

# THE MOUNT ALLISON FEDERATED ALUMNI, INC.

## ANNUAL GENERAL MEETING

Minutes: Saturday, May 11<sup>th</sup>, 2013 – 9am (AST)

Crabtree Auditorium M14

### **In attendance:**

Heather Weldon '72, Nancy Vogan '67, Mona Estabrooks '79, Sue Seaborn UA staff, Laura Dillman Ripley UA staff, Nadine Leblanc UA staff, Melissa Lombard UA staff, Dorothy MacLeod '54, Judith Hickey '63, David Hickey '63, Sandra Crabtree '68, Gerald MacGarvie '68, Michael Meacher '58, Harriet Meacher '60, Harriet Leggett '61, Janet Harrison '87, Shannon Black '00, Christina Vroom '96, Danny Williamson '03, Amy MacAdam '02, Sean Connors '81, Charlie Scott '83, Mary McCutcheon '63, Mary Black '63, Brian Donnelly '63, Blois Hennigar '63, Tom Hierlihy '63, Elizabeth McCubbin '64, Bruce McCubbin '63, Anna Abbott '04, Michael Taylor '03, Jill Rafuse '73, Jerry Hannah '57, Owen Barnhill '96, Mary Martin '68, Hope Loomer Fraser '57, Andrew Clark '98, Jane Hebb Hartling '58, Maurice Tugwell '68, Claudia Tugwell '68, Deanna Rice '68, Genie Coates '68, Bruce Coates '69, Rhianna Edwards '87, Alex Fancy '61, Marilyn Harrison '61, Reid Harrison '59, Meredith Fisher '74, Diana Palmeter, Aubrey Atkinson '57, Alice Porter '73, Jean Cameron '78, Ralph Waugh '63, Michael Cantwell, Melissa Woods '12, Kathryn Levandier '14, David Rose '90, Carolle de Ste-Croix '90, Kelsey Eatmon '14, Barbra Smith '73, Dawn MacNutt '57, Leone Campbell '88, Donald Cameron '50, Anne Katherine Dionne '88

### **Proceedings:**

#### **Call to Order**

- Meeting called to order by Chair, David Rose at 9:11 am

#### **Tribute to deceased alumni**

- A moment of silence was held to honor those members of the alumni family and friends of the University who had passed away between May 29<sup>th</sup> 2012 and May 11<sup>th</sup> 2013
- A list of said people was provided to all in attendance

#### **Approval of the minutes**

- Amendments made to the minutes of the 2012 Annual General Meeting
  - Under unfinished business, Bruce Coates and Dr. Jean Cameron did in fact address the Board of Regents at their September meeting and it was at the May 17<sup>th</sup> meeting of the Board of Regents which the Save the Memorial Library Committee was unable to address
- *Motion to approve the minutes made by Danny Williamson – Seconded by Christina Vroom – Motion carried*

#### **Report of the President of the Mount Allison Federated Alumni Board of Directors – David Rose**

- Traditionally, the Alumni Board meets in person twice annually and once by conference call – in this past year, however, there has been much more asked of the members of the board
  - The committee chairs have held their own conference calls to conduct the work of their committees and participates in two additional calls with the executive to report on their progress
  - The board as a whole has held four additional conference calls over the last several weeks
    - Mr. Rose thanked the volunteers that make up the board for all of their work, as well as Ms. de Ste-Croix and her staff for their work and support – particularly in the planning of the largest reunion weekend in MtA history
- Mr. Rose spoke of his two years as president of the board – focusing on strengthening the Alumni – Student relationship – as the university was founded and sustained on the generosity of her benefactors,

with the vast majority of her benefactors being alumni, it is important that this indoctrination begin with arrival on campus

- It is this concept of service and philanthropy which, when adopted early, will enable students to embark on a life long journey of giving back to the society which provides so much for them
  - Layton Fisher, member of the board and resident of Sackville, through generosity of time and resources, has established a funded student position known as the Layton Fisher Intern in Philanthropy – one example of the strengthening of the alumni student relationship
    - On Monday, Katharina Stobbs will graduate not only as valedictorian, but as the first student to benefit from Layton's vision
- Other examples of this strengthening of the alumni student relationship includes increased financial and staff support to class officers by providing resources to build strong and comprehensive Convocation weekend activities
  - Last night a number of students attended the Mellotones concert presented by the alumni, and tonight many alumni will join the students at the Garnet and Gold Gala, following the alumni banquet
  - Held a luncheon with class officers and student volunteers in PREP during the fall meeting of the board
  - PREP is a program of the Alumni Relations office which gives interested students knowledge and experience in the area of public relations and event planning – there are often the students who go on to become life class officers
    - Many of them will be seen around campus throughout reunion weekend as volunteers
  - There is increased alumni student interaction through Facebook and Twitter – with these social relationships carrying on beyond graduation and helping to form a lifelong connection to the university
  - Mr. Rose spoke of the Alumni in Residence program for which the groundwork is being laid – the program will see alumni leaders return to campus several times a year to meet one on one with students interested in spending a few minutes sharing knowledge and experience in the alumni leader's area of expertise
- Mr. Rose reported on two motions from the floor from the AGM in 2012
  - A motion by Jerry Hannah which asked the Alumni Board to explore the possibility of a cenotaph on campus to remember Allisonians who have made the supreme sacrifice
    - This business was undertaken by the Archival committee of the alumni board in consultation with Jerry and the university archivist, David Mawhinney and the end result were suggestions to the University on how the task could be best accomplished
  - The second motion was in regard to the establishment of a task force to explore the relationship between the alumni and the alumni board as well as between the alumni board and the university and to make forward looking recommendations for improvement
    - The report of the Task Force was formally received on Thursday and is available for viewing on the alumni website
    - The Task Force was ably led by the Rev Dr. Brent Hawkes and the report that they have provided includes some 70 recommendations for the future
      - Mr. Rose expressed excitement for the recommendations and the possibilities they represent for the future of the community – noting that they represent a balanced and thorough examination and considered suggestions for ways to improve our relationships
    - Mr. Rose also noted that the recommendations will take some time to examine and prioritize – likewise, resources such as time and money are not limitless and room will need to be made in the work plan of the board
      - Many of the recommendations affect not only the alumni board, but other groups of the university community and will require us to work together in moving forward
    - Mr. Rose indicated that he recommended to other members of the board that an ad hoc committee of the board be struck to undertake this work – and that he has made a commitment to the Task Force to provide an update of the status of these

recommendations on an ongoing basis until such time that they have been implemented or otherwise addressed

- **Motion by Christina Vroom – Seconded by Sean Connors – Motion carried**
  - *It is moved that an ad hoc committee of 3-5 members of the Alumni Board be struck to examine, prioritize and address the recommendations of the Task Force and provide a detailed progress report to the Alumni on an ongoing basis until such time as all the recommendations have either been implemented or otherwise addressed*

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

- Ms. de Ste-Croix welcomed members of the Task Force and relayed Dr. Brent Hawkes regrets
- Three years ago it became obvious that one of the most disengaged groups of alumni was young alumni and found that current students and young alumni have very little affiliation to their class
  - Many efforts have been made to ensure that there is a reinvigoration of association with class while they are still students – create moments so that graduates immediately feel like part of the larger group of alumni
    - Thus, class yells have been reestablished, students receive a class pennant upon arrival at MtA, alumni support in the planning and execution of convocation weekend, and class gifts have been reinstated
  - We have seen proof that these signature moments and gestures are working – students now put their class year in their email signatures
  - This year all graduating students are invited to the 25 and 50 year pin presentations where a historical photo will be taken by Thaddeus Holownia of the 100<sup>th</sup> graduating class, 150<sup>th</sup> graduating class, and descendants of the first graduating class
  - These efforts would not be possible without the Layton Fisher Intern in Philanthropy who assists in coordinating with the class officers
    - This year we have approximately 15 student volunteers on campus for reunion and convocation weekend events

## **Committee Reports**

- **Awards Committee – Andrew Clark**
  - **Motion for all three awards by David Rose – Seconded by Amy MacAdam – Motion carried**
    - *Motion to award the Contemporary Achievement Award to Eric Lapointe, Lifetime Achievement Award to Alex Morrison, and Charles Fredrick Allison Award to Sandra Murray*
- **Nominating Committee – Andrew Clark**
  - January 1<sup>st</sup> of each year is the deadline for nominations
    - Two nominees for the board of directors at this time – Owen Barnhill for 1<sup>st</sup> term and Harriet Meacher for 2<sup>nd</sup> term
    - Nominees for board officers – Sean Connors as President, Christina Vroom as Vice President, and David Rose as Past President
  - **Motion to appoint the above by Amy MacAdam – Seconded by Michael Taylor – Motion carried**
  - Board of Regents Representative nominee is chosen by a joint committee between both the Board of Regents and the Alumni Board
  - **Motion to nominate Dr. Brian Black to a two year term, May 2013 – May 2015 by Christina Vroom – Seconded by Barbra Smith – Motion carried**
  - All nominees put forward are considered on a continuous basis
  - **Question for the Chair regarding the process used by the nominating committee – Jean Cameron (Question answered by Ms. de Ste-Croix)**
    - The nomination committee makes assessments based on geographic location, skill sets, graduating class, based on needs at that time
    - The committee uses a working document at every meeting as a guide – a chart which divides the percentage of alumni geographically, this is not a public document
    - Questions regarding nominations can be directed to Ms. de Ste-Croix
- **Communications Committee – Jill Rafuse**

- Due to the new committee structure, the communications committee spent much of their time getting settled
- The goal of the communications committee is to help alumni stay connected with each other and the university and discuss how alumni are informed of decisions made by the university
- The committee met by conference call three times over the past year and discussed topics such as the Record and how it is used to communicate with alumni
- Communications, more specifically the Record, was also discussed with the university and will continue once the new editor, Isobel Leblanc, is in place
- The new alumni website is under construction and will hopefully be completed by the end of 2013 – hopefully including a dynamic online version of the Record if possible
- There is also lots of content to be found on the Facebook page as well as through Twitter which drives traffic to both the Facebook page and the website
- It is proving very difficult to keep the email data base current – and reach is only as good as the data base
  - Since 2002 everyone receives a MtA email address which is for life however only about 50% are using this as their primary email address
- **Homecoming and Reunion Committee – Sean Connors**
  - Since the last AGM there have been two meetings of the Homecoming and Reunion Committee via conference call
  - For this reunion it is the first time we are using a new reservation system with conference services which allows for many options such as arrival and departure times – all indications are that this new system is working reasonably well – we will solicit feedback on the new system and reevaluate moving forward
  - This year there is a 30% increase in reunion participation – with a sold out banquet this evening
  - There is a desire to enhance reunion beyond the class year structure and with the help of volunteers, this year we have a commerce reunion with a business panel by Scott McCain, and a swimmers reunion. We also have a 1958 and 1959 combo reunion
  - Homecoming is scheduled for September 14<sup>th</sup> against McGill
    - The Annual Homecoming Golf Tournament is currently under planning
- **Chapter Committee – Charles Scott**
  - The Chapter Committee has been tasked with reviewing the chapter association process with the goal of identifying what works, what does not work, and what has changed
    - Have identified that there are a lot of changes in terms of how we engage
  - There was an online survey to which we had 1500 respondents and a good band width across classes
    - Data is being compiled by Michael Watkins – hopefully to be completed by the fall
  - Also extracted information from the Task Force Report in terms of how people want to engage in various regions
    - Most feel that we are doing well now
  - Plans to have another meeting by the fall and will continue to update through the university
- **Student and Young Alumni Committee – Danny Williamson**
  - Met by conference call twice with two goals in mind – ways to engage students while they are at MtA, and ways to bring them further into the alumni community
    - Those who have graduated within 15-20 years are disengaged with their alma mater – need to consider how to meet their needs in order to bring them into the community
- **Recruitment Committee – Layton Fisher**
  - The MtA student recruitment strategy is a combinations of well-developed practices – recruitment is driven by the registrar’s office which has well developed relationships with schools, teachers, existing and potential students
  - Often, alumnae sponsor open houses for students in their area that bring potential students and parents into contact with the recruiter and current students – recently there were ten student/parent receptions in April, from Halifax to Victoria
  - MtA is a participant in Global Brigades, an organization that brings youth support to developing countries doing a variety of volunteer developmental work – they have held fund raising dinners the past two years to which a number of potential students have been invited, allowing them to meet a very attractive set of current students

- On a few occasions, MtA sports teams such as soccer and swimming have visited Bermuda, a valued MtA connection, helping to keep MtA's connection in that area while supporting recruiting efforts
- Many new MtA students choose MtA because of a family or friend connection – this we urge all our alumnae to befriend a potential student and put them in touch or pass their name along to the registrar's office
- **Archival Committee – Dawn MacNutt**
  - David Mawhinney made a number of suggestions for inclusion on the committee in early 2013 – it was necessary to enlarge the size of the committee due to the size of special projects we are working on – we hope to have these new members in place by the end of June
  - Jerry Hannah motion – at the October 2012 Alumni Board Meeting, the Archives Committee was charged with responsibility to address Jerry Hannah's motion which was passed at the May 2012 AGM. Discussions were held with members of the Archival Committee, David Mawhinney, Jerry Hannah, Carolle de Ste-Croix, and myself (Dawn MacNutt) at the archive office on December 7<sup>th</sup>, 2012
  - ***Request from the floor to speak on the topic of the amendments to the Jerry Hannah motion – Jerry Hannah***
    - We brought a request to the winter 2013 board meeting that the Jerry Hannah motion be amended to allow the Alumni Board to write to the President requesting a space be designated as a War Memorial Room (or Memorial Room) in the Purdy Crawford Center for the Arts
  - WW1 Project – David Mawhinney, the University Archivist, is working on a fitting tribute to WW1 alumni veterans who fell as well as who returned, based largely on letters to Dr. Bigelow and a file recently donated by Alex Morrison, who was a member of COTC (disbanded in 1968)
    - This project is consistent with the memorial intent of the Jerry Hannah motion made at last year's AGM, and discussions have taken place to marry the two by requesting that both hard copy and electronic documentation of the WW1 Project be housed in a Memorial Room (or wing) in the new arts building
  - Mr. Mawhinney spoke about the Dictionary of Allisonian Biographies project – This project presents the opportunity to identify more information and to review old alumni
    - Based on a model by UPEI – leverage this approach by interviewing Allisonians from the earliest classes first – from pranks to food and residence life, to capture a snapshot of their life at MtA
    - Developed with the committee a set of questionnaires to obtain meaningful documentation
      - The questionnaire will also determine if alumni are interested in participating in oral history discussions and interviews which would give better understanding of what MtA was like at that time
  - Ms. McNutt thanked Mr. Mawhinney for all of his work and energy brought forth to the committee

### **Unfinished Business**

- No unfinished business brought forth at this time

### **New Business**

- ***Request from the floor to speak on the topic of the Memorial Library and the Task Force Report – Donald Cameron*** – speaker has strong personal affiliation to the war and to the Memorial Library
- Mr. Rose responded that a motion to form an ad hoc committee was passed at the beginning of the proceedings and that would be the extent of any discussion on the topic of the Memorial Library and the Task Force Report – expressed that he hoped those concerned had shared their thoughts in the survey and thanked the speaker for his comments

### **Adjournment**

- *Motion to adjourn by Amy MacAdam – Seconded by Christina Vroom – Motion carried*