

Office of Advancement and Alumni Relations

July 1, 2012 through June 30, 2013

Sherry E. Wilson, Senior Director of Advancement and Alumni Relations

In late spring of 2013, the SOM development office was reorganized to focus on planning the SOM's 50th Anniversary in 2014 academic year, as well as alumni relations expanding our services to be more supportive of current students. The development office had already raised over 100% of its \$11 million dollar goal which allowed for the transition of hiring new development officers. The foundation is now fully staffed with 3 ½ development officers increasing the staff support for the departments and programs.

With the Office of Advancement and Alumni Relations refocused, specific planning and implementation of the School of Medicine's 50th Anniversary has dictated that the team reassess priorities, skills that are needed, and refocus our time to build relationships and partnerships with internal and external audiences. The 50th Anniversary allows the School the opportunity to increase visibility, partnerships, and engagement over the next 18 months. Much of the last 6 months included identifying the elements of the celebration and defining some of the partners that need to be involved with our office to organize and coordinate during the 50th celebration year.

50th Anniversary Celebration

Department Celebrations

Starting with the five *Original* SOM Departments, Internal Medicine, Pathology, Surgery, Psychiatry, and Bio-Chemistry and Molecular Biology will design specific celebrations that will recognize and celebrate faculty and former house staff as well as their accomplishments.

Living Legends Awards

Robert Loftfield, PhD was with the distinguished Living Legend Award. All 10 of Dr. Loftfield's children attended. For future Living Legends, a committee will be formed to determine criteria for the Living Legend award and based on those, will come up with a list of nominees which will be presented to Dr. Roth. In addition, we have asked marketing to design a medallion specifically for this award.

Corazones de Nuevo Mexico Faculty Memorial

The groundbreaking for the Corazones de Nuevo Mexico Faculty Memorial was held October 11th. With around 50 attendees, Dr. Eaton hosted the event with the student architect, student regent, UNMH chaplain and Dr. Roth speaking. The attendees received a glow stick inscribed

with the name and date. The dedication will be something in 2014. Dr. Griffith is working with the university architect to have the contracts signed and begin construction. A brochure has been designed for the purpose of fundraising. The dedication will be in 2014.

Your Body, Your Health- A Day for Women's Health

A pilot women's health event is scheduled for March 7, 2014. We are identifying topics and speakers and a save the date card is being designed. Volunteers have been recruited, the governor has been invited to give the opening address and Janet Napolitano has been invited as the luncheon speaker. We are gathering lists of invitees and plan to limit the attendance to 100 for this year, and the plan is to do it bigger in 2014.

Regional Celebrations

Regional celebrations and awards associated with them have been defined; also will be somewhat different for each community. Packets for the regional celebrations have been designed and Sherry and Amanda have met with alumni in Farmington to discuss. We are in the process of identifying which additional cities will be included.

HSC Campus Exhibit

Laura Hall is working on both the traveling and HSC campus exhibit.

Video

Dr. Phil Eaton is coordinating the filming of former faculty. Ben Daitz is working on a 30 " film for PBS.

Alumni, students and donors will also be videoed for DVD collecting their thoughts and memories.

Commemorative Book

Dr. Dora Wang was hired to write the SOM's 50 year history. Our office has supplied office support for Dr. Wang in assisting to find to find photos for the book, coordinating and acquire permission to use those photos and will help promote pre sales though our alumni reunion events and webpage.

La Tierra Sagrada

Dr. Roth has asked La Tierra Sagrada to increase its membership by 50 in honor of the 50th. We just concluded the year with the awards dinner and transitioning staffing from Joanne Branyon-Ward to Lori Peterkin and will be working with Dr. Buchanan on some changes to the dues structure.

Faculty Videos

We have met with Dr. Eaton to help identify early faculty who we should capture on video interviews and working will work with our media department to get these scheduled. Faculty films will be connected with the web site and ultimately the faculty memorial with QR codes making the videos accessible through personal computing devices.

Website

Kate Fox was hired as first part time to build the 50th website. Lots of her time was spend figuring out the SOM's main site and how best to coordinate will all the departments. Kate is now full time as lead for the SOM web sites. She has also learned the software for the BMSB Lobby monitor and designs and updates the slides.

Comprehensive Media/marketing Plan

Joanne Branyon-Ward has been tasked with identifying the marketing needs related the various events and what and when to use media. She also created several brochure templates for the departments to utilize to promote specific programs.

Other 50th projects will include normal SOM activities enhanced by the 50th team to create visibility.

White coat ceremony

Alumni reunion August 2014

Enhanced Department Grand Rounds

Time Capsule with items collected from around the state

Dean Fitz Memorial and dedication

Wall of Champions recognizing faculty champions

Gala to conclude anniversary

La Tierra Sagrada Society

In September LTSS hosted the annual dinner and awarded 2 faculty grants totaling \$19,846 and 5 student scholarships totaling \$45,000, which concluded the activity for the fiscal year.

The goal for next year is to gain 50 new members. To achieve this goal, a Community Engagement Committee was formed, chaired by Linda Novy-Doll and Jamie Ricci.

Other committees that were formed are: UNM Leadership led by Dr. Ben Curet and LTSS collaboration with the UNM SOM 50th Anniversary led by Ms. Barbara Griffith and will work in collaboration with Ms. Sherry Wilson.

There was a staff transition from Joanne Branyon-Ward to Lori Peterkin. The board voted to restructure the payment of annual dues to coincide with the calendar year and Lori is working with Dr. Holly Buchanan to get a letter out to members.

SOM Alumni Association

In April Morris Albert left the University Foundation, and the position was redefined and brought back to the University. With the increased emphasis on enhancing alumni relations two new positions were created. Kalen Olson formerly Pharmacy's alumni relations staff person was hired in the assistant position. Family problems arose and Kalen had to return home. In July Amanda Bassett was hired as the Associate Director for Alumni Relations.

Fundraising Initiatives:

- **SOM Alumni Association Income Student Fund:** For the second year in a row, this fund achieved greater success. SOM Alumni Association raised \$16,300 in support of this initiative and our students up \$4,525.
 - **74 donors gave \$150 raising \$11,100 to sponsor white coats and stethoscopes for the 1st year medical students'.**
- **SOM Alumni Association Scholarship Fund:** For FY 2013, \$19,566.68 was raised from 31 donors. Up over \$8,000 from 2012.
- **SOM Alumni Association Endowed Fund:** For FY 2013 \$2,925 was raised from 5 donors.
- **Scholarships, Senior Awards, and Travel Grants given out in FY 2012:**
 - Five \$2,000 SOM Alumni Association Scholarships were awarded
 - Six \$1,000 Senior Awards were presented
 - One \$1,500 Scholarship was awarded in partnership with the NM Hispanic Medical Association
 - Four \$1,500 Alonzo Attencio Scholarships were awarded in partnership with the NM Hispanic Medical Association
 - Several Travel Grants were awarded ranging in price of \$150 - \$500
- **Student and Resident Support:**
 - SOM Alumni Association provided \$1,500 in support of SOM Student Initiatives in partnership with the Office of Medical Student Affairs.

- SOM Alumni Association partnered with GME and the Residents union to co-host Resident Appreciation Day.
- SOM Alumni Association Emergency Loans were issued to 7 residents FY12

Other alumni initiatives and appeals:

- **UNMed Magazine Fall 2012 raised \$26,125**

Annual Reunion:

- The 2012 Reunion - our office's signature event achieved great success. Some of the highlights included hosting Doc, Dogs, & Drinks, offering a 1.0 credit of CME given by Dr. Paul Roth. Registrations: Campus Tours 65, CME 72, Friday BBQ 148, Sat night Gala 158, Sun PCC Event 57.

Alumni Gatherings:

Silver City

San Francisco

Chicago

Las Cruces

Farmington, NM