Director’s Report

Activities:

- Third Thursdays – Feb (Sandbar) and March (The Barrel House)
- Coffee with doctoral cohort on campus
- Alumni focus group – 11 participants with Dr. Hansen (campus)
- Alumni group at Sx Falls Stampede
- DSU Gala
- Trojan Pride fundraiser at Pizza Ranch

Upcoming

- Mitchell social – April 19 at the Depot
- Brookings social – April 25 at Cubby’s
- Graduation 50 year reunion – May 6
  - 20 grads plus guests
  - Gathering Friday May 5 location TBD
  - 43 legacy cord grads
- Blue and Gold Golf Classic – June 2
- Hall of Fame – June 3
- DSU vs DSW football August 24
- Homecoming – September 23

Alumni snapshot

- 11,907 alumni/alum non-grads
- 524 new alumni added to database in FY17
- 6,694 alumni/alum non-grad recorded emails
  - 5 segmented emails sent Feb – April
    - Ave open rate of 32%
    - Best response rate – request for class note information
      - 24% open rate, 8% click through

Social media

- Facebook – 1, 141 members
- LinkedIn- 5,127 members DSU connections
  - Use it to update records