

THE MOUNT ALLISON FEDERATED ALUMNI, INC.

ANNUAL GENERAL MEETING

Minutes: Saturday, May 10th, 2014 – 9:00am (AST)

Crabtree Auditorium M14

In attendance:

Christina Vroom '96, Dave Rose '90, Anna Abbott '04, Amy MacAdam '02, Danny Williamson '03, Mike Taylor '03, Peter Flemington '58, Jean Flemington '56, Rhianna Edwards '87, Bruce Coates '69, Genie Coates '68, Emily Erickson '69, Sheila Clark '69, Brian Black '69, Charlie Scott '83, Jerry Hicks '81, Paul Martin '81, Nancy Vogan '67, C. Jean Cameron '78, Denise Schofield '90, Sharon Moyse '67, Bob Lutes '69, Anne Katherine Dionne '88, Mona Estabrooks '79, Bob Latimer '51, Jerry Hannah '57, Laura Dillman Ripley UA Staff, Susan Cole UA Staff, Meg Pryde '74, Robert Inglis '93, Layton Fisher '57, Sean Connors '81, Graham Langley '55, David Latimer '55, Gloria Jollymore '77, Bruce McCubbin '63, Elizabeth McCubbin '64, Kathie Wheadon '80, Barbie Smith '75, Bill Bishop '70, Louise Cooke '70, Alex Fancy '61, Leone Campbell, Jill Rafuse '73, Harriet Leggett '61, Harriet Meacher '60, Owen Barnhill '96, Shannon Black '00, Janet Harrison '87, Carolle de Ste-Croix '90, Eilish Elliott '15, Keegan Eatmon '16

Proceedings:

Call to Order

- Meeting called to order by Chair, Sean Connors, at 9:00am AST

Tribute to Deceased Alumni

- A moment of silence was held to honour those members of the alumni, family, and friends of the University who passed away between May 29th, 2013 and May 10th, 2014
 - o A list of these individuals was provided to all in attendance

Approval of the Minutes

- Minutes of 2013 AGM amended to add Anne-Katherine Dionne's name to the list of those in attendance
- ***Motion to approve the minutes as amended – motion by Danny Williamson – seconded by Brian Black – none opposed – motion carried***
- Comment from the floor that not enough time is given to read minutes, and a request that these be posted online so alumni can read them in advance of the meeting
 - o Sean Connors and Carolle de Ste-Croix confirmed that these will be posted online in the future

Report of the President of the Mount Allison Alumni Federation – Sean Connors

- Text of this report as delivered can be found as an appendix to these minutes

Report of the Executive Director of Alumni Relations – Carolle de Ste-Croix

- Seventh report by the Executive Director, and wonderful to be welcoming back all alumni

- Three highlights of the work completed as a result of the strategic plan that ended in 2013: re-purpose of the Alumni Board, re-organization of students in graduating classes, and re-imagining of Reunion
 - o Website one element that was not completed, but is expected this Fall
- The strategic plan for 2014-2018 is about building upon what was done in the past five years and being purposeful with resources
 - o Constantly looking to improve Reunion experience, and also focusing on improving social media presence so it can be an effective means of engaging alumni in the university and the lives of students today
 - o Small office in terms of staff and budget, but big on ideas – want to focus our efforts so we can do what we do extremely well

Committee Reports

- Awards Committee
 - o Bringing forward the names of the three individuals to be recognized at the Alumni Banquet: Peter Loewen (Contemporary Achievement Award), Layton Fisher (Charles Frederick Allison Award), and Donald Cook (Lifetime Achievement Award)
 - ***Motion that these be the recipients of the 2014 alumni awards – moved by Dave Rose – seconded by Christina Vroom – none opposed – motion carried***
- Text of remaining committee reports as delivered can be found as an appendix to these minutes in the order in which they were given
- Copies of reports can also be received electronically by contacting the Alumni Relations office

Election of Directors

- Slate of nominees for appointment to the Alumni Board of Directors: Meg Pryde ('74), Alex Morrison ('68), and Scott Yorke ('07) for a first term, and Anna Abbott ('04), Mike Taylor ('03), and Janet Harrison ('87) for a second term
 - o ***Motion to accept slate of Directors as presented – moved by Danny Williamson – seconded by Owen Barnhill – none opposed – motion carried***

Election of Alumni Representative to Board of Regents

- Nominee for Alumni Board representative on Board of Regents: Jill Rafuse ('73)
 - o ***Motion to appoint Jill Rafuse to Board of Regents as Alumni Representative – moved by Mike Taylor – seconded by Amy MacAdam – none opposed – motion carried***

Unfinished Business

- Question from the floor on the information that will be available on the new alumni website
 - o Response from Jill Rafuse that more administrative information will be more readily available, including reports given at AGMs, draft AGM minutes, and summaries of the minutes of Board Meetings
- Question from the floor about the progress of ensuring the presence of a memorial room in the new Fine & Performing Arts Centre

- Response from Anna Abbott that a room has not been confirmed, but that there will be a space to house the WWI project. Still in talks with administration as the plans for the building are finalized.
- Question from the floor about home-hosting and if this program is still in use
 - Response from Carolle de Ste-Croix that the program is still running but that the Admissions Office decides where events should be held, and Alumni Relations is only involved after that
- Question from the floor about the availability of funding for an echo of the Memorial Library to be present in the new Fine & Performing Arts Centre
 - Response from Gloria Jollymore that the university is committed to the echo and that as the project develops we will determine what is most appropriate; need to be in the space first and will announce result at the grand opening

New Business

- Gloria Jollymore shared that alumnus Robert Inglis will become Mount Allison's Vice-President Finance and Administration after the retirement of Dave Stewart; he is congratulated and wished well
- Carolle de Ste-Croix shared that the meeting had been live-tweeted so that alumni around the world could follow the meeting
- Bob Lutes invited attendees to join the Class of '69 for a presentation by University archivist David Mawhinney about the current archiving projects later in the day
- Jean Cameron spoke about the history of the town's United Church, which is currently for sale and in danger of being taken down or demolished, and its connection to the university, putting forward the motion: ***"We, the Alumni of Mount Allison, move to recognize that the iconic building formerly known as the Sackville United Church (at 112 Main St.) has been and is today significant and historically important to the history of Mount Allison and a valuable landmark of Sackville. And, as such, we support the community efforts to save and repurpose this valuable part of our heritage so it is not dismantled or demolished to disappear forever."*** (Seconded by Bill Bishop)
 - Question from the floor about the Town of Sackville's feeling about the Church answered by Jean Cameron, who said that the town has passed a similar motion recognizing the importance of the building
 - Question from the floor about whether the sale of the building is completed or pending answered by Jean Cameron, who said that the developer is currently in ownership of the building but has placed it for sale for \$1 to have it be taken apart so the land it occupies can be used for apartment buildings
 - Community group (SPLASH) has put in an offer to purchase the building and restore it, but an American company has also placed a bid to purchase the building for the purpose of dismantling it – currently waiting to see how these are received
 - Question from the floor about why the Town of Sackville has been so slow to respond answered by Jean Cameron, who said that there has been considerable work for quite some time at the provincial and local levels on the issue
 - ***Question re-stated by the chair – 29 in favour – 7 opposed – motion carried***

Adjournment

- ***Motion to adjourn – moved by Owen Barnhill – seconded by Mike Taylor – motion carried***

Mount Allison University

*Following are the names of people whose
deaths occurred after May 30th 2012*

Friends

Mrs. Eleanor Booth
Mrs. Elaine Jean
Mr. Andy Kranack
Mrs. Gladys MacKinnon
Mrs. Kaye Slipp
Mrs. Dorothy (Domville) Snodgrass
Mr. William Windeler

Former Employees

Ms. Shirley Anderson
Dr. Laing Ferguson
Dr. Richard Langler
Dr. Andrew McGregor
Ms. Yvonne Nye
Mr. James Wilson
Mr. Peter Wood

Parents

Mrs. Martha MacLellan

Honorary Degree

Dr. Zoltan Dienes
Dr. William Feindel

1933

Mrs. Gwendolyn (Morehouse) Quigley

1937

Mrs. Thelma (McLeod) Blanchard
Mr. Donald Storey

1938

Ms. Lindsay McAlister

1941

Mrs. Jean (Huggard) Galbraith

1942

Dr. Alexander Colville
Mrs. Marie (Tilley) McClure
Dr. Irwin Murray

1943

Mr. John Bishop

1944

Mr. James Gass

1945

Mrs. Winnifred (Jenks) Peacock
Mrs. Dorothy (Heartz) Snook

1946

Mr. Scott Chalmers
Mr. William Kerr

1947

Mrs. Pat (Anderson) Campbell
Mrs. Agnes (Robertson) MacDonald

1948

Mr. Leonard McCully
Mr. William McLaggan
Mr. Gerald Milton
Mr. Stewart Ogilvie
Mrs. Frances (Wells) Reid

1949

Mrs. Myrtle (Gamblin) Bannister
Mr. Mortimer Bernstein
Mr. Malcolm Boyd
Mr. Daniel Lund
Mr. Walter MacDonald
Mr. Arnold Rogers

1950

Dr. Donald Cameron
Mr. Gordon Eastman
Mrs. Audrey (Lawrence) MacLeod
Mr. Bryce McKiel
Mr. Thomas Wells

1952

Mrs. Francena (Estabrooks) Hubbard
Mr. Harold Kingston
Mr. Nathan Rubin
Mrs. Carol (Mason) Woodside

1953

Mr. Robert MacMichael

1954

Mr. Robert Goss
Mrs. Audrey (Estabrooks) Reid
Mr. Thomas Trafford

1955

Mr. Jon Anderson
Mr. Keith Chappell
Mrs. Mora (Ross) Oxley
Mr. Guy Reynolds

1956

Mr. Earle Brown
Mr. Ralph Fullerton
Mrs. Marian (Banks) Hamilton

1957

Mrs. Elizabeth (Moore) Armour
Mr. George Felszegi

1959

Mrs. Sheila (Chapman) Brooks

1960

Mr. Harry Haukkala
Mr. Hazen Smith

1961

Mr. Hal Langille
Mr. Herbert Terris
Mr. Kent Tingley

1962

Dr. Russell Webster

1963

Mr. Wayne Berridge
Miss Margaret Shannon

1964

Mrs. Ruth (Baker) Syme

1965

Mr. Frank Powell

1966

Miss Ruth Shannon

1967

Ms. Ieva Jessens

1968

Mr. Wayne Dusk

1972

Mr. Brian MacNeish
Mr. Donald McNab

1973

Mr. Scott MacGregor

1975

Hon. John Matheson

1978

Dr. William Barton

1984

Mr. Arthur Drysdale
Mr. Terry McInnis

1985

Mr. David Hannah

1987

Mrs. Shirley Dobson

1999

Ms. Judith (Monteith) Betts

2001

Mr. Robert McHugh

Alumni Board President's Report – May 2014

Following last year's AGM, the Alumni board kicked off its work with the acceptance of the report prepared by the Task Force led by Dr. Brent Hawkes, which studied and made recommendations to the Alumni Board on the relationship the alumni has with the University. I can confirm to you that this group has worked diligently at analyzing and developing actions plans out of the numerous recommendations contained in the report. In a separate report being tabled in this meeting you will be updated on the progress of this sub-committee to date.

Sporting Success brings Alumni and the University together

The fall and winter of 2013-2014 athletics season was an exciting one on campus and around the region with the incredible performance of our Mounties football team and the Women's Hockey Mounties. The excitement that was created as a result of their successes was enormous. As both teams went further and further into their playoff schedules, the support and interest that came from Alumni and students – across all decades, geographies and faculties was LARGE and fun to watch and be a part of. As Alumni, we have a right to be proud of how our student athletes performed.

Fall Meeting

Our fall meeting as an Alumni board is most often the busiest working session we have together. This fall was no exception with an extremely packed agenda that covered topics such as the Task Force Report, a presentation from Robert Inglis, the incoming VP Finance and Administration, on the mechanics of how Mount Allison's Endowment is managed, Committee reports from all working sub-committees, update reports from the Board of Regents and the Senate. Even with all of that on the agenda, we managed to take some time to enjoy the Mounties football game, attend the Celebrating Student Philanthropy event and the Colville gift announcement.

Winter Meeting

The Alumni Board held a special meeting on campus on Jan31st and Feb 1st to focus specifically on the progress of the Task Force Report. This provided the opportunity to bring the members of the Board up to date on the work completed so far by our Ad-Hoc sub-committee and helped them leverage ideas from the greater Board membership. This was a necessary and very productive session in my opinion and I believe it was a milestone in terms of determining a direction for dealing with the many recommendations in the report.

Faculty Strike – Concerns and Hopes

This January proved to be a stressful and challenging time for students, professors and the University's administration as after diligent efforts to negotiate a new labour agreement failed, strike action was chosen by the Mount Allison Faculty Association, resulting in a 3 week period of work stoppage. To their credit, both sides of the negotiations were able to find a solution that brought the faculty back into the classroom – with an expectation that the final details of an arbitrators decision will be delivered in the near future.

Although not directly impacting alumni, we did hear concerns particularly from Alumni parents during the strike period. We are encouraged that all parties involved have made the best effort in moving forward from this very challenging period and most importantly, the efforts made to minimize the direct impact on students.

The 175th

Looking ahead to this fall, we'll be seeing the commencement of celebrations commemorating Mount Allison's 175th year. Our Alumni Relations Office will be straight to work on these details once Reunion weekend is over. We are all looking forward to announcements regarding upcoming events for celebrating this important milestone at Mount Allison.

Purdy Crawford Centre for the Arts

We are looking forward to the grand opening of the new Purdy Crawford Centre for the Arts early this fall. This has been a huge undertaking and we are all looking forward to seeing up close the final product. As the fall term opens in September, the building is expected to be in full use, with the grand opening taking place on October 3rd. If you expect to be around campus at that time, we'd encourage you to attend the opening ceremonies

Alumni Board Archival Committee Report – May 2014

The committee has been meeting regularly with David Mawhinney, University Archivist, to support archival projects at MTA. There are currently 3 alumni board members on the committee and anticipating that two at-large members will be appointed by the fall. These members will be appointed based on specific knowledge or expertise in the area of archives and related disciplines. The role of the Archival committee can be found in the terms of reference which will be available on the new alumni website. Any suggestions on interested parties can be sent to the alumni office.

Our first major project is the Allisonians in the First World War. The goal of the WWI project is to digitise and make available records that document Allisonian's involvement in the First World War, and to make more information and images available to interested Allisonians, students, faculty and independent researchers. The living history tone of this project speaks to recommendations in the task force report, and the archival committee is pleased to support this endeavor. The University has committed to providing support for a student researcher to assist David Mawhinney (University Archivist) with the project.

This project will coincide with the 100th anniversary of the start of the Great War. A website will be created from photos, correspondence and clippings to commemorate these individuals and will include digital surrogates of index card records that were compiled after the war by Dr. Bigelow. The project will also include the role of graduates from the Ladies' College with applied arts backgrounds who went on to become ward aides (the forerunner of occupational therapists), nursing sisters at the front, prisoners of war in Germany, service organizations and community support for the war effort in Sackville (i.e. founding of the I.O.D.E.), and details about what happened on the campus during the war years. A major component of this project is social media that will be used throughout the year to lead people to the website.

Other projects before the committee include: a possible reprint/reproduction of the History of MtA by John Reid (possibly a digital reproduction), the Dictionary of Allisonians project, and David Mawhinney's project to integrate the archives of multiple universities.

The archival committee is working with the executive of the alumni board and the university administration to discuss the plans for incorporating and echo of the Student Union Building/Mount Allison Memorial Library into the Purdy Crawford Centre for the Arts. Plans for a plaque in the building have already been made, and plans for an additional memorial will be determined before the opening of the building. The Alumni Board and the Archives Committee has recommended that a memorial be placed in the new building.

The other major project this year will be ensuring that social media is used to celebrate our 175th anniversary. The 175th Anniversary committee is being chaired by the University archivist and staff from the Alumni Relations Office. I look forward to reporting next year on a number of great activities that were held in conjunction with the 175th.

Alumni Board Communication Advisory Committee Report – May 2014

The Alumni Board recognizes the importance of connecting alumni with each other and the university, and informing alumni about issues, news, and university activities of interest. Members of the Communication Advisory Board are communications professionals and include three directors from the Alumni Board – Jill Rafuse '73, Danny Williamson '03, and Michael Taylor '03 – and two alumni-at-large – Alicia Johnson and Christine Manore '90. Staff members are Carolle de Ste-Croix, Director of Alumni Relations; Robert Hiscock, the new Director of Marketing/Communications; Laura Dillman Ripley, assistant editor of The Record; and Nadine LeBlanc, Mt. A e-Communications.

The Record – Over the last year there have been a number of conversations about the content and direction of The Record. Recent issues have more clearly focused on alumni stories, chapter and reunion activities, the work of the Alumni Board, and connections between alumni and students. Thanks to all who have encouraged these important changes. Feedback has been positive to improved reporting on alumni events, diversity of articles, the student success/good news feature called #MountiePride, the cartoon by alumni Michael de Adder, the editor's "call to action", and other editorial tweaks. Coming soon is a feature called 10 Things You Need to Know. Responsibility for the editorship and editorial content continues to be shared by Alumni Relations, acting on behalf of the Alumni Board, and the university's Communications and Marketing department.

The print Record continues to be a valuable communication vehicle. However, the Record is also available electronically, from 2008 to the most current issue. Anyone who would like to opt out of the print version and receive an email reminder when a new issue is ready to view online can email alumni@mta.ca and express this preference.

Website – Relaunch of the alumni website was delayed by reconstruction of the university's website. The new target launch date is September 2014. Content management structure and mobile compatibility will be the same as the university site. Ours will feature the Alumni Board work, class and chapter pages, an alumni calendar, e-commerce, booking and RSVP capability, and volunteer opportunities. This is an ongoing project of major interest to the Alumni Board.

Email – Keeping the email database current continues to be a challenge. Alumni Relations will continue to use email for event invitations, communication and notices, but it is incumbent on alumni to keep their contact information current.

Social Media – There is increasing emphasis on developing and maintaining alumni connections through social media – even this weekend, as the Reunion organizers implement an extensive social media plan using Facebook, Instagram, and Twitter. When Mount A played SMU in the Loney Bowl last fall, alumni used social media to organize an impromptu pre-game party at a restaurant that attracted well over 100 supporters in Halifax. Social media reporting on the Uteck Bowl a week later drew in hundreds of alumni from across Canada and around the world and the hashtag #mountiepride was trending for a while. Since May 2013, the Alumni Facebook has grown by nearly 40% to 2,600 followers. On Twitter, @AlumniMtA has 765 followers, an increase of more than 90%. There also are many opportunities for alumni to follow the university and student life on social media. This is another of the Communications Advisory Committee priorities for the next year.

Alumni Board Homecoming and Reunion Committee Report – May 2014

The Homecoming and Reunion Committee of the Alumni Board was created six years ago as part of the 2008-2012 Alumni Relations Strategic Plan, which called for a complete examination and review of these two activities. That process brought about the now highly anticipated Garnet and Gold Gala and the 25 and 50 year pin presentations. In fact, we are happy to report that the Mount Allison 25 and 50 year Pin Presentations won a bronze medal this year at the Canadian Council of Advancement of Education prestigious Prix d'Excellence for Best Alumni Event in the country.

Committee members attend all reunions and homecoming, collect feedback while here, read survey results and helps the alumni relations team improve the Reunion and Homecoming experience for alumni. This year the committee once again re-examined all aspects of Reunion to ensure that we are offering the very best programming possible.

New in the past year is the Alumni Choir, the introduction of student delegates, full integration of Reunion and grad class activities, Mount A trivia, class programming and Friday night dances.

The 2013 Reunion Weekend was the largest ever on record with over 500 attendees registered for at least one Reunion event during the 3 day weekend. This year's attendance hasn't yet been finalized, but indications at this time are that attendance is about 485, again confirming that Alumni are extremely engaged with Mount Allison and love coming back to campus to catch up with old friends.

Going forward alumni can expect to see more "affinity" reunions to encourage more alumni to return back more often – not just every 5 years. In recent years, physic, music, Hunton house, commerce and swimming reunions have been held. This year, former Alumni Board members are gathering on reunion weekend. Homecoming 2014 will also host a 1984 Vanier cup reunion for all former football Mounties.

The committee also helps plan, organize, improve and offer feedback on Homecoming events. We try to ensure that the Bookstore is open during Homecoming! This past year's Homecoming was special as Eric LaPointe's jersey was officially retired. A brunch was held in his honor and, of course, there was a football game to watch!

This committee is also responsible for reporting on budgets for reunion and homecoming to the full Alumni Board. For many years Reunion ran at a deficit. Affinity funds such as TD Meloche Monnex were used to subsidize Reunion. Since the creation of this committee and the significant revamp that I mentioned earlier Reunion has at least broken even most years. Any profits are typically these profits fund homecoming events.

I have been very pleased to serve on this committee. I don't know if you have the same experience but, for me, Sackville is a little bit magical. I am instantly transported back to a wonderful period in my life and for a weekend I get to pretend I'm a university student again! I hope that you have a wonderful experience this weekend and that you keep coming back to enjoy the events put together by this Committee and the Alumni Relations Office.

Alumni Board Recruitment Committee Report – May 2014

The Recruitment Committee consists of various members of the alumni board and Mount Allison staff who work together to ensure that alumni are able to assist in the identification of potential students to Mount Allison.

All universities in North America have “professionalized” their recruitment offices in the past few decades. Recruiting students is a complex, complicated process that involves marketing, technology, the World Wide Web along with great advocates such as our alumni and some good luck. Recruiting students is multifaceted with a myriad of factors that weigh into the decision making process of potential students from all over the world.

The demographic downturn in the Maritime Provinces has greatly affected all of our universities and Mount Allison is recruiting a greater percentage of its students away from New Brunswick, Nova Scotia and Prince Edward Island, which presents a lot of different opportunities and challenges

Student recruitment at Mount Allison is managed by a Recruitment group reporting to VP International and Student Affairs, Ron Byrne. As recruiting students becomes more complex, it is even more important that alumni refer any potential students they may know, who would enjoy the Mount Allison Experience.

Alumni are encouraged to refer students through the alumni website. Once you have submitted the student’s name, a recruiter from the University will contact them directly. Ads have been placed in The Record encouraging alumni to do this online.

Across the country, alumni continue to open up their homes to our recruitment staff so that they can host parent student receptions. Twelve receptions were held this year. They are an important part of our Mount A experience.

In recent years, the alumni board has encouraged the participation of potential students at our major alumni events such as the Global Brigades Gala. This is to allow us to showcase Mount Allison to potential students and their teachers. By hearing our present students talk about their experiences, we hope that this will inspire high school students to attend Mount A. This continues to be an effective part of the recruiting process.

In past years, Mount A sports teams such as soccer or swimming have visited Bermuda, a valued, long-time Mount A connection. This keeps this important and traditional recruiting connection current.

Historically many new students pick Mount A because of a family connection or a chance conversation with a teacher or one of our alumni, so we urge alumni to continue to do talk about their Mount A experience. Of course, our football team created a bit of stir across the country last fall and that kind of coverage is also valuable. Social media is increasingly important, and new materials, targeted scholarships, and creative local strategies are all part of an increasingly competitive world. Recruiting efforts so far this year are encouraging and our recruiters are

optimistic as they move about the country. They say this year as challenging but are so far optimistic about quality and quantity.

Alumni Board Task Force Ad Hoc Committee Report – May 2014

Last May, following the presentation of the Alumni Task Force Report, the Alumni Board established an Ad Hoc Committee to analyze the recommendations of the Report, prioritize the opportunities and assess the potential action plans.

As a sub-committee to the Alumni Board, this group has met 7 times to evaluate the 72 recommendations developed by the Task Force. The Ad Hoc Committee categorized the recommendations into 4 major themes and sorted the various recommendations into the following groupings:

- Governance
- Communications
- Business Development
- Alumni Engagement

Within each grouping, the Committee identified 3-4 priority recommendations to address immediately and convened a special meeting of the full alumni board in Sackville in February to provide a progress update and to work in break-out groups on the priority recommendations.

To date, a number of the recommendations contained in the report have been reviewed and completed. Here are some examples of completed recommendations:

- The Alumni Board has defined its role and that of the alumni in the University communities – this information can be found on the MTA website.
- The Alumni Board has a clear definition of the term “Alumni” and clarification of its role, both of which can be found in the Mount Allison Alumni Board Constitution, which will be available on the new alumni website.
- The Alumni Relations Office has a five-year operational plan which is regularly reviewed and approved by the Alumni Board to ensure that its strategies are focused on actively engaging and stewarding the Mount Allison Alumni community.
- After review, orientation and on-boarding information and activities to new members of the Alumni Board and the Board of Regents have been deemed sufficient to address their responsibilities.
- In addition to the availability of the Facilities Master Plan on the University website, communications in the form of press releases and emails to alumni are sent out 18 months in advance of major decisions to ensure proper information is disseminated in a timely fashion.

Here are some examples of recommendations recently implemented:

- The Alumni Board now appoints at least one of its current board members to sit as an alumni representative on the Board of Regents. While the Alumni Board has traditionally appointed members to the Board of Regents, the requirement that a member

concurrently serve both the Alumni Board and the Board of Regents will foster communication and dialogue. This appointee will normally be a member of the Executive Committee of the Alumni Board.

- The Alumni Relations Office has a database of active members of the alumni community. The integrity of the data contained within largely depends on alumni updating their personal information. The Alumni Board and the Alumni Relations Office have made adding and updating alumni information a priority.
- The University has redesigned its website, which is being implemented in stages. The Alumni Relations portion of the site is to be online in the coming months, and will be much more user-friendly and greatly improve access to information.
- The Alumni Relations Office has just approved a new Volunteer Moves Management Program, with the goal of creating opportunities for volunteer recruitment, training, stewardship and recognition. This will improve our network of alumni and volunteers.

Here are some examples of recommendations in progress:

- The Alumni Board continues to expand its responsibilities and thereby increase its effectiveness with regard to representing the views of the alumni community to the University Administration, the Board of Regents, the University Senate and the Mount Allison Community. We are committed to ensuring a diverse Board by appointing highly qualified members with varied professional expertise, geographical representation and years of graduation.
- The Ad Hoc Committee is currently working on a memorandum of understanding ("MOA") between the Alumni Board and the University Administration, investigating the governance documents, constitution and by-laws to reflect current practices.
- A number of the recommendations contained in the Report fall under the purview of the Board of Regents. To address these items, the Committee prepared and sent a letter to the Chair of the Board of Regents outlining those that require actions by that board or participation in implementation. This letter was sent approximately one month ago and requests a formal response from the Board of Regents.

Over the past year, a great deal of progress has been made in addressing the contents of the Alumni Task Force Report. There is still work to be done and the Alumni Board is committed to continue to address the recommendations and make strides forward in the coming months.

Alumni Board Volunteer Committee Report – May 2014

Each year, Mount Allison has over 400 active volunteers that assist us with Reunion planning, serve on governance boards, assist with recruitment initiatives, and fundraise for us such as the Fifth Quarter Club and other fundraising events. By far the greatest numbers of volunteers work within our chapter system. The chapter system was initiated by the Alumni office in 1997 to manage alumni resources around the world. The role of alumni chapters is to provide a rallying point for alumni in their local communities and a link between the university community and alumni.

In 2012, a survey was sent to all alumni that included questions about the chapter system, alumni engagement as volunteers and involvement in alumni events. We had 750 respondents, providing valuable information for strategic planning for the alumni relations office and the board.

It was clear from the results that alumni are interested in opportunities to meet with former classmates and to attend local events in their chapter and that they especially enjoy Reunion and returning to campus.

It was also clear that many alumni are interested in supporting and staying in touch with Mount Allison, but that they may not be interested in volunteering within traditional committee roles (i.e. President, Vice-President, etc.). As a result, it was recommended that a new governance structure for chapters be adopted. This new structure calls for a key volunteer and five volunteer coordinators who will work directly to various staff at the University. These five volunteers' coordinators positions are as follows:

1. **Student Recruitment Coordinator** - This volunteer participates in prospective student and parent receptions and volunteer with the Recruitment Office to assist in recruiting students in their local area.
2. **Career Development Coordinator** - This volunteer will be involved in the planning of networking events and opportunities for mentoring in their local area. Students and young alumni have identified career development as one of their primary concerns and younger alumni want the opportunity to network with fellow alumni.
3. **Social Media Coordinator**: With social media opportunities increasing, we now have a myriad of ways to communicate with our alumni. This volunteer will use these opportunities to promote events and effectively communicate with alumni within the Chapter or affinity group and provide opportunities for alumni to communicate directly with each other.
4. **Social Events Coordinator** – This volunteer will organize smaller alumni chapter or affinity group events, (i.e. pub nights, luncheons, dinners, get-togethers), with some assistance from the alumni office, allowing staff to spend the majority of her time on larger scale events, (i.e. Galas, events highlighting our faculty, etc.)
5. **Alumni Connections Coordinator** - This person will welcome new alumni to the Chapter and contact alumni who may have just moved to the Chapter area. In effect, he/she will be engaged in maintaining the Chapter alumni list.

All of this will be managed by the Assistant Alumni Director through a new volunteer moves management program that will include volunteer job descriptions and application processes, volunteer training, supervision, and evaluation processes and a volunteer recognition plan.

Next year, one of major goals which will coincide with the celebration of Mount Allison's 175th anniversary will be a new volunteer opportunity called the "Mount Allison Day of Service" whereby groups alumni and their families volunteer for a day with charitable organisations in their community.

It has been a busy year and we look forward to a great year as we move ahead to put all of these programs in to place for all of our alumni and volunteers.

Alumni Board Student & Young Alumni Committee Report – May 2014

The Young alumni committee is comprised of alumni directors and young alumni-at-large. Young alumni – those who graduated within the last 15 years - represent a significant segment of the Mount Allison alumni community. MTA, like universities across the country, faces challenges in reaching and engaging this group. Recognizing this reality, the Alumni Board and the Alumni Relations Office have spent a significant amount of time and resources reaching out to this group in the past three years. Our goal was to:

- Improving the voice for young alumni within the alumni and broader university communities;
- Building connections between students and the alumni community.

The following are highlights of activities aimed at advancing the above goals in 2013-14:

A Voice for Young Alumni – As the alumni community grows and changes, so too does the Alumni Board. In September 2014, the number of Alumni Board members who graduated since 2000 will grow to 5 (up from 2 in 2009). These young Allisonians help the board to ensure its efforts meet the needs of all alumni.

The Student Alumni Association – Led by the Layton Fisher Intern in Philanthropy, the Student Alumni Association provides volunteering and networking opportunities to current students. Working with the Alumni Office, these students are actively involved in events that connect them directly to the alumni community, such as Homecoming and Reunion Weekend.

The First Year Reunion – Like many of us, the Class of 2013 has many friends in other classes (including the Class of 2014). They've decided not to wait five years for their first reunion. Instead, they'll be hold a 'first year reunion' this weekend. This reunion will be a great opportunity to continue to connect the Class of 2013 to the broader alumni community. It's a great example of new ways MTA is thinking about Reunion and how to make it more appealing to all alumni.

The Return of the Grad Class Executive – Since 2000, finding Class Officers has been challenging. The Class of 2014 is a good example of the hard work in recent years to re-establish this tradition and build associations between classes. The current class executive has helped with events on campus this year to build excitement and awareness of class activities.

Connecting Alumni to Campus Events – Mount Allison Alumni have always been supportive of their alma mater through their attendance at events like Homecoming, Reunion, sporting events, and performances. This year, there have been increased efforts to extend invitations to alumni to attend student-driven events. Notable examples of events well-attended by alumni in 2013-14 are the Celebration of Student Philanthropy, the Global Brigade Gala in Saint John, and the Uteck Bowl. Continuing to support an alumni community that promotes the inclusion of ALL alumni remains a priority for the Alumni Board. We look forward to continuing efforts to connect young Allisonians to their alma mater and all alumni to students.