



Award Categories:

Overall Programs/Large Club (alumni population of 1,501 or more)

Overall Programs/Small Club (alumni population of 1,500 or less)

New/Reorganized Club

Individual Club Program (service to university or community or unique programs or events)

Volunteer of the Year (individual recognized for outstanding service through his/her club)

Contact the UIAA with questions regarding eligibility for these categories

RULES OF SUBMISSION:

- o Programs sponsored between July 1, 2016 and June 30, 2017 are eligible for awards.
- o Mark only one category on each nomination form. Forms may be copied for multiple entries.
- o Clubs may submit more than one nomination for the Individual Club Program category.
- o Nominations **MUST** include this form and a brief description of the club's qualifications, specifically addressing required criteria.
- o Multiple nominations may be submitted in one envelope.
- o Nominations will be reviewed by the IOWA Club Award Selection Committee.
- o All clubs will receive the selection results by Monday, October 9, 2017.
- o Nomination deadline is Friday, September 8, 2017.

2016-17 IOWA Club Awards Nomination Form

Award Category (please check one) Overall Programs/Large Club
 Overall Programs/Small Club
 New/Reorganized Club
 Individual Club Program
 Volunteer of the Year

Club Name LONDON IOWA CLUB

Club Leader(s) Alex Boyce, Lindsay Huxter, Steve Sherman, Deborah Eicher

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Nomination completed by (if different than club leader) _____

Nomination deadline is Friday, September 8, 2017. Send your form along with description to: UI Alumni Association, IOWA Club Awards, P.O. Box 1970, Iowa City, IA 52244-1970.

Forms also available on the IOWA Club website at <http://www.iowalum.com/clubs/leaderforms/NominationForm2017.pdf>

15 September 2017

University of Iowa Awards - New Club
London Iowa Club Submission

The London Iowa Club would respectfully like to nominate itself for the UI New Club Award. We have outlined below a brief history of our Club and description of our qualifications.

Formation

Our Club was officially formed in March 2016 by club president, Alex Boyce ('05). Our first event was a meet & greet networking drinks at the Balls Brother Mayfair Bar where 13 alumni attended. The aim of the event was to gauge community interest in the club and elicit feedback on future events. Alex felt it was important to launch a club in London to not only service Iowa alumni (and Iowans in general) but to also showcase Iowa's international reach. No other University in the state of Iowa has an official alumni club in Europe.

Executive Committee

Due to strong volunteer interest, the club created a governing board ("Executive Committee") to plan future events. The Executive Committee consists of the club president and 3 at-large members which allows for flexibility in event planning. The 3 at-large members are: Lindsay Huxter ('11), Steve Sherman ('95) - former Boston Club President, and Deborah Eicher ('85). Our Executive Committee is incredibly diverse with 4 decades of alumni represented. In addition, 2 board members (Alex and Deborah) were varsity athletes at Iowa. In the future, the club will look at setting specific titles and responsibilities for the Executive Committee.

Outreach

To our knowledge, we are the only organized Iowa Club in Europe and this is reflected in our mailing list with subscribers hailing from the UK, Germany, Switzerland, and Ireland. In order to facilitate information flow, we have a monthly newsletter (via MailChimp), a website (WordPress hosted by the UI), a Facebook page with linked Facebook group, LinkedIn group, as well as Twitter and Instagram accounts. Given our club is very young, our principal focus is creating awareness and building a sense of community. We have endeavored to be very active across all our communication and social media platforms as well as collaborate wherever possible with other alumni clubs and expat groups as detailed in the event section.

We also have started to participate in the UIAA postcard drive and were very pleased to send out postcards to 5 incoming freshmen from the UK.

Events

Our events primarily consist of game watches in the fall and networking drinks throughout the year. Our first year was special in that we were able to have a flagship event soon after our creation.

In October 2016, the Royal Academy of the Arts hosted an exhibition titled, *Abstract Expressionism*, which included the UI's *Mural* by Jackson Pollock. In honor of this exhibit, the UI along with the UIAA and the London Iowa Club held a series of events in the last weekend of October. This included a Friday social between the London Iowa Club and visiting Iowa faculty, a full Saturday showcase which included a viewing of the exhibition, an international edition of our UI WorldCanvass television and radio show, and an evening reception with UI President Bruce Harreld and other UI leaders. On the Sunday, there was a brunch with UI President Harreld, Tippie Dean Sarah Fisher Gardial and Tippie alumni. This was an amazing event to introduce the club to UI faculty and also show our alumni the potential for our club.

For our game watches, we attempt to co-host with the alumni club of the opposing team to help bring an exciting atmosphere as well as gain scale given the other Big 10 schools tend to have relatively small alumni bases in London. It also helps build a sense of American camaraderie given the majority of attendees are American expats. We have also had various business travelers from the state of Iowa come to our game watches as well.

Given both the Business school and Law school have study abroad programs in London, we also work with them for our bowl game watches so that their students are included and given a small taste of home.

In order to offer club members further events and networking opportunities, we have joined the US Alumni Club network which assists in helping alumni clubs collaborate and host joint events. It publishes events so that our alumni could potentially attend a Fintech event hosted by MIT alumni club or a Women in Business event hosted by the UT alumni club, etc.

In the future, we plan to organize further joint events with other Big 10 and midwest schools including a planned a Euchre night with the University of Michigan and a potential Big 10 winter drinks event.

Metrics (as of submission)

Communication/Social Media	Subscribers/Followers
Mailing List	140
Facebook Group	71
Facebook Page	11
LinkedIn Group	28
Twitter	63
Instagram	40

Participation Numbers (events between July 1, 2016 and June 30, 2017)

Date	Event	Attendees
3/3/2016*	Club Launch - Meet & Greet	13
10/1/2016	Iowa vs Northwestern (Homecoming) Game Watch	10
10/28/2016	Meet & Greet w/ UI Leaders	30
10/29/2016	UI Reception for Jackson Pollock Exhibition	53
10/30/2016	Tippie Leaders Brunch	18
1/2/2017	Iowa vs Florida (Bowl)	55

**First event outside of consideration window*

Summary

We believe that the London Iowa Club is one of the fastest growing Iowa clubs and set to be a "prestige" club given the reputation of our city as a leading international destination. We are excited to build the "Iowa" brand in Europe and serve as a community for American expats, international alumni and tourists. We hope that you recognize us for a New Club Award.

Respectfully submitted,



Alex Boyce
President - London Iowa Club