

March 8, 2024

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Alumni Association Report

SUBMITTED BY: Lester Barbero, President, WSUAA Board of Directors, 2023-2024
Mariah Maki, WSUAA Exec Director & Assoc. VP, Advancement

On behalf of the Board of Directors, the WSU Alumni Association is pleased to report the following:

- We look forward to hosting this year's Women's Leadership Summit on Friday, April 5. This virtual event provides Cougs with an opportunity to celebrate successes and learn from the experiences of our alumnae. Our heartfelt thanks to Regent Dickinson for moderating this impactful event. Panelists will be announced within the next month and will again include representation from each campus. Watch parties and post-event discussions will also be held at a few key companies around the state for Cougs to network.
- Our ever-popular Cougar Night at the Seattle Mariners event is set for Saturday, July 20. In conjunction with the game, we will host a pre-game program at T-Mobile Park for recent WSU graduates, with President Kirk Schulz, our Executive Director, and college representation.
- We are actively working with the Cougar Alumni Band to add them as a WSUAA affinity group. We're excited to support them with their efforts to support the Cougar Marching Band, engage alums, and support the WSU community.
- "WSU In" events, hosted in partnership with the WSU Foundation and Enrollment Management, have been positively received around the country. Last month's event in Honolulu, Hawaii, welcomed more than 200 Cougar alums, supporters, and prospective students from throughout the Hawaiian Islands. Our amazing volunteers especially enjoyed connecting with prospective students excited to attend WSU—a big thank-you to Regent Schauer for coming out to support this event. "WSU in Scottsdale" events held February 12-15 also saw tremendous success in engaging alums and supporters. Our Arizona Alumni Chapter was integral in promoting the week's festivities, including a Recent Grad panel and a Men's Basketball Watch Party. Finally, we hosted our signature "Cougars of the Desert" event in Palm Desert with keynote speaker Regent Enrique Cerna, which continues to raise scholarship dollars. Cougs have told us they look forward to WSU returning in future years.
- We appreciate our members and the continual support they provide. We've found new ways to show appreciation through new promotions and engagement, like the Platinum and Life member area at the Homecoming Pep Rally, "Valen-wines," and our new Leap Day membership sale. We look forward to membership drives during CougsGive, WSU's birthday, and May's Member Appreciation Month!