2020 Curtiss League Annual Report

Curtiss League, an initiative for young alumni of Iowa State University's College of Agriculture and Life Sciences (CALS) was launched in the spring of 2014. Curtiss League membership includes exclusive news on college events and initiatives. In addition, members engage in their choice of college and industry recruitment, awareness and advocacy efforts.

Objectives:

- Engage young alumni in student recruitment and retention
- Activate young alumni as advocates for the college in their communities, workplaces and with stakeholder groups
- Deepen alumni understanding of academic opportunities and overall strengths and relevance of the college

Outcomes:

- Assist new students in transition to Iowa State University
- Increase CALS visibility and that of alumni in their communities
- Encourage advocacy by alumni for CALS
- Increase alumni attendance at CALS events
- Increase alumni awareness of CALS
- Generate multilayered engagement between college, alumni and current and prospective students

IOWA STATE UNIVERSITY
College of Agriculture and Life Sciences

CURTISS LEAGUE

Membership Information

303 Curtiss League Members

- 356% Growth from 2014
- 82% Retention from 2019
- 210 In-State
- 90 Out-of-State (Arkansas; California; Colorado; Connecticut; Florida; Idaho; Illinois; Indiana; Kansas; Massachusetts; Michigan; Minnesota; Missouri; Nebraska; North Carolina; North Dakota; New Jersey; New York; Ohio; Puerto Rico; South Dakota; Texas; Washington; Washington, D.C.; Wisconsin)
- 3 International (United Kingdom, Mexico, Germany)

24 Degree Areas Represented

- Agriculture and Society/Public Service and Administration in Agriculture
- Agricultural and Life Sciences Education
- Agricultural Business
- Agricultural Studies
- Agricultural Systems Technology
- Agronomy
- Animal Ecology
- Animal Science
- Biology
- Dairy Science
- Entomology
- Environmental Science
- Environmental Studies
- Food Science
- Forestry
- Genetics
- Global Resource Systems
- Horticulture
- International Agriculture
- Industrial Technology
- Microbiology
- Nutritional Science
- Seed Science
- Sustainable Agriculture

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CURTISS LEAGUE

2020 Action Items

82% Engaged in Curtiss League initiatives

- Recruitment Activities
- Awareness Initiatives
- Advocacy Efforts

Laura Cunningham @SkyViewBeef

And also the responsive roar from the members of #CurtissLeague? Yasss! #CALSProud of both ladies!

> **Amy Brandau** @ISUbellplayer · 20h
> Did you hear the roar from campus? The AgB family of students, faculty, and staff are so excited the next Student Government President is our own Julia Campbell. #CALSProud

Joni Erwin @jonierwin9 · Apr 27, 2020

Had the pleasure of engaging virtually with future Iowa leaders this morning and discussing how they plan to tackle food insecurity all over the world! Thanks @WorldFoodPrize for asking me to be apart of this years event! #IYI20 **#curtissleague**

21%

Assisted with *recruitment and retention* efforts

- Postcards/e-mails to high school students
- Connect with current CALS students
- Volunteer with youth events

76%

Active in *awareness initiatives*

- Engaged with CALS strategic and social media messaging
- Shared CALS story within community, professional and personal networks
- Participated in college special requests to participate in strategic initiatives

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CURTISS LEAGUE

2020 Highlights

39 members assisted with a special request from the college

55 members filled out the prospective student postcard

243 members actively engaged via social media