Dear GVSU Alumni:

It has been a great year for the GVSU Alumni Association, full of networking events, tailgating, student activities, volunteer opportunities (including COW, freshman move-in, etc), and more! This report highlights many of the successes as well as the impact that GVSU Alumni have had on the community. This reflects who we are as well as the mission of the alumni association, which states that we will “promote, assist, and perpetuate the goals and objectives of Grand Valley State University, and draw together alumni for mutual service to each other, Grand Valley State University and our communities.” Giving back is one of the consistent characteristics of GVSU Alumni.

Grand Valley State University has certainly “grown up” over the past 50 years, and will continue to grow reaching 100,000 alumni this academic year! GVSU could not have enjoyed all of its successes without the support of the Alumni Association. Visit your alumni website at www.gvsu.edu/alumni and update your alumni contact information so we can stay in touch. By visiting the website you can also stay up to date on events or make a gift to the university.

I am proud to have served as your president for the past three years; please, GET INVOLVED with your Alumni Association and give back to your GVSU.

Go Lakers!

Julie Bulson
Alumni Association Board of Directors

HIGHLIGHTS

• Reviewed Johnson Center for Philanthropy survey and implemented suggested improvements made by board members. Improvements included:
  a. Developed and implemented the mentorship program
  b. Revised and implemented new board member orientation
  c. More focused new board member recruitment which resulted in record numbers of new board member applications.
  d. Developed a board member exit survey
  e. Redesigned committee expectations and implemented committee accountability reporting

• Formalized the committee structure to allow non-Board of Directors alumni to participate on committees

• Defined the general direction of the Board of Directors

• Provided internet access for all Board of Directors members

• Revised the Board of Directors strategic plan from a 30 year plan to a 5 year plan to better support the University strategic plan.

• Revised the bylaws annually

• Restructured the executive committee as suggested by the Board of Directors to better align with the committee structure by changing the 1st, 2nd, 3rd, VPs to actual VP titles reflecting their committee responsibility. Also established the president-elect position to better prepare the incoming president for their role.

• Improved the Board of Directors application process and implemented the requirement of financial giving for the Board of Directors members

• Increased engagement and interaction of the Board of Directors members at meetings by encouraging members to share their thoughts and opinions

• Welcomed the first international Board of Directors member to the board.
Board of Directors Strategic Goals

We will be the gateway through which alumni connect with GVSU and with each other and serve the university (University Goals 7, 8)

- Board of Directors members volunteered as guest lecturers for GVSU classes
- Board of Directors members were among the 1,200 plus alumni who volunteered at numerous events to support GVSU and the community during the ’13–’14 academic year
- Revised the alumni website to improve organization and flow
- Implemented a President’s report at least quarterly in the Alumni Email Newsletter
- Board of Directors members participated at career fairs and served on career roundtable panels

Assist Alumni Relations/Annual Giving staff members with initiatives that increase alumni institutional support for GVSU and alumni giving percentages (University Goals 5, 7, 8)

- 100% giving by the BOD members
- Strengthened the relationship between Alumni Relations and the Board of Directors by supporting the Alumni Relations annual goals
- Worked with the Annual Giving Department to strategize improving the giving process by removing barriers to giving
- Strengthened ties, increased communication and established working relationships within and among university constituencies (University Goals 2, 3)
- Increased awareness of Board of Directors members by scheduling representatives from GVSU departments and programs to speak at meetings to share information and how the Alumni Association can help support campus programs and departments
- Board of Directors partnered with career services to provide internships for GVSU students
- Board of Directors members offered guest lecturing for GVSU faculty

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Participants</th>
<th>States</th>
<th>Cities</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>625</td>
<td>15</td>
<td>38</td>
<td>3</td>
</tr>
<tr>
<td>2013</td>
<td>930</td>
<td>26</td>
<td>102</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>670</td>
<td>26</td>
<td>99</td>
<td>3</td>
</tr>
</tbody>
</table>

Alumni financial commitments (donors) dropped by -0.7%

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>6,851</td>
</tr>
<tr>
<td>2013</td>
<td>6,841</td>
</tr>
<tr>
<td>2014</td>
<td>6,805</td>
</tr>
</tbody>
</table>

Alumni donor retention from year to year—a growth of 7.2%

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>60.7%</td>
</tr>
<tr>
<td>2013</td>
<td>65.2%</td>
</tr>
<tr>
<td>2014</td>
<td>67.9%</td>
</tr>
</tbody>
</table>

Increased alumni giving by 40.2%

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2012</td>
<td>$768,654</td>
</tr>
<tr>
<td>2013</td>
<td>$982,309</td>
</tr>
<tr>
<td>2014</td>
<td>$1,077,848</td>
</tr>
</tbody>
</table>
The Mission
The mission of the Grand Valley State University Alumni Association is to promote, assist, and perpetuate the goals and objectives of Grand Valley State University, to draw together alumni for mutual service to each other, Grand Valley State University and our communities.

The Vision
The vision of the Grand Valley State University Alumni Association is to enrich the lives of alumni and friends by helping them establish lifelong relationships with the university and with each other.
Values of Grand Valley State University Alumni Association

RESPECT
RESPECT GVSU alumni and stakeholders.
• Acknowledge and involve alumni and friends as vital shareholders in the university.
• Engage all board and association members to serve as ambassadors of the university.
• Exhibit pride and loyalty in the Alumni Association and the university.
• Maintain high ethical standards and integrity in all of the board dealings.
• Recognize individual and collective achievements of alumni.
• Recognize alumni time, talent and financial contributions to GVSU.
• Promote and encourage inclusion and diversity.

INFORM
The GVSU Alumni Association will strive to constantly INFORM the membership.
• Provide effective communication among all levels of the association regarding the university’s mission, goals, programs, and achievements.
• Communicate to all alumni and friends of the university the Alumni Association’s mission, goals, programs, and achievements.
• Ensure the mission, goals, and programs of the Alumni Association compliment those of the University.

INVOLVE
The Alumni Association will work tirelessly to encourage involvement of all levels of the university community.
• Acknowledge and involve alumni and friends and encourage alumni and friends to
• Participate in and support the programs, services and events of the Alumni Association and the university.
• Encourage alumni and friends to pursue leadership opportunities in the Alumni Association and throughout the university.
• Encourage alumni to serve in their communities as ambassadors for GVSU and higher education.
• Contribute financially to GVSU.
• Unite and energize alumni societies and regional clubs.
Celebrating
the Achievements of our graduates

2011–2014 Distinguished Alumni Honorees
Since 1985, the Grand Valley State University Alumni Association has selected Distinguished Alumni Award winners, citing those alumni who have excelled in their chosen professions and reflected credit upon themselves, their communities and Grand Valley State University.

- 2011 Nancy Steele ’85 & ’94
  Michelle Troseth ’83 & ’97
- 2012 James W. Ashley ’87
  Maryjean Schenk ’77
- 2013 Linda Scott, ’95
  Laurie Finney Beard, ’81
- 2014 Kathleen Vogelsang, ’95 & ’99

2011–2014 Alumni Service Award Honorees
Grand Valley Alumni Service Awards are presented to recipients annually to a recipient who has demonstrated outstanding service to the university and the Alumni Association.

- 2011 Linda Masselink ’68
- 2012 Asa J. Lakeman ’02
  Milinda Ysasi Castañon ’03
- 2013 Christopher Lewis, ’92
- 2014 Jacqueline, ’00 & ’05 and Kevin, ’98 Schafer

2011–2013 Young Alumni Award Honoree
The Young Alumni Award was initiated in 2008 by the GVSU Alumni Association to recognize recent graduates who are making outstanding contributions to society, and whose accomplishments and careers reflect favorably upon Grand Valley.

- 2011 Eric Maino ’05
- 2012 Jamon Alexander ’05
- 2013 Linh Huynh, ’12
Grand Valley State University Alumni by GEOGRAPHICAL LOCATION

Alumni in Michigan:
72,305
Alumni in Kent-Ottawa-Muskegon Tri County Area:
42,968

Top ten counties with GVSU alumni

Top ten states with GVSU alumni numbers in RED

Total Alumni = 95,302
Total Alumni in US = 88,228
Total Alumni in Canada = 66
Total Alumni Outside US + Canada = 170

Deceased = 1,460
Unreachable = 5,444
Young Alumni Council Top 5 highlights in 2013–2014:

1. Reached the largest event attendance for a Young Alumni Event – Picnic Pops at 174 attendees
2. Redesign of committees
3. Reached 100% giving by April 2014
4. Had the largest COW project and achieved a participation rate of 65%, higher than the Alumni Association Board
5. Improved council structure resulted in greater participation from council members

Connecting with YOU

The GVSU Alumni Association Facebook site allows you to catch up with college friends and stay informed about GVSU.

Laker alumni are able to expand their professional contacts by joining the official GVSU Alumni Association LinkedIn group. This is a great way to network with fellow Lakers on a professional level.

Your GVSU degree is your common bond with the worldwide GVSU alumni network. Connect with fellow graduates through the Alumni Association's groups on other popular networking forums such as YouTube, Twitter, and Google+.
GVSU Alumni Association
Board of Directors (2013–2014)
Julie Bulson, ’99 & ’07
Matthew Byrne, ’04
Victor Cardenas, ’00
Janean R. Couch, ’05 & ’08
Alberto Cutuli, ’97
Edwin Darrell, ’96 & ’98
Shannan Denison, ’99
Jermale Eddie, ’03
Tom Ebel, ’67
Bradley J. Gibbons, ’08
Anna Gremling, ’01 & ’04
Clay Grueber, ’05
Matt Hillman, ’05
Nicole Koster, ’03 & ’06
Catherine Lazarock, ’96
Leonard A. O’Kelly, ’11
Don Paton, ’67
Olubunmi A. Parks, ’08 & ’13
David Radel, ’02
Jessica Scudder, ’01
Shane Szalai, ’95
Michael Tappy, ’78
Nelson VanElderen, ’75 & ’94
Adrienne Wallace, ’01, ’05 & ’08
Chris Woodruff, ’98

Chapter Representatives 2013–2014
John Bancheri – Rowing Alumni Chapter
Bill Smith, ’80 & ’85 – Seidman College of Business Alumni Association
Tracy Hosford, ’02 – KCON Alumni Chapter
Teresa McDougall, ’02 – College of Education Chapter President
Tim Bulson, ’09 – College of Liberal Arts and Sciences Alumni Chapter
Bob Mitchell, ’07 – Football Alumni Association
Chad Tolson, ’97 & ’04 – Baseball Alumni Association
Courtney Adams, ’08 & ’10 – African American Alumni Chapter
Victoria Stevenson, ’01 – African American Alumni Association
Julie Jamison – Future Alumni Association
Alissa Lane – Study Abroad Alumni Chapter
Dr. Krista Hillman, ’05 – Young Alumni Council
Ted A. Kushion, ’03 – Track and Field Alumni Chapter
Megan Sall, ’07 & ’09 – School of Public, Nonprofit and Health Administration Chapter
Mackenzie Satkoski, ’06 & ’07 – Swimming and Diving Chapter
Salvador Lopez, ’12 – Latin@ Alumni Chapter
Santiago Gayton, ’06 – Latin@ Alumni Chapter

Greg Dimkoff – Faculty Representative
Ricky Benavidez – Student Senate Representative
Staff Members
Chris Barbee, ’88
Alexis Rangel, ’10
Sara Sabo, ’11
Krashawn McElveen, ’12
Kim Schmidt, ’88 & ’00
Abigayle Sloan, ’07
Jill A. Dooley, ’90 & ’99

Alumni Chapters
African American Alumni Chapter
Baseball Alumni Association
College of Education Alumni Association
College of Liberal Arts and Sciences Alumni Chapter
Cross Country/Track & Field Alumni Chapter
Football Alumni Association
Future Alumni Association (student group)
Kirkhof College of Nursing Alumni Chapter
Latin@ Alumni Chapter
Rowing Alumni Chapter
School of Public, Nonprofit, Health Administration Chapter
Seidman College of Business Alumni Association
Softball Alumni Association
Study Abroad Alumni Chapter
Swim & Dive Alumni Chapter

Young Alumni Council
The Young Alumni Council addresses issues related to, and advocates for the needs of Young Alumni. They are the voice of GVSU Young Alumni, working toward unity in meaningful experiences, and stronger connections with GVSU. The YAC also creates and plans multiple events throughout the year.

Young Alumni Council 2013–2014
Megan Archer, ’08
Brandy Arnold, ’09
Nathan Biller, ’09
Andrew Bopra, ’09
Layna Buthker, ’13
Kristin Crawford, ’08
Kayla Cupples, ’10
Kelsey Curlett, ’12
Megan Koops-Fisher, ’07
Christen Fox, ’07
Michelle Harris, ’06 & ’09
Hannah Hendges, ’04
Kate Herron, ’12
Krista Hillman, ’05
Jessica Manfrin, ’09
Bridgette McGuire, ’13
David Milanowski, ’09
Nicholas Nelson, ’09
Mindy Nienhouse, ’07 & ’09
Krystine Noble, ’08
Savanna Rayner, ’08
Rachel Selgo, ’08
Nicole E. Smith, ’09
Andrea Westdorp, ’02 & ’08
Evan Wildey, ’07
Rachel Wion, ’12
Regional Clubs

Throughout the United States (and now overseas) there are numerous opportunities for Laker alumni to connect with one another in various regional locations. Thanks to the alumni volunteers who volunteer their time to organize events in their areas. Events include:

- Family friendly outings to zoos and parks
- Attending Laker and professional athletic contests, tailgates and watch parties
- Receptions with GVSU staff members
- After work networking opportunities

Austin, TX
Denver, CO
Europe
Grand Rapids, MI
Indianapolis, IN
Kalamazoo, MI
Lansing, MI
Las Vegas, NV
Metro Chicago
Metro Detroit
Minneapolis/St. Paul, MN
Nashville, TN
New York City
Phoenix, AZ
San Francisco Bay Area
Seattle, WA
Southern California
South Florida
Tampa Bay Area
Traverse City, MI
Washington, D.C.