern Today?
    - Mission
    - *Eastern + it's divisions*
      - CAS
      - CCGPS
      - Palmer
      - Esperanza
    - Student Demographics for each school, specifically CAS, CCGPS and Palmer
  - **Video:** If possible, show one of the Admissions videos—gives a nice overview of Eastern, along with letting them see some faculty/staff (even if they are a few years old).
  - **Highlights of Eastern over this last year?**
    - US News and World Reports (Fall 2011): Ranked #98 in the Northern Region of Universities (up against schools like Villanova, St. Joseph's University, Towson, Shippensburg, West Chester University, etc.)
    - Eric Metaxas and Oz Guinness spoke at Eastern this spring
    - Women's Volleyball Team~ made it to the NCAA III, Final 4 in November 2011.
    - SIFE (Students in Free Enterprise)- 3<sup>rd</sup> year in a row that they won the 2012 SIFE USA Regional Competition. Competing against 37 SIFE teams from the region.
      - Eastern University students presented the following major projects:
        - The Community Garden** is a garden built on the St. Davids campus as an environmentally sustainable solution to providing healthy food to the hungry.
        - The Shark Tank** is an event in which students compete to prove their entrepreneurial skills by presenting their business plans to a panel of judges, with a top cash prize of \$1,500.
        - The Blackout project** is working to conserve energy and educate individuals about good environmental practices and sustainability.
        - The Blankenburg Elementary Program** is the after school program SIFE students run every Tuesday in West Philadelphia, PA, to teach basic business and entrepreneurial skills to 5th and 6th grade students and create lasting relationships with them.
        - The Gahini Library project**, partnering with Eastern University Templeton Honors College graduate **Evan Hewitt '11** and the Bishop of Rwanda to create one of the first public libraries in Rwanda. SIFE has collected over 5,000 books and raised \$1,500 for the library, scheduled to open this summer.
      - SIFE at Eastern has brought in a total of \$11,900 dollars in grant money this academic year. These grants have been from SIFE and its local business partnerships.
  - **What's to come in the next several years?**
    - **Capital Campaign:** New Student Center + Walton Renovations (CURRENT)
      - Points to hit:
        - **New Student Center:** ~\$12m (raised ~\$4m to date)
          - Board has given approval to begin while we still continue to fundraise. Project anticipated to begin by end of calendar year 2012.
          - Approximately 1 year to complete

- Anticipated opening Fall '13 or January '14
    - **Walton Renovations:** ~\$5m (raised ~\$1m to date)
      - Project to begin after New Student Center is complete.
      - Approx 1 year to complete once it is started.
      - Future home of music and dance
  - **McInnis Renovations (CURRENT)**
    - Point to hit:
      - A much needed facelift is currently underway: HVAC, windows, carpeting, lighting, paint, etc.
  - **Presidential Search (CURRENT)**
    - Points to hit:
      - Dr. Black to remain as President until new President is named.
      - Presidential Search Committee: Chaired by Ardell Thomas '63, plus a cross-section of Trustee and Faculty members.
      - We had approx. 100 applicants – narrowed down to 20, which will be presented to the Search Committee
      - Search Committee will then narrow down to 10, which will be presented to the full Board of Trustees.
      - Narrowed then down to 4 candidates, who will be invited to interview come Fall '12.
  - **Future Plans (*no anticipated Timeline*):** Seminary/Graduate School building (West Campus); Athletic addition, including an enlarged fitness to better accommodate students; Performing Arts Center; Science renovations
- **How can they get Involved?**
  - **Prayer**
  - **Serve:** Alumni Council or Class Rep
  - **Promote:** Eastern to prospective students at your church (Undergrad, Graduate (online programs) and Seminary)
  - **Support: Alumni Support: Road to 1000** (before June 30<sup>th</sup>)
    - *There are Road to 1000 envelopes available for alumni to take to make a gift.*
- **7:30pm: What questions do you have for us?**
- **7:55pm: Before we leave, we want to:**
  - Take a group picture
  - Take some very short video of a couple of you.
    - **Things to remember before taping someone:**
      - Lighting
      - Noise level ~ ask them to speak up!
      - Background (don't put them in front of a window w/ light streaming in or in front of the bathroom door—that type of thing)
  - **Choice of QUESTIONS to ASK (choose 2 questions to ask)**
    - *What was your favorite memory of Eastern?*
    - *What is one piece of advice you would give to our current students?*
    - *Why have you chosen to support Eastern?*
    - *What is one thing you might like to say to the new President?*
    - *What did you enjoy about this event/evening?*
- **8:15pm: Start clean-up**

- **8:30pm:** Square up bill with restaurant and get back on the road.