



## SVMAA Meeting Minutes: December 2, 2024

7 pm central – via Zoom

1. Attendees:
  - a. SVMAA Board Members: Jen Lorenz, Kathy Reilly, Holly Hovanec, Ty Vannieuwenhoven, Brad Poff, Debbie Olbrich
  - b. SVM Liaison: Kristi Thorson
2. 2024 recap:
  - a. Meetings: in person meeting in September was a success with participation and a renewed interest in our organization
  - b. Continuation of growth into a formal association from an advisory board and weathering the growing pains of that formalization – seeking more growth in the next year as more alumni become involved!
  - c. Alumni survey: revealed a subset of current alumni opinions towards the SVM, gained valuable feedback about how to best serve and engage alumni
  - d. Alumni awards efforts continue and awards were given!
3. 2025 goals:
  - a. Continued recruitment of point people / liaisons for each class to assist in dissemination of information to their class alumni
    - i. Work on reaching out to those who have shared their emails
    - ii. Holly will write an introductory letter!
  - b. Continue marketing our association and garnering interest and involvement from alumni! Focus on encouraging alumni to attend our meetings and clarifying what membership means.
    - i. This will allow us to have a more pointed and significant impact on the SVM
    - ii. This will also allow us to engage more alumni in the awards process
  - c. Attempt more in-person gatherings – partnered with CE or social activities?
    - i. It has been mentioned that this organization could improve alumni wellbeing by serving as an outlet for connection amongst DVMs
  - d. Find more ways to celebrate alumni achievements and communicate those to the SVM's followers
4. Updates

- a. Kristi shared that following the WFAA database change, she can now get reports of SVMAA members which will allow better communication with members going forward.
    - i. The communications/website audit and overhaul will occur next year and will hopefully benefit SVMAA
    - ii. This may allow a campaign for membership in 2025 with improved messaging
  - b. Invited Applicant event is typically in March – would this be a good target time for an alumni in-person gathering prior – board thinks yes. Kristi will run this past OAA.
  - c. Targets: mental health, class pictures, preparedness to practice, financial well being
    - i. Curriculum presentation: practice preparedness and mental wellbeing are being focused on in the future
    - ii. Consider setting up Zoom group or series discussing these topics and providing a forum for alumni
  - d. Alumni speaker series: focus on this as a goal and a route of addressing concerns which alumni have posed, we also need storytelling!
    - i. Board members should consider making a video for the series to spark involvement!
    - ii. <https://www.vetmed.wisc.edu/alumni-storytelling-project/>
5. Old business:
- a. Alumni apparel store update
    - i. Items were selected, the list needs to be weeded
    - ii. Debbie, Brad, and Kathy will tackle a final list!
  - b. Online/Zoom series update
    - i. Brad posed a Ted talk type format to highlight alumni careers and achievements
    - ii. This could also be a route of in-person participation
    - iii. Think about speakers, topics, and breakout sessions?
  - c. Webpage updates
  - d. How to best utilize emails collected from survey and September meeting: discuss at February meeting
    - i. Holly will write a cover letter to send to participants
    - ii. Deep dive into survey: analyze responses and targets
    - iii. Plan is to send an email to alumni in January encouraging participation at February meeting
  - e. How to better market alumni awards
    - i. Rebranding/renaming?
    - ii. Routes of communication?
      - 1. Facebook failed in the past. Texts? QR code? A more pointed email?

2. Discussed marketing at conventions/meetings – distribute a slip of paper with current recipients, nomination instructions and the QR code
6. Meeting Schedule: 2025, 7pm on the first Monday of every other month
  - a. February 3, April 7, June 2, August 4, October 6, December 1
  - b. Tailgate tentatively planned for September 6