

New Graduate Advisory Committee March 2011

Committee Goals:

- To serve as a source of information and advice for new graduates with the intention of helping ease the transition from student to veterinarian.
- To introduce recent graduates to the Alumni Association.

Concerns:

- 1) We currently have very little activity/interaction with our recent graduates.

We have attempted to facilitate this interaction via:

-A list serve organized by UGA CVM

-We experienced difficulty in accessing student email addresses prior to graduation. In order to achieve the desired interaction we feel the list serve should be available to senior students a minimum of 4-5 months prior to graduation. The list serve should then be available for up to 4 years post graduation. Potential problems with the list serve include “cluttering” list serve member’s mailboxes and the inability to archive information for future reference.

- Facebook

-In an attempt to alleviate the above mentioned problems we created a facebook page “UGA CVM New Graduate Forum”. We currently have 74 friends from multiple classes but NO activity.

- 2) Inadequate committee membership/activity

The original committee composition was to consist of 4 members from each of the previous 4 graduating classes. This rotation would allow new graduates to be active in the Alumni Association and would help keep the committee relevant to new graduates. In addition, we hoped to have members from many different aspects of our profession i.e. academia, large animal, small animal, corporate, practice owner, associate etc. This would allow a more comprehensive knowledge base in which to draw advice for new graduates. Our committee is currently comprised of the following:

3 members from the Class of 2006

3 from the Class of 2007

1 from the Class of 2008

All members are small animal practitioners with 1 practice owner and the remaining are associates.

Current committee members have not shown interest in taking a leadership role in the committee. Additionally, we have failed to attract new members to the committee.

Possible Solutions

1) The GVMA also has a New Graduate Committee. Their primary purpose is to get new graduates active in the GVMA and they have likewise struggled to attain their desired level of interaction with new graduates. They are currently in the process of planning social activities and continuing education for new graduates. Primarily, they are focusing on a social tentatively planned for the GVMA fall conference. We have been invited to co-sponsor such events targeted at the new graduates. I move that we accept this invitation and assist the GVMA in planning and funding (if possible) these events.

2) Committee Composition Changes

We move to add 4 members of the senior class to the committee prior to graduation. We would facilitate this by contacting the class president and utilizing the Alumni Association liaison. This would benefit the group in multiple ways:

- Senior students would help promote the committee goals, resources, and activities to their classmates.
- The senior students have the easiest access to communication with the graduating class.
- The students would allow the committee to focus on activities that are needed or relevant to our target audience.
- It would introduce new enthusiastic members to the Alumni Association and the New Graduate Committee, thus serving as source of new leaders

We propose opening committee membership to any party interested in an active role planning, managing, or serving a leadership role in the committee.

3) Continue to utilize online media to interact with new graduates

- Encourage any Alumni Association member, committee member, new graduate or senior student to post on the Facebook "UGA CVM New Graduate Forum"
- Utilize new senior class committee members to communicate with classmates via already established class list serve.

4) Analyze attendance at the 2011 Annual Veterinary Conference and Alumni Weekend along with the fall Alumni Tailgate to gain an idea of new graduate attendance. Determine if attendance levels are large enough to facilitate social gatherings or activities focused specifically on new graduates.

5) Survey senior students to determine how the Alumni Association can best serve them.

Proposal for UGA College of Veterinary Medicine Alumni Association Practice of the Year Award

Objectives:

1. To formally recognize outstanding veterinary practices owned by a UGA CVM Alumni.
2. To develop stronger relationships between the UGA CVM Alumni Association and outstanding veterinary practices.
3. To provide recipients with a marketing tool for promotion of practice.

Criteria:

1. Small, Large, or Production animal veterinary practice owned by a UGA CVM Alumni
2. Nominated by Client, non-owning UGA CVM Alumni (i.e. a colleague), or the practice owner on or before December 1st. Once a nomination is received, the Practice will be notified of the nomination and asked to submit a nomination package. Practice owners will have until February 1st (~8 weeks) to submit a nomination package.
3. Nomination package will be submitted by the practice owner and include: A letter (maximum of 6 pages) of explaining why this practice is excellent, specifically addressing the points in #4, a list of 5 clients as references, and a list of 2 staff as references.
4. Practices will be evaluated and judged as holistically as possible. Specific attention will be paid to quality of health care provided, quality of client service provided, evidence of progressive, state of the art care, evidence of specialization, involvement in clinical research, and receipt of other awards or certifications (ex. AAHA). Practices can supply specific statistical information such as total revenue, client compliance figures (ex. heartworm prevention, dental examinations, wellness evaluations, etc.), average client transaction, registered veterinary technician to DVM ratio, and average continuing education per DVM per year. Community involvement and outreach should also be documented. Evaluation of practices may include communication with listed references, visitation to the practice (only by appointment, if at all), visitation to the practice web site, and review of the nomination package.
5. All nominations will be considered by a committee of the Alumni Association in conjunction with the previous year's recipient. The committee will be appointed by the President of the Alumni Association.
6. Award can be given to the same practice not more than once in 5 years.

Award:

Recipient practices will be named the UGA CVM Alumni Association Practice of the Year, will receive a plaque, \$\$ for staff CE (?), and public recognition of their effort at the Annual Alumni Conference.

Discussion:

1. Is 1 award/year ideal? Should awards be made to different categories (small animal vs. large animal, small practice vs. large practice)?
2. Are the criteria valid? Should it be more or less objective? Are there additional criteria to consider?
3. Is the award reasonable? Should free admittance to the Alumni Conference or Other CE be offered?

External Affairs Report as of March 24, 2011

- *Kathy Bangle, Director of Veterinary External Affairs*
- *Carlton Bain, Assistant Director of Development*
- *Molly Muschamp, Major Gifts Officer*
- *Karen Aiken, Client Advocate/Development Officer*
- *Marti Brick, Director of Alumni Relations*
- *Kat Gilmore, Director of Public Relations*
- *Sue Smith, Web Manager*
- *Brenda Horton, Not So Secret Weapon*
- *Teressa King, Administrative Assistant*

➤ **Gifts to the College through the Arch Foundation, UGA Foundation, and direct to the University**

FY 2011 **\$3,710,148.06** through February 25, 2011
 FY 2010 **\$ 2,821,418.92** through February 25, 2010
 FY 2009 **\$1,205,231.09** through February 28, 2009
 FY 2008 **\$6,222,851.47** through February 29, 2008
 FY 2007 **\$2,646,638.59** through February 28, 2007
 FY 2006 **\$2,079,894.99** through February 28, 2006
 FY 2005 **\$2,312,897.00** through February 28, 2005
 FY 2004 **\$4,983,508.71** through February 27, 2004
 FY 2003 **\$816,499.67** through February 27, 2003
 FY 2002 **\$2,574,480** through February 27, 2002

Alumni Participation for CVM

	FY10	FY09	FY08	FY07	FY06
alumni w/ good addresses	4,058	3,904	3,848	3,760	3,691
alumni donors to vet med	736	744	768	794	835
participation - vet med to vet med	17%	19%	20%	21.11%	22.62%
alumni giving - dollars to vet med	\$302,497	\$554,301	\$354,294	\$379,624	\$162,932
alumni giving to anywhere	678	763	794	795	906
participation – vet med to anywhere	19%	19%	20%	21%	24.55%

This is all CVM alumni - DVM, MS, MAM, and PhD
 At UGA Law is first in participation with 22%, then Vet Med with 19% and
 Pharmacy 17%.

➤ **Visit Totals**

- 192 donor/prospect or stewardship visits (by Molly Carlton, Karen and Kathy as of February 28, 2011
 - *This doesn't include the significant number of visit and solicitations by Dean Allen*
- 223 donor/prospect or stewardship visits (by Molly, Carlton, Karen, and Kathy as of February 28, 2010)
- 129 donor/prospect or stewardship visits (by Molly, Carlton, Karen, and Kathy as of February 29, 2009)

➤ **Current Significant Gifts or New Funds Established July 1, 2009 – February 28, 2010**

- \$1M charitable remainder trust from a hospital client for Large Animal Studies
- \$510,000 gift from an anonymous friend for the hospital building fund
- \$500,000 bequest from an alumnus (Class of 1986)
- \$313,841 bequest (realized) from a hospital client, for Sundown Surgery
- \$100,000 bequest from a hospital client for an endowed scholarship
- \$50,000 pledge from a hospital client for the hospital building fund
- \$50,000 pledge from an alumnus (Class of 2000) for the hospital building fund
- \$25,000 pledge from an alumnus (Class of 1980) for the hospital building fund
- \$25,000 pledge from an alumnus (Class of 2000) for the hospital building fund
- \$25,000 gift from a private foundation in Atlanta for the hospital building fund (hospital client is on their board)

New Veterinary Teaching Hospital Building Fund

March 2010 **\$4,046,846**

March 2011 **\$6,352,494**

UGA CVM PUBLIC RELATIONS OFFICE

SUMMARY OF TASKS ACCOMPLISHED
October 5, 2010 – March 25, 2011

Press releases issued (16)

Fund-raiser for Wildlife Treatment Crew/scWDA clubs
Vets for Pets and People award
Shelter Medicine Seminar
SCAVMA Auction
Open House
Annual Reunion/CE weekend
UVIS split (UGARF/Ross Group)
VetView introduction
Student Ambassadors
VETCamp
Thompson Lecture for Food Animal Medicine
Mark Estes/Davison Chair
Behavior puppy training, adoption counseling
Vet School for a Day
Science of Veterinary Medicine Symposium
Fred Quinn's grant to develop test to detect latent TB

Publications/mailings created/redesigned (14 + CE postcards)

DVM/MPH brochure update
DVM/PHD brochure update
ZooMed Service brochure
Community Practice Clinic brochure
Annual Reunion/CE weekend brochure and related materials
Behavior Service flyer
Open House flyer
Open House ad for UGA Shuttle buses
Athens/Tifton Diagnostic Laboratory Newsletter for Spring 2011
Facts/Figures 2010
Success Stories Calendar 2011
Holiday Card 2010
Monthly birthday cards for alumni
CE postcards (multiple)

Publications/mailings in production (7)

VTH client brochure (to welcome new clients)
Colleagues Spring/Summer 2011
Aesculapian Winter/Spring 2011 (AT THE PRINTER!)
Annual Report FY 2009-2010
VTH e briefs
IVCP poster
IDL brochure

Multimedia in production (1)

Multimedia presentation to promote our new Veterinary Medical Learning Center
(animations currently in storyboarding)

Website Redesign

We continue to make slow but steady progress on our behind-the-scenes work toward a redesign of our Website. Thus far, this work has consisted of deleting old files from the server; updating, consolidating, and/or culling information from webpages (to result in fewer pages to maintain, and to avoid repetition of information that is subject to change); and putting content on to templates. Here is a summary of recent work done, and work currently in process:

VTH update just got underway; expected to be done by early 2012

VAR, VPH sub-sites updated in Fall 2010

Fixed broken PHP code in secondary header that has negatively impacted our Search Engine returns (e.g., Google, Yahoo, etc.)

Pages/content created for VETcamp and Student Ambassadors

Behavior content (VAR) currently being revised/updated

Academic Affairs considering proposal for update to begin winter 2012

Social Media Update

As of March 15, 2011:

Facebook: <https://www.facebook.com/UGACVM>

1,387 fans

447 friends

Twitter: www.twitter.com/ugavetmed

1,223 followers

FourSquare: <http://foursquare.com/ugavetmed>

Account is set up; currently trying to claim our listing.

Using TweetDeck to schedule/post updates simultaneously to Facebook profile, Facebook page, Twitter, MySpace and FourSquare.

Articles/TV stories

In addition to stories generated by press releases, CVM faculty, staff or the College's mission, goals or programs have appeared in numerous reports since October 2010. A complete list of all stories can be found at <http://www.vet.uga.edu/news.php>.

Highlights (by subject):

SCWDS investigates Blackbird mortalities

>> (Netted numerous reports, including from the Athens Banner-Herald; all local TV media from Atlanta; The Associated Press, which distributed it to 4000 outlets worldwide; CNN, which did 3 hours worth of live shots from SCWDS; and ESPN, which is to air sometime in June.)

Dr. Jim Moore's educational science games project was featured in The Graduate School magazine; also in Southern Distinction (fall 2010).

Obese pets

>> Dr. Steve Budsberg was quoted in the Wall Street Journal for this story, and subsequently interviewed by WERC-FM, Birmingham, AL.

White Nose Syndrome in Bats – Georgia Public Broadcasting will be featuring SCWDS's work on this in a 30-minute special on bats to air this spring; it is expected to be expanded to a 60-minute special for 2012; *UGA Research* also doing a feature on this.

Also:

VMLC legislative funding stories (WNEG-TV; *Athens Banner Herald*)

Sleeping with Pets (should you?) -- Cox Radio network interviewed Dr. Ben Brainard

CVM Behaviorists train Bear cubs at Bear Hollow (*Athens Banner-Herald*)

Story on Electrolytes for *Barrel Horse News* – out Spring 2011

VTH Blood Donor Program for *Whole Dog Journal*

Colic story for *The Chronicle of the Horse*

Jobs available to veterinarians for *Paws and Tails* (SC)

Lymphoma general info (stemming from Uga's illness) for *Athens Banner-Herald*

(carried by Morris News papers statewide) and *The Atlanta Journal-Constitution*

UGA.edu homepage

The following features about UGA CVM have been featured on the uga.edu homepage, or will be in the coming weeks (about 100,000 hits per day):

Behavior Puppy classes

Vets for Pets and People award (featured twice)

Open House 2011

CE for U.S. Army Veterinary Corps (from ACE) to be featured in April

Displays (0)

Goal is to update 2 between now and fall.

Photographed events (5)

Dean's Tailgate

Tonda Martin's retirement party

Dean Allen coaches Lady Dawgs

Dr. Jean Barsanti speaks at Founders' Day

Canine Cocktail Hour at Hotel Indigo (2 nights; benefited UGA CVM)

Miscellaneous (10)

Full-page ad for Steeplechase program

Full-page ad for VTH to run in SCAV 2011 newsletters, magazines and directory

½ page ads that run in GVMA newsletters for 2011

Double-page ad for GVMA directory (VTH, Development, VTH, D-Lab)

WUGA radio adds (CPC/VTH): doubled content; added ECC/CCU service

Equine "Ask the Vet" for Southeast Equine (1/11; 4/11 submitted)

Profile on Dr. Zhen Fu for Columns

Profile on Dr. Karen Cornell for Columns (Meigs)

Profile on Dr. Oliver Li for Columns (Meigs)

VTH e-Briefs (to tease Colleagues); we've done 2, about to do a 3rd

Note: If you have any questions regarding our Public Relations efforts, you may contact Kat Gilmore at any time: 706-583-5485 or kygilmor@uga.edu.

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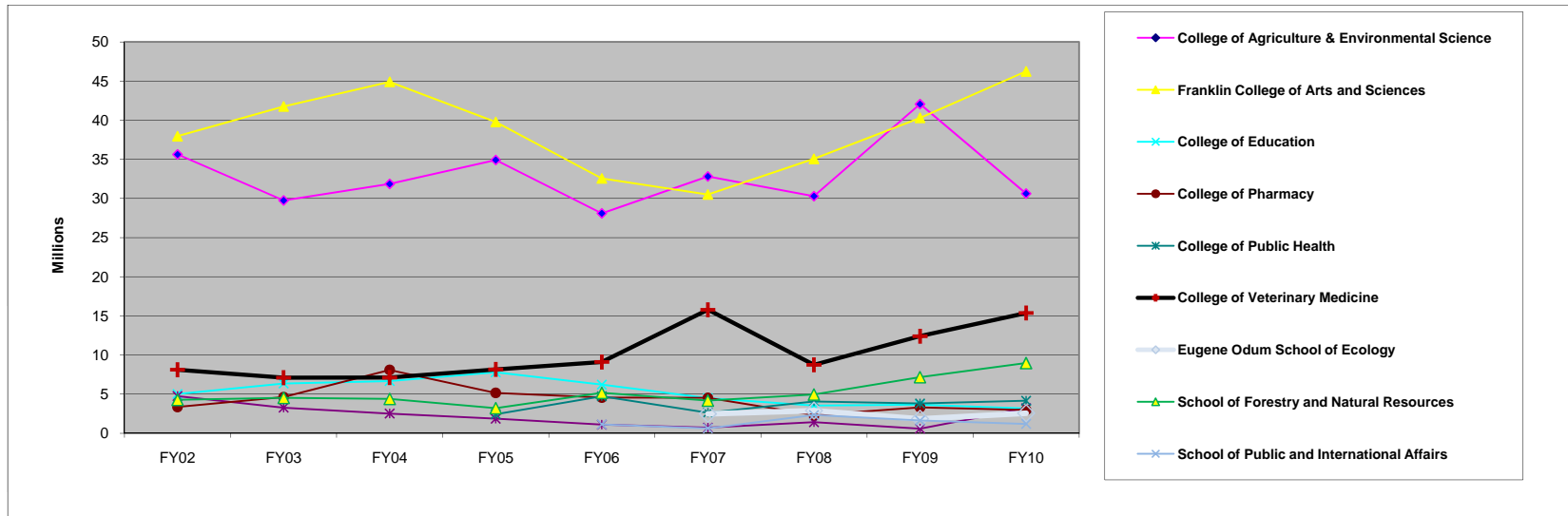
College of Veterinary Medicine
FY 2011 Performance Measures Progress

	FY 05	FY 06	FY 07	FY 08	FY 09	FY 10	FY 11
Enrollment Demand and Career Placement							
Number of Applicants	566	524	543	495	567	560	555
Georgia Applicants	192	171	187	185	187	183	223
South Carolina applicants	55	61	57	52	72	60	67
Job offers per graduate	3	3	3	3	2	2	
Student Performance							
Cumulative GPA freshman class	3.53	3.58	3.61	3.53	3.56	3.6	3.7
Science GPA freshman class	3.42	3.54	3.56	3.44	3.52	3.5	3.5
GRE freshman class	1,174	1,180	1,157	1,173	1,179	1,235	1,157
Pass rate on licensing exam	91%	90%	99%	98%	99%	97%	
% graduate in advanced training	26%	25%	45%	32%	37%	36%	
MS/MAM/MFAM degrees conferred	7	15	8	9	9	12	
PhD degrees conferred	14	11	7	6	12	6	
DVM degrees awarded	82	88	93	96	96	94	
DVM Graduation rate	95%	95%	95%	95%	95%	98%	
Faculty Productivity							
Number of tenure track faculty	123	123	104	108	125	132	134
Number of faculty*	192	192	138	142	160	161	164
Number of residents	23	23	28	24	32	40	
Number of interns	13	13	14	17	17	18	
External Research Grants Awarded	\$8,007,367	\$9,100,089	\$15,670,093	\$9,545,266	\$12,974,890	\$15,265,007	
External Instruction Grants Awarded	\$1,725,315	\$601,121	\$195,147	\$195,309	\$318,372	\$129,947	
External Service Grants Awarded	\$1,271,044	\$1,778,268	\$1,616,982	\$1,238,044	\$879,414	\$2,166,732	
Total External Grants Awarded	\$11,003,726	\$11,479,478	\$17,482,222	\$10,978,619	\$14,172,676	\$17,561,686	
Indirect Cost Recovery	\$1,316,650	\$1,329,440	\$1,528,346	\$2,306,322	\$2,601,438	\$3,249,534	
Credit hour production	21,790	22,548	24,178	24,871	25,649	26,299	
Community Outreach							
VTH accessions	16,464	17,340	18,763	19,741	18,936	19,696	
VTH ambulatory calls	1,467	1,175	1,396	1,045	1,581	1,921	
VTH gross revenue generated	\$7,866,616	\$9,117,893	\$9,668,587	\$10,539,993	\$9,383,375	\$9,478,636	
VTH client satisfaction	96%	95%	95%	96.5%	95%	95%	
VTH referring veterinarian satisfaction	97%	93.6%	94%	96%	94%	96%	
Athens diagnostic Lab accessions	67,573	68,392	65,479	62,576	59,368	81,265	
Athens diagnostic lab gross revenue	\$877,817	\$841,138	\$1,092,316	\$1,218,672	\$1,449,284	\$1,260,158	
Athens Diagnostic lab overall customer satisfaction	95%	96%	95%	93%	96%	92%	
Tifton diagnostic lab accessions	51,872	49,925	48,212	42,733	40,566	37,719	
Tifton diagnostic lab gross revenue	\$643,838	\$725,171	\$795,401	\$778,957	\$750,855	\$728,886	
Tifton diagnostic lab overall customer satisfaction	96%	97%	95%	97%	100%	100%	
US News & World Report ranking	9	9	12	12	12	12	
Diversity							
Number of under-represented minority (URM) DVM students	20 (6%)	26 (8%)	32 (8%)	31(8%)	33(8.3%)	41 (10.4%)	
% URM applicants GA & SC	9%	11%	7%	11%	8%	10%	
Number URM Faculty (%)	20 (10.4%)	20 (10.4%)	15 (11%)	19 (14%)	19(14%)	27 (17%)	
Development							
Gifts and Pledges	\$6,172,558	\$4,260,988	\$6,710,566	\$6,824,918	\$4,387,653	\$5,284,317	
Endowment Principal (UGAF, Arch F, UGA Trust)	\$8,689,045	\$11,379,426	\$16,196,669	\$22,839,355	\$16,295,774	\$18,729,252	
*post doctoral associates counted in 05 & 06							

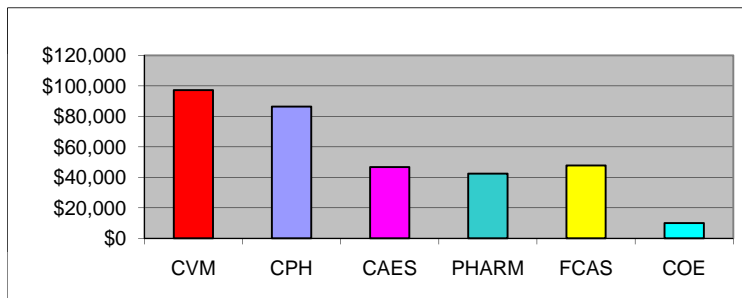
RESEARCH AWARD DOLLARS BY COLLEGES/SCHOOLS

Fiscal Years 2002-2010

College/School	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10
College of Agriculture & Environmental Science (GEN & AES)	35,617,879	29,742,498	31,850,494	34,913,154	28,098,199	32,804,233	30,291,042	42,046,243	30,621,022
Franklin College of Arts and Sciences	37,947,156	41,748,264	44,899,706	39,769,222	32,550,749	30,496,701	35,053,634	40,294,672	46,229,520
College of Education	5,011,824	6,352,903	6,663,237	7,780,465	6,208,000	4,496,265	3,533,752	3,653,925	3,163,985
College of Family and Consumer Science	4,747,269	3,266,800	2,510,271	1,855,369	1,098,267	710,655	1,411,499	584,617	3,190,986
College of Pharmacy	3,354,543	4,614,360	8,087,693	5,151,921	4,557,767	4,516,729	2,324,519	3,307,794	2,971,402
College of Public Health				2,432,453	4,725,462	2,622,498	4,069,053	3,806,097	4,149,589
College of Veterinary Medicine	8,115,086	7,098,310	7,113,424	8,157,153	9,103,699	15,773,687	8,739,509	12,396,117	15,365,056
Eugene Odum School of Ecology						2,472,255	2,887,060	1,840,892	2,554,521
School of Forestry and Natural Resources	4,270,738	4,526,833	4,395,258	3,205,240	5,159,793	4,183,713	4,950,639	7,170,255	8,965,116
School of Public and International Affairs					1,132,438	628,963	2,327,896	1,629,583	1,192,151



FY10 RESEARCH GRANT DOLLARS PER # FACULTY



College	Grant Dollars	# of Faculty	Grant \$/Faculty
CVM	\$15,365,056	158	\$97,247
CPH	\$4,149,589	48	\$86,450
CAES	\$30,621,022	656	\$46,678
PHARM	\$2,971,402	70	\$42,449
FCAS	\$46,229,520	967	\$47,807
COE	\$3,163,985	317	\$9,981

CVM Operating Budget 2005-2010

Revenue Source	YEAR							
	FY2005	FY 05	FY2006	FY2007	FY2008	FY2009	FY2010	FY 10
State Support	\$ 25,659,075	51%	\$ 25,806,769	\$ 26,555,847	\$ 29,193,864	\$ 28,816,679	\$ 24,645,973	40%
Tuition Received	\$ 1,678,998	3%	\$ 2,067,371	\$ 2,396,508	\$ 2,601,400	\$ 2,440,273	\$ 3,218,704	5%
Federal Sponsored	\$ 5,689,456	11%	\$ 5,553,808	\$ 5,931,062	\$ 8,754,295	\$ 9,755,959	\$ 10,972,947	18%
Other Sponsored	\$ 2,484,777	5%	\$ 3,055,837	\$ 2,504,452	\$ 2,568,556	\$ 2,687,468	\$ 3,370,002	5%
Income	\$ 12,847,908	26%	\$ 14,596,393	\$ 15,540,411	\$ 16,362,940	\$ 15,458,318	\$ 15,953,109	26%
Gifts	\$ 969,974	2%	\$ 939,608	\$ 996,749	\$ 953,554	\$ 823,416	\$ 586,574	1%
Other subsidies	\$ 1,001,888	2%	\$ 1,109,710	\$ 1,183,969	\$ 1,407,421	\$ 2,317,226	\$ 2,604,402	4%
TOTAL	\$ 50,332,076		\$ 53,129,496	\$ 55,108,998	\$ 61,842,030	\$ 62,299,339	\$ 61,351,711	

*incl. state
 contracts fees
 (SC, Del,
 WA)*