

St. Louis Profile Work Group – Work Plan for 2012-13

Tier One Events – Major University-Wide

Wednesday, March 6

**Legacy of Learning
Reception for COE Alumni
and Dual Credit Instructors**
In conjunction with MVC
Tournament
(Hough/Kincaid/Dunn/
Whitley)

Saturday, June 1

**Missouri State Night at
Busch Stadium**
With potential donor dinner
May 31
(Dunn/Whitley)

Friday, September 13

**Salute to Excellence in
Education**
Sponsored by St. Louis
American
With scholarship
announcements
(Whitley/Dunn/Kincaid)

Saturday, November 2

**Signature Event:
MaroonNation Ball**
Palladium at 1400 Park Place
(Dunn/Whitley)

Tier Two Events – Targeted

Monday and Tuesday, February 25-26
Meetings with St. Charles Community College/St. Louis Community College
(Follow-up by Einhellig/Norris/Simpson)

Wednesday, March 6
College of Education Alumni Reception
(Hough/Dunn)

Thursday-Sunday, March 7-10
Men's Basketball MVC Tournament
The Hangout at Union Station
(Moats/Dunn/Others)

Thursday-Friday, March 7-8
Board of Governors Retreat
(Kincaid)

Saturday-Sunday, March 14-17
Women's Basketball MVC Tournament
The Family Arena in St. Charles
Fan events at Sheraton Westport Plaza Hotel
(Moats/Dunn/Others)

Monday, April 22
College of Education Diversity Recruitment Event
(Hough/Coopwood)

Late Spring/Early Summer – Date TBD
Meeting(s) on Procurement/Bidding for St. Louis Businesses – General and Minority-Owned
(Kincaid with Ken McClure and Steve Foucart)

Thursday-Saturday, July 11-13
Missouri Legislative Black Caucus Foundation Annual Conference in St. Louis
(Kincaid with Ken Coopwood/Wes Pratt)

Friday, September 6
St. Louis Business Journal Breakfast and Panel Discussion at Botanical Gardens
(Dunn/Bryant/Kincaid)

Saturday, October 26
100 Black Men of Metro St. Louis – 2013 Black Tie Gala
(Whitley/Coopwood)

October/November – Date TBD
College-Related Event Sponsored by the St. Louis Metropolitan Alumnae Chapter (SLMAC) of Delta Sigma Theta Sorority, Inc.
(Whitley/Coopwood)

Tier Three Events – Regular/On-Going

Thursday, January 17
MarooNation Event
Llywelyn's Pub
(Dunn/Alumni Office)

Thursday, February 21
MarooNation Event
J. Buck's Restaurant
(Dunn/Alumni Office)

Thursday, April 18
MarooNation Event
Mike Duffy's
(Dunn/Alumni Office)

Sunday, May 19
**MarooNation Alumni
Family Day at St. Louis
Zoo, including Alumni 5K
Run – with prospective
students and parents invited**
(Dunn/Alumni Office/Student
Affairs)

NOTE: *There also will be MarooNation events scheduled for September, October, November and December of 2013, with dates/times/locations TBD.*

Other Initiatives

- **Arrange three major speaking opportunities with St. Louis organizations at their regular events, including one event partnership with *St. Louis Business Journal***
(Whitley/Dunn/Kincaid)
- **Seek St. Louis-area alumni/leaders to serve on advisory committees, for convocations and other speeches/presentations, and for existing awards**
(Dunn/Bryant/All)
- **Strengthen partnerships with Wyman Foundation, College Bound, and the St. Louis Internship Program (SLIP)**
(Whitley/Simpson)
- **Continue athletics caravan and other special events**
(Dunn/Moats)
- **Consider additional billboards, advertising, target media campaign**
(Kincaid)
- **Increase communication with alumni/donors via additional Web and New Media staff person**
(Dunn/Kincaid)
- **Consider scheduling an event around men's soccer game against Saint Louis University**
(Moats/Dunn)

