

**MOUNT ALLISON FEDERATED ALUMNI, INC.**  
**ANNUAL GENERAL MEETING**  
**Crabtree Auditorium**  
**Saturday, May 8, 2015 – 9 am**

**MINUTES**

**In attendance:**

Alex Morrison '68, Emerson Sanford '64, Cheryl Sanford '65, Sandy MacIver '74-'75, Rick Gant '84, Meg Pryde '74, Jerry Hannah '57, Valerie Ackman '60, Roger Ackman '60, Reid Harrison '59, Barbie Smith '75-'76, John Williamson '45, Louise Cooke '70, Charles Scott '83, Harriet Meacher '60, Harriet Leggett '61, Jennie Henderson '03, Bill Bishop '70, Rob Miller '70, Murray Baillie '69, Robert Young '62, Bruce Coates '69, Brian Black '69, Dave Rose '90, Shannon Black '00, Janet Harrison '87, Christina Vroom '96, Michael Taylor '03, Anna Abbott '04, Jeffrey Owen '16, Alex Nixon '04, Owen Barnhill '96, Nancy Vogan '67, Paul Martin '81, Danielle Lenarcic Biss '14, Christy DeMont '80, Scott Yorke '08, Danny Williamson '03, Laura Dillman Ripley (UA Staff), Willa McCaffrey-Noviss '17 (UA Staff), Robert Inglis '93, Brian MacLeod, Hanna Daltrop '16, Carolle de Ste-Croix '90

**Call to order**

- Meeting called to order by Sean Connors @ 9:00am AST.

**Minutes of previous meeting**

- Motion to approve by Dave Rose ('90), seconded by Owen Barnhill ('96) - none opposed - *motion carried*.

**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 between May 29, 2014 and May 8, 2015.
- A list of the deceased can be found on pages 6-9 of this document.

**Report of the President of the Mount Allison Alumni Federation - Sean Connors**

- Call to action to alumni.

- Briefly discussed the student recruitment situation.
- In order to contribute to recruitment, alumni can identify prospective students, discuss with them Mount Allison's qualities, refer them to recruitment/admissions who will then get in touch with them.
- Offered thanks to the Alumni Board of Directors and to the Alumni Relations Office.

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

- New alumni website
  - Encourages alumni to engage and offer feedback
  - Cost \$50,000. Paid for by affinity program.
- New email management system
  - Paid for by affinity program.
  - Old system was 15 years old.
  - New system:
    - Ability to directly donate via mobile device.
    - Video
    - Newsletters
    - Quicker & more efficient
- New volunteer management program
  - Should be managed like HR Office
  - Volunteers are essential to the alumni office

### **Committee reports**

- Sean Connors introduces committee reports.

### **Awards Committee – David Rose**

- Charles Frederick Allison Award - Louise Cooke ('70)
- Lifetime Achievement Award - Dr. Nancy Grant ('69)
- Young Alumni Award - Kate Beaton ('05)

### **Young Alumni – Danny Williamson**

- Page 10 of this document.

### **Ad-hoc Task Force Report – Christina Vroom**

- Pages 11-12 of this document.

### **Recruitment – Owen Barnhill**

- Page 13 of this document.

**Reunion and Homecoming – Charlie Scott**

- Pages 14-15 of this document.

**Volunteer – Charlie Scott**

- Page 16-17 of this document.

**Communications – Jill Rafuse**

- Page 18-19 of this document.

**Archival – Anna Abbott**

- Page 20-21 of this document.

**Election of Directors – David Rose**

- Nominees:
  - Cheryl Bell
  - Rick Gant
  - John Phillips
  - Christy DeMont
  - Jennifer Henderson
- **Motioned by Dave Rose, seconded by Danny Williamson - none opposed - *motion carried.***
- Past President: Sean Connors
- Vice-President: Charlie Scott
- President: Christina Vroom
- **Motioned by Dave Rose, seconded by Brian Black ('69) - none opposed - *motion carried.***

**Election of Alumni Representative to Board of Regents – David Rose**

- Nominee: George Cooper ('89) for second term
- **Motioned by Dave Rose, seconded by Charlie Scott - none opposed - *motion carried.***

**Unfinished business**

- Jerry Hannah ('57) raises concern over the Echo discussed in the Archival Committee report.
  - Answered by Robert Inglis, VP Finance & Operations: Plans include the construction of a stone wall & benches with plaques, complimentary to the PCCA building's aesthetic.

Designs are not yet finalized - it is a very high profile area.

- Jean Cameron ('78) asks if the Echo drawings can be shared.
  - Answered by Carolle de Ste-Croix:
  - Drawings have been shared with Board
  - Working with admin
  - Will distribute in order to receive feedback.
  
- Jean Cameron ('78) asks follow-up: Will there be a memorial room in the PCCA?
  - Answered by Carolle:
  - That had initially been proposed, but the idea was to move the Echo outside.
  - Carolle reminds that there are WWII plaques in the Wallace McCain Student Centre, a very high profile area specifically during campus tours and recognized every November during Remembrance Day Ceremony.
  
- Jean Cameron ('78) asks follow-up: Could Gardener Building be turned into archive space?
  - Answered by Robert Inglis:
  - Everyone on campus wants Gardener.
  - The plan at this stage is to have a plan within the year.
  
- Bruce Coates ('69) inquired about the status of Hart Hall restoration.
  - Answered by Robert Inglis:
  - Hart Hall is a huge building with a lot of space that needs to be understood thoroughly from the perspective of its users and Facilities Management.
  - Plans will be made in consultation with the aforementioned groups.

### **New business**

- No new business was brought forth.

### **Adjournment**

- **Sean Connors motions to adjourn, seconded by Mike Taylor - none opposed - *motion is carried* - meeting is adjourned at 10:20am AST.**



**Mount Allison University**

**Following are the names of people whose death occurred after May 1, 2014**

**Friends**

**Mrs. Margaret Cameron**

**Dr. Edward Grant**

**Mr. Donald Keleher**

**Mr. Dean Salsman**

**Mr. Tom Taylor**

**1938**

**Mr. Robert Morris**

**Mrs. Lillian (Phinney) Pratt**

**Former Employees**

**1939**

**Prof. Ronald Boorne**

**Dr. William Cunningham**

**Dr. George Hardy**

**Mrs. Edna Phinney**

**Ms. Marilyn Smith**

**Dr. George Fisher**

**1940**

**Miss Margaret Etter**

**Mrs. Phyllis (Scott) Gaskin**

**Mrs. Marie (McCain) Sutherland**

**Parents**

**1941**

**Mr. Bruce Josephson**

**Honorary Degree**

**Mr. Reuben Cohen**

**Hon. Gilbert Finn**

**Dr. William Hood**

**Miss Roberta Morrison**

**Mrs. Mabel (Lawrence) Mouland**

**1942**

**1926**

**Mrs. Grace (Babcock) Estabrooks**

**Mr. Donald Redmond**

**Dr. Kenneth Rodger**

**Mr. William Tracy**

**Mrs. Beverly (Doane) Withers**

**1935**

**1943**

**Mr. Eric King**

**Mrs. Frances Read Smith**

**Mrs. Lee Beal**

**1937**

**1945**

**Mrs. Frances (Strange) Flemington**

**Mrs. Margaret (Morice) Fullerton**

**Ms. Mary Connelly**

**Mr. Harold Mayes**

**Dr. Douglas Roy**  
**Mrs. Evelyn (Jones) Salsman**

**Miss Shirley Wigmore**

1946

**Mr. Charles Cole**  
**Mrs. Margaret (Farquhar) Henderson**  
**Mr. Robert Purdy**  
**Mrs. Audrey (Cox) Simpson**

1952

**Mrs. Frances (Cooke) Benson**  
**Mr. Purdy Crawford**  
**Mr. Eric Fullerton**  
**Miss Jan Millar**  
**Miss Joan Wilkins**

1947

**Mr. Ray Ashford**  
**Mrs. Jean (Bent) Wagg**  
**Mrs. Arlene (McCosh) Welch**

1953

**Mrs. Joan (McLaggan) Colman**  
**Dr. Charles Ferguson**  
**Mr. James MacDonald**  
**Mr. Martin Rose**  
**Mr. Kingsley Ward**

1948

**Mr. Lloyd Graham**  
**Mr. Richard Humby**  
**Mr. George McIntyre**  
**Mr. Donald Sutherland**

1954

**Mrs. Mary (Holborow) Allen**  
**Mr. John Keating**

1949

**Mrs. Greta (Wall) Amos**  
**Mrs. Joan (Blanchard) Faulkner**  
**Mr. Murray Jodrie**  
**Mr. Albert Wry**

1955

**Mr. Morton Bain**  
**Mr. Charles Williams**

1950

**Mr. John Feltham**  
**Mrs. Edith (King) MacLeod**  
**Mr. David Morgan**  
**Mrs. Elisabeth (Cook) Russell**

1956

**Mr. Malcolm Gerner**  
**Mr. George Smith**

1951

**Mr. George Abell**  
**Rev. Ranald Cameron**  
**Mr. Gordon Fitzgerald**  
**Mr. Eugene Gillies**  
**Mr. Fleming Gray**

1957

**Rev. Herbert Goold**  
**Mr. Harris Pipes**  
**Miss Margaret Stephenson**  
**Mr. Dana Trenholm**  
**Mr. Donald Yeamans**

**Dr. David Skinner**

**1958**

**Mrs. Diane (Dulmage) Matheson  
Mr. Callum Murray  
Mr. Harold Sheridan  
Mr. Stuart Smith**

**1959**

**Mrs. Margo (Johnson) Henderson**

**1960**

**Dr. Ronald Craig  
Mrs. Dorothy (Bourne) MacNeill  
Mr. David Ratchford  
Mrs. Barbara (Lamy) Vansnick**

**1961**

**Prof. George Luste  
Mr. Herbert MacDonald  
Mr. Norman MacDougall**

**1962**

**Ms. Jenepher Hooper  
Mr. Lawrence Jack**

**1965**

**Mr. John Kenny  
Mr. John McCain**

**1966**

**Mrs. Kathryn (McIntyre) Coffin  
Dr. Alexander Steeves**

**1968**

**1969**

**Dr. Terence Sparling**

**1971**

**Mrs. Beverley (Ellis) Calabrese  
Mr. Glenwood Carson**

**1972**

**Mr. Willard MacArthur**

**1973**

**Mr. Corey Wentzell  
1974**

**Mr. David Linkletter**

**1976**

**Mrs. Grace (Williams) Forsythe**

**1977**

**Miss Joan Porter**

**1978**

**Mrs. Helen (Blackmore) Dawe**

**1980**

**Mr. Danny Shea**

**1981**

**Mr. John Henderson**

**1982**



**Mrs. Suzanne (Bissell) Brown**

**1983**

**Mr. Robert Arneaud**

**1984**

**Mr. Roderick Potter**

**1985**

**Ms. Barbara Dunfield  
Mrs. Catherine MacQuarrie-Varner  
Mr. John McCoubrey**

**1991**

**Mrs. Jean (Coupar) Lipton**

**1994**

**Mrs. Catherine (Selkirk) Desborough**

**1996**

**Mr. Campbell Howell  
Mr. Earl Sheppard**

**1997**

**Miss Catherine St. Jean**

**1998**

**Mr. Jeffrey Roach**

**2001**

**Ms. Keti Cross  
Ms. Phyllis Mann**

**2012**

**Mr. Mark Kroeker**

## Young Alumni Committee Report - May 2015

The Young Alumni Committee is comprised of alumni directors and young alumni-at-large. Young alumni are considered those who graduated within the last 15 years. The Young Alumni Committee's mandate is two-fold:

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

Working with the Layton Fisher Intern for Philanthropy and the Alumni Office, the YAC has focused on the following since the last AGM:

**Soft Landings** – The Alumni Board and the Alumni Office have paid significant attention in recent years to the need to reinvigorate the various Alumni Chapters. Working in parallel, the YAC has spent a good deal of their efforts on ensuring young alumni are well served by chapters.

Specifically, the committee has developed a recommendation to incorporate a “soft landing” program which would help young alumni and recent graduates establish themselves in new communities. This could take the form of career, residential, philanthropic, or extracurricular guidance. Moreover, this program will focus on incorporating new graduates and young alumni into alumni communities wherever they find themselves.

A motion will be presented to the Alumni Board on May 10, 2015.

**Connecting Alumni to Students** – Through the Layton Fisher Intern, the YAC acts as a sounding board and advisor for various student events on campus. The highlights for the most recent year include:

- The 2<sup>nd</sup> annual Celebration of Student Philanthropy, held in January. This event showcases the significant contributions made by the Mount Allison community to life in Sackville and beyond.
- Launch of the Alumni-in-Residence program which fosters connections between current students and Mount Allison's alumni community and allows students the opportunity to consider their options for post-graduation. Nigel Martin ('65) and Sarah Sutherland ('09) were the inaugural Alumni-in-Residence participants. Each of them spent a day on campus meeting and engaging with students in a number of settings.

Respectfully submitted,  
 Danny Williamson  
 Class of 2003

## **Alumni Board Task Force Ad Hoc Committee Final Report – May 2015**

In May 2013, the Alumni Board established an Ad Hoc Committee to analyze the recommendations of the Alumni Task Force Report. Following 18 months of analysis, prioritization, assessment and implementation of the recommendations, the Ad Hoc Committee is pleased to present its final report.

This Committee evaluated the 32 recommendations developed by the Task Force, in four major themes (Governance, Communications, Business Development and Alumni Engagement), and worked closely with the Alumni Office and Board of Regents to address each one. The Ad Hoc Committee has successfully implemented over two thirds of the recommendations. The remaining recommendations have been transferred to the portfolios of the existing Alumni Board standing committees so that they remain a priority and are addressed with the appropriate bodies.

Here is a summary of the work accomplished over the past two years:

- 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.
- 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.
- Orientation and on-boarding information and activities to new members of the Alumni Board and the Board of Regents are in place and appropriately 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.
- The Alumni Board now appoints at least one of its current board members to sit as an alumni representative on the Board of Regents. 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. The Alumni Relations portion of the site is now online, is much more user-friendly and has greatly improved access to information. The Communications Committee of the Alumni Board is now engaged in its content, including regular reports from various university bodies, developments, networking, etc.
- The Alumni Relations Office has implemented a Volunteer Moves Management Program, with the goal of creating opportunities for volunteer recruitment, training, stewardship

and recognition. This is new program is already improving our network of alumni and volunteers.

- 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 expertise, geographical representation and years of graduation.
- The Alumni Board is continuing the work on the existing MOA between the Alumni Board and the University Administration, examining the governance documents, constitution and by-laws to reflect current practices.
- The Alumni Board Executive Committee is reviewing alternate formats for the Alumni Annual General Meeting to be more interactive and encourage a greater number of alumni to participate. All options are being considered and suggestions are welcome from the community at-large.
- The Alumni Board Archival Committee is working closely with the University Archivist to raise awareness of the Mount Allison University and Sackville community archival heritage through the collection, preservation and public disclosure of records of permanent value. This includes, but is not restricted to, a virtual tour of campus and its buildings, memorial tributes, an extensive institutional history, etc.
- The recommendations contained in the Report that fell under the purview of the Board of Regents are being addressed between the Executive Committee of the Alumni Board and appropriate standing committees of the Board of Regents. Progress made on this front will be updated on the website.

The Ad Hoc Committee is satisfied that it addressed each recommendation intelligently, with the utmost thoughtfulness and attention to detail. In the spirit of the Alumni Task Force, the Alumni Board and the Alumni Relations Office are committed to continually improving the quality of their own activities and areas of responsibility as well as the quality of the organisation as a whole, while remaining inclusive and responsive to alumni, staff, volunteers, stakeholders and the wider community.

## **Recruitment Committee Report - May 2015**

The Mount Allison University Alumni Board of Directors Recruitment Committee is comprised of Anna Abbott, Owen Barnhill, Michael Taylor, Scott Yorke and Carolle de Ste-Croix. The mandate of the Recruitment Committee is to work with the Recruitment and Admissions office to find ways in which alumni can become involved in the recruitment of prospective students.

Recruitment has been a concern for many Atlantic Canadian universities in the recent past, and Mount Allison is no exception. The following are among the initiatives that Mount Allison's Recruitment and Admissions Office undertook this past year:

- Enhancing a recruitment referral program, whereby the names and contact information for prospective students are forwarded to the University Admissions Office for follow-up
- Continuing a series of open houses, inviting prospective students and their parents to campus, arranging tours, attending classes and interacting with existing students and professors;
- Introducing an innovative social media campaign whereby Holiday Cards were sent to students who applied to Mount Allison. Those students who Tweeted the card receive University clothing;
- Holding successful series of reception in various cities across Atlantic Canada, Ontario, Alberta and British Columbia where prospective students could learn more about the University, apply for scholarships and bursaries invest time chatting with members of the Mount A community;
- Leverage the football team's participation in the Mitchell Bowl as opportunity to raise Mount Allison's profile and serve as a recruitment tool.

Despite the successes in recruitment in the past year, additional work remains to be done. Alumni are important ambassadors for University recruitment. The Alumni Recruitment Committee is dedicated to continue to work with the University's Administration to bolster recruitment at Mount A.

Respectfully Submitted,

*Owen Barnhill*

*Mount Allison University Alumni Board Recruitment Committee*

*Class of 1996*

## Homecoming & Reunion Committee Report – May 2015

The Homecoming and Reunion Committee was created seven years ago as part of the Alumni Relations Strategic Plan. It was created to deal with the decreasing number of attendees and level of engagement by alumni at both these events/weekends.

This committee currently consists of Meg Pryde, Janet Harrison, Sean Connors, members of the Alumni office, and me.

Specific to **Reunion Weekend**, five years ago we had 323 people registered for Reunion 2010. This year, we expect the number could double to 650 registered. Final numbers were not known at the time we were creating this report; we know every year people will decide to come to Reunion last minute. We do know that as of March 13<sup>th</sup>, we had a 24% increase in numbers registered versus last year. So, how are we achieving this?

- We established on-line registration earlier so people could get the dates in their calendars.
- We've reintroduced a Friday night concert, this year we added an event on Thursday, and the Garnet & Gold Gala on Saturday has been a stronger way to connect with our newest graduates. We established Student Delegate programme so alumni have a better chance to connect with current students.
- There are more activities, but also more flexibility to pick and choose which events you want to attend. In the past, we had a stronger focus on an all-inclusive bracelet. We've listened to people and some don't want to go to every event. Some want to plan their own class activity. The simple message is to give people choices that they can pick from versus deciding for them.
- In the past years, classes were invited back for reunions based on every 5 years since graduating. There are now affinity reunions based on residence, clubs and societies, teams and so on. We've also not waited 5 years to invite classes back and are now inviting last years' graduates back.
- We have had some growing pains. When you put more people into Jennings Hall for an Alumni Banquet, the service can be slower, the sound system can provide challenges, and we may run out of wine. Some will be disappointed to show up on a Friday afternoon or a Saturday to find out that they can't get a room in Campbell with their own bathroom as it is sold out. We work each year to debrief, learn and try to improve.

Regarding **Homecoming Weekend Held Every Fall**, there is less tracking of numbers, less need to register, so the data on how many people were returning to campus is not as strong. However, we know the numbers were decreasing and there were fewer reasons to come back.

- We reintroduced a Mount Allison University Homecoming Golf Classic Scramble 5 years ago; we will be holding our 6<sup>th</sup> on Friday September 25<sup>th</sup>. Attendance has increased each year.
- Homecoming tended to be centered on a football team home game. We had some years where the team struggled and fewer alumni choose to come watch a game. The team has improved dramatically, more fans are interested in watching the games

- Homecoming weekend now focuses on bringing prospective students to campus, organize campus tours, and use the time for recruitment. This allows alumni to bring prospective students to campus. Last year, we introduced a tail gate party in Jennings Hall, there was a place for alumni to meet up for brunch and to come to campus early.
- There is a stronger alignment with the Town of Sackville and coordinating efforts/timing with Sackville's Fall Fair. This is not always possible as athletic schedules of games can vary from one year to the next. There are pros and cons in aligning exactly with the town, so it does not happen every year.
- This past year we recognized the 30<sup>th</sup> Anniversary of Mount A appearing in the Vanier Cup. Approximately 30 members of the team came back to campus. Something new year was opening up Bermuda House as a residence for an Alumni Group coming back to campus. We are not looking to compete with the hotels and bed & breakfasts in the area, but accommodations can be a challenge. This offered a chance to generate revenue and provide reasonably priced accommodations. Beyond that, it gave our Alumni a chance to gather. I strongly feel this gathering was a strong catalyst for improvements soon to be seen on campus.

Campus life provided fond memories, great friendships and people want a chance to reconnect, gather and tell stories. Getting people back to campus also enables us to expand our family and connect with current students and recent graduates.

Sincerely,

Charlie Scott '83  
Committee Chair

## **Volunteer Committee Report – May 2015**

The Volunteers Committee was formed or evolved from the Chapter Review Committee. As most people know, we organized a number of Alumni “Chapter” or Associations in the mid 90’s in different geographic areas. These Chapters were intended to organize Alumni Gatherings and events in a particular area so that Alumni could stay connected. The growth of Social Media and the Internet had again meant change. We’ve also become more of a transient society and people don’t feel the need to update mailing addresses. With all of the changes taking place, we embarked on a Chapter Review process to find out what our Alumni wanted. Central to the process was an online Survey conducted in 2012, there were 750 respondents and some very good insights.

It was clear from the results that Alumni are interested in opportunities to meet with former classmates and to attend local events in their area. Alumni will go if they will know people. The Alumni Relations Office will continue to support chapters by assisting with budgets, invitations and RSVP’s.

A lot of Alumni are interested in supporting and volunteering, but may not be interested in traditional Committee Roles. There was also a fear of being “stuck for life”. People are wanting to help and just want to know how.

A new Volunteer “Moves” Management has been established and allows volunteers to work independently in their chosen area. There are 5 Specific roles listed

1. **Student Recruitment Coordinator** - Student recruitment is an area of great need for the university. Possible use of volunteers may include but are not limited to prospective student and parent receptions, prospective student alumni interviews, and chapter volunteering in local schools to recruit students.
2. **Career Development Coordinator** - Students and young alumni have identified career development as one of their primary concerns. One area of interest for younger alumni is the opportunity to network with fellow alumni.
3. **Social Media Coordinator** - The Coordinator will use social media to promote various alumni or Chapter events. They will also be responsible for communicating with alumni within their Chapter and provide ways for the alumni to communicate with each other.
4. **Social Events Coordinator** - will work with the Alumni Relations Office to plan and run smaller chapter events (i.e. pub nights, luncheons, get-togethers)
5. **Alumni Connections Coordinator** - the opportunity exists for people to reach out and or know where to reach out to as people move to and from areas. More and More Alumni are relying on Electronic communication to stay connected, their physical addresses may not be updated as frequently, and people feel less need to update their personal information that is on file. Although some of us may not be living in a particular geographic area, it does not mean we would not be interested in travelling to attend an event in that area if we were informed.



So where are we? Through a Committee of Danny Williamson, Christina Vroom, the Alumni office and me, we've worked on job descriptions for various positions. People want clear expectations of what they are volunteering for and length of time. They have been posted on the Alumni Website, some were only posted in March of 2015 as there were delays in getting our website up and running. We are now ready to act on trying to fill these positions.

In closing, a clear message was received that many Alumni want to stay connected, many are willing to Volunteer and they just want to know what they can do to help. Hopefully these positions create awareness and opportunity for people to give back stay connected as their time permits.

## Communication Advisory Committee Report – May 2015

The Alumni Board is committed to 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 in 2014–15 included three directors from the Alumni Board – Jill Rafuse, Danny Williamson, and Michael Taylor – and two alumni-at-large – Alicia Johnson and Christine Manore. Staff members are Carolle de Ste-Croix, Director of Alumni Relations; Robert Hiscock, Director of Marketing/Communications; Laura Dillman Ripley, assistant editor of *The Record*; and Nadine LeBlanc, Web Communications Officer.

**The Record** – *The Record* has had more focused editorial direction this year under the editorial direction of Carolle de Ste-Croix, acting on behalf of the Alumni Board, and the university's Communications and Marketing department. There have been three themed issues – the 2014 Reunion issue, the official opening of the Purdy Crawford Centre for the Arts, and the 175<sup>th</sup> anniversary issue – that also highlighted alumni stories, chapter and reunion activities, the work of the Alumni Board, and connections between alumni and students. Class Notes and the In Memoriam section are still invaluable to readers. Response to *The Record* this year has been very positive. Thanks to all who have encouraged these important changes with their feedback, stories, and ideas.

To receive *The Record* in electronic format instead of print, contact [alumni@mta.ca](mailto:alumni@mta.ca). Email notices will be sent when a new issue is available. Back issues online date to 2008.

**Website** – The alumni website was revamped in December 2014 with greatly increased functionality and mobile compatibility. Content includes news, stories, chapter events, alumni gatherings, and volunteer opportunities. The alumni calendar, RSVP and booking capability are great additions. Information about the Alumni Board and its activities is also available. The Alumni Office adds new content constantly so the site is dynamic and fresh. Feedback from alumni has been very positive.

**Email** – Alumni will be receiving email from a new email management system in 2015. Keeping the email database current is the most challenging aspect of email communication. Alumni are reminded that it is easy (and really valuable) to update their own contact information through the new website.

**Social Media** – There is increasing emphasis on developing and maintaining alumni connections through social media. Alumni on Facebook has more than 3000 followers. On Twitter, @MtAalumni has 1100 followers, an increase of about 50% over the same period last year. Recently there was an #MountieDay contest that was very successful, with many alumni posting pictures of themselves wearing Mount A colours. These sorts of social media activities are very successful in repeatedly engaging alumni, particularly young alumni.

There are many opportunities for alumni to follow the university and student life on social media. During 2015 there will be an effort to improve the connections among Mount A alumni on LinkedIn.

## Archival Committee Report – May 2015

The committee has been meeting regularly with David Mawhinney, University Archivist, to support archival projects at MTA. The committee currently has 5 alumni board members on the committee and recently welcomed 2 at-large members, Murray Baillie class of '69 and John Brannen class of '12, in fall 2014.

First, The Archival Committee would like to provide an update on the WWI project that was spoken about at last year's AGM. The WWI project will collect information on Mount Allison students who served or died in Europe during WWI. The purpose of the WWI project is to preserve and make available records that document Canada'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 coincides speaks to recommendations in the task force report, and the archival committee is pleased to support this endeavor.

A website will be created from this data to commemorate these individuals and will include digital surrogates of index card records that were compiled by the administration at that time, photographs where available and correspondence and clippings related to those who gave the ultimate sacrifice. 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.

Following a request from the Alumni Board, a student researcher, Steven Black, the Mansbridge Intern, was loaned to David Mawhinney to assist with the WWI Project. Specifically, Steven helped to review and type up the archival material collected by Dr. Bigelow. Dr. Bigelow prepared index cards to document every student from MTA (over 500) who participated in the war. Dr. Bigelow to each of these individuals, or their parents if necessary asking about details of their service. Steven read all of the responses and helped create a digital record that will become part of an online database. Approximately 150 soldier pages are set to be on the Archives' website by the end of April, and the plan is to add approximately 150 per month until that component of the project is complete. The plan is then to index these records to volumes of the Argosy. This is a significant undertaking. Two volumes, 1910-1911 & 1911-1912 have already been completed. Further, recently, a grant proposal has been put forward to request \$350k to assist in the design and building of an Atlantic Canadian Portal that would allow for the uploading and sharing of materials from across the region. The Archival Committee looks forward to working with David Mawhinney to support the development of this project in the future.

Some Alumni may have been fortunate enough to attend the presentation of 14-18 Allisonians at War by Margaret and Alex Fancy as part of the Remembrance Day programme on Campus this past fall. There is an encore presentation at 11:00am today in the Motyer-Fancy Theatre in the Purdy Crawford Centre for the Arts. The Archival Committee encourages interested Alumni to attend this special presentation. The Archival Committee would also like to thank Alex and Margaret Fancy for their

dedication to telling the stories of Allisonians who fought in WWI, and for ensuring that the next generation of Allisonians recognize and honour the supreme sacrifice and service of Mount Allison students.

Other current projects of the Archival Committee include assisting committee member Alex Morrison '68 in the development of a conference exploring the relationship between the Canadian Military and Canadian Universities. Look for more news on this exciting project over the next year.

The Archival Committee continues to work 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 on campus. Plans for a plaque in the Purdy Crawford Centre for the Arts have already been made, and plans for an additional memorial are currently being finalized.