

NAoAB Biography

John M. Brown

I am a member of the University of Iowa's Alumni Band Leadership Board. We began our work in June 2019, so we are really getting started as an official alumni affinity group for the UI, though our alumni band has been in existence since 1973. We do not yet have a website, but we have a group on Facebook with over 1,100 Hawkeye Marching Band alumni.

In our short time, each of us on the Board have taken on a group of tasks to help us in accomplishing our goals. Personally, I have taken on the following:

- Coordinated a crowdfunding campaign to raise money to obtain a replica of the Sudler Trophy that the Hawkeye Marching Band won in 1990.
- Beginning work on a regional performance model, which will (once COVID-19 passes) allow us to partner with our regional Iowa Clubs so that we can offer our group to perform at their various events around the country.
- Looking into creating virtual activities targeting our band alumni, knowing that our opportunities for in-person events will be limited in the interim. I'm working with a group to create a podcast series where alumni can share memories, the current students can talk about their lives in the band, and for the director to share various initiatives for the current band.

I see an opportunity for our board and affinity group to learn what other alumni bands are doing so that we can expand what we as an affinity group can offer to our alumni and also build bridges with the current band members. Being involved in NAoAB would allow me an opportunity to bring the ideas back to the University of Iowa and see what we can do to continue to build our group. I view NAoAB as a version of CASE (Council for the Advancement and Support of Education) for alumni bands. In my work in alumni relations, I work with colleagues around the country who are fellow CASE members. Conversely, I would hope that what we are building at the UI would be of help for other alumni bands in terms of ideas and their potential for success.

As I mentioned, I work in alumni relations. I'm Associate Director of Alumni Relations at St. Cloud State University. Prior to that, I worked at Drake University in Alumni Relations as well as Athletics as an annual gift officer. I also served on the Board of Directors for the Polk County I-Club, which is geared toward fundraising for UI Athletics for the Greater Des Moines area.