

MOUNT ALLISON FEDERATED ALUMNI, INC.
ANNUAL GENERAL MEETING
Crabtree Auditorium
Saturday, May 14, 2016 – 9 am

MINUTES

In attendance:

Roy Murray '61, Harriet Leggett '61, Joe Duffy '52, Linda Dean '61, Tim Dean '61, Rick Gant '84, Charlie Scott '83, Jan Fisher '81, Barbie Smith '75, Meg Pryde '74, Nancy Vogan '67, Jean Flemington '56, Pete Flemington '58, Eilish Elliott '15, Bruce Coats '69, Sean Connors '81, Jennie Henderson '03, Cheryl Bell '83, Christy DeMont '80, Owen Barnhill '96, Robert Inglis '93, Christina Vroom '96, Sandy MacIver '75, Scott Yorke '08, Gloria Jollymore '77, Laura Dillman Ripley (UA Staff), Brenna Murphy '18, Carolle de Ste-Croix '90

Call to order

- Meeting called to order by Christina Vroom @ 9:02am AST.

Adoption of agenda

- Motion to adopt by Owen Barnhill ('96), seconded by Charlie Scott ('83) - none opposed - *motion carried*.

Minutes of previous meeting

- Motion to approve by Christy DeMont ('80), seconded by Rick Gant ('84) - 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 1, 2015 and May 14, 2016.
- A list of the deceased can be found on pages 4-6 of this document.

Report of the President of the Mount Allison Alumni Federation – Christina Vroom

- Page 7 of this document.

Report of the Executive Director – Carolle de Ste-Croix

- Page 8 of this document.

Committee reports

- Christina Vroom introduces committee reports.

Ad-hoc Committee on Governance – Owen Barnhill

- Pages 9-10 of this document.

Awards Committee – Sean Connors

- Charles Frederick Allison Award – Bud Mann ('57) and Ron Strange ('59)
- Lifetime Achievement Award – Marie Hackett ('54)
- Young Alumni Award – Marcie Meekins ('12)
- Moved by Sean Connors ('81), seconded by Jennie Henderson ('03)

Communications – Cheryl Bell

- Page 11 of this document.

Young Alumni – Scott Yorke

- Pages 12-13 of this document.

Recruitment – Owen Barnhill

- Pages 14-15 of this document.

Archival – Anna Abbott

- Page 16 of this document.

Reunion and Homecoming – Meg Pryde

- Pages 17-18 of this document.

Volunteer – Jennie Henderson

- Page 19 of this document.

Introduction of Senior Administration

- Robert Inglis – Vice-President, Finance and Administration.
- Gloria Jollymore – Vice-President, University Advancement.
- Michael Cantwell – Executive Director, Campaign and University Advancement.
- Sandy MacIver – Director, Ron Joyce Centre for Business Studies.

Election for Executive of the Alumni Board of Directors – Sean Connors

- Nominees:
 - For a second term: Owen Barnhill '96, Halifax, Nova Scotia as Director for a three-year term from May 2016 through May 2019
- **Motioned by Sean Connors, seconded by Joe Duffy - none opposed - *motion carried.***

Election for Directors of the Alumni Board of Directors – Sean Connors

- Nominees:
 - Harriet Leggett '61, St. Andrews, New Brunswick as Honorary President for a one-year term from May 2016 through May 2017
- **Motioned by Sean Connors, seconded by Barbie Smith - none opposed - *motion carried.***

This slate of nominees is put forward by the Nominating Committee and adopted by the Alumni Board of Directors. Nominations are accepted from the Alumni membership at

large. Deadline for nominations is January 1st. Four nominations were received for this election. Alumni wishing to nominate a candidate for the Alumni Board of Directors should contact Carolle de Ste-Croix, Director of Alumni Relations,

Election for Alumni Representative to the Board of Regents – Sean Connors

- Nominees:
 - Cheryl Hodder '81, Halifax, Nova Scotia
for a four year term from January 1, 2017 through December 31, 2020
- **Motioned by Sean Connors, seconded by Cheryl Bell - none opposed - *motion carried.***

Unfinished business

- No unfinished business was brought forth.

New business

- No new business was brought forth.

Adjournment

- **Christina Vroom motions to adjourn, seconded by Scott York - none opposed - *motion is carried* - meeting is adjourned at 9:43am AST.**

**Following are the names of people
whose deaths occurred after May 1,
2015**

Friends

Ms. Sharon Boudreau
Mrs. Millicent Coleman
Mrs. Florence Doncaster
Dr. Denis Gilson
Ms. Betsy Hatch
Ms. Danielle Park
Mr. Layton Smith
Ms. Margaret Smith
Mrs. Kathryn Upham
Ms. Maria Van Schaayk

Former Employees

Dr. David Beatty
Mr. Richard Lane
Mr. Donald MacRae
Mr. Neville Ralph
Miss Lorna Stork
Dr. George Thomson
Mr. William Trentini
Mr. Robert Wheaton
Mr. Perley Wicks

Parents

Ms. Rita Richard
Mr. Douglas Robinson
Mr. Thomas Seaman
Mr. Gary Thurston

Honorary Degree

Dr. Charles Llewellyn
Dr. Cedric Ritchie
Dr. Flora MacDonald

Mrs. Margaret (Grey) Gray
Mrs. Norah (Fisher) Tapley

1937

Mrs. Ruth (Fraser) Fullerton-Bain

1939

Rev. Eugene Moriarty
Mrs. Ellen (McKenna) Whitaker

1940

Dr. Scott Bland

1941

Miss Evron Kinsman
Dr. Ross Robertson
Mr. Ralph Young

1942

Mrs. Ruth (Brennian) Babcock
Mrs. Elaine (Maxwell) Lund
Mrs. Mary (Carter) Pomeroy

1944

Mr. Allen Bishop

1945

Dr. Lloyd Allen
Mrs. Pamela (McDougall) Mayer
Mrs. Agnes (Vair) McLellan

1935

1946

Mrs. Ann (Mitchell) Cronyn
 Mrs. Mildred (Carvell) Dickinson
 Dr. Marie (MacDonald) MacBeath
 Mr. George MacLean
 Mrs. Ferne (Bell) Smith
 Mrs. Catherine (Huntley) Stewart

1947

Dr. Donald MacGregor
 Mr. Harold Wright

1948

Mrs. Joan (Hackett) Midgley
 Mr. Ralph Welch

1949

Mr. Richard Elderkin
 Mr. Robert Hazlehurst
 Rev. Piercey MacLean
 Mr. William McKnight

1950

Hon. Robert Barritt
 Mrs. Rena (Ritcey) Demone
 Mr. Edgar MacTavish
 Mrs. Mary (Latham) Shea

1951

Mr. Robert Coates
 Mrs. Shirley (Goodspeed) Cullen
 Mr. Stuart Emery
 Mr. Earle Langille
 Mr. William Mitchell
 Mrs. Rachel (Hicks) Murray
 Dr. Robert White

1952

Mrs. Eleanor (Merrithew) Bilensky
 Mr. Stewart Henry
 Dr. Ross Langley

1953

Mrs. Vera (Cummings) Cowie
 Mr. Ian Hess
 Mrs. Shirley (Rowcliffe) Hill
 Mrs. Helen (Moase) MacLean

1954

Mr. Keillor Coleman

1955

Mr. Douglas Whitman

1956

Mr. William Bowering
 Mrs. Anne (Dystant) Jamfrey
 Mr. Douglas MacDonald
 Mr. Eric Whynacht

1957

Mr. Keith Dougherty
 Mr. William MacKinnon
 Mr. John Plummer

1958

Mrs. Beth (Mann) Couillard
 Mrs. Nancy (Caldwell) Davis
 Mr. Orison Duffy
 Mr. William Hopkins
 Ms. Ruth Miller
 Mr. Gordon Mundle

1959

Mr. Robert Baillie
Mrs. Beverley (Lester) Johnston
Mr. Kenneth MacDermid

1960

Mr. Robert Rose
Mrs. Marion (Blacklock) Vihh

1962

Mr. James MacKenzie
Mr. Alistair MacNaughton

1963

Mr. David Read

1964

Mr. John Gamble
Mrs. Arlyn (MacLeod) Leard

1965

Mr. James Wright

1969

Mr. Guy Humphrey
Mr. Richard Sill
Mr. Richard Swan

1970

Mr. Brian March

1971

Dr. Eldon Gunn

1974

Mr. John MacDonald
1976

Mr. Robert Hudson
Mr. Gerald Smith

1977

Mr. Ian MacLure

1978

Mr. David Ferguson

1980

Mr. Thomas Carroll

1985

Rev. Albert Bailey

1986

Dr. Marie Hammond-Callaghan
Miss Patricia Reicker

1987

Miss Fiona Wotherspoon

1993

Mrs. Kenda (Mitton) Paterson

2007

Mr. David Burnett

May 14th, 2016

It is my pleasure to report on two projects involving the alumni board. One is a long term project and the other is a short term project.

As many of you are aware, Mount Allison has a very strong tradition of class projects dating back to the 19th century. Class projects have always been very valuable to students and very popular with classes returning for reunion. Class projects have a way of drawing the class together to work toward a common goal leading up to or at the time of a significant reunion. We currently encourage classes who are either celebrating their 25th or 50th or 5 years prior to those reunions, to begin a project so they can celebrate their success at their next reunion.

Currently, there are 37 Class Projects at Mount Allison. The Class of 1966 will turn over their Class Bursary to commemorate their 50th reunion at the Alumni Banquet on Saturday evening and it is hoped that another will be started by the Class of 1991 who are celebrating their 25th reunion.

The breakdown of projects is as follows:

21	Bursaries
4	Regular Scholarships
1	Summer Research Scholarship
5	Infrastructure and Acquisition Projects (all completed)
3	Bursaries for students with learning disabilities
1	Travel Bursary to help a student with financial need go on exchange
1	Experiential Learning Bursary
1	Lecture Series Project
Total 37	

Approximately every 2 years, an update is sent to each class asking them to continue to support their project and updating them on the status. Each year, the bursaries and scholarships created by the alumni of Mount Allison University help dozens of students obtain an education that is second to none.

The shorter term project I would like to report on is a study on the impact of economic activity during Reunion on Mount Allison and the Town of Sackville. The study will also look at alumni engagement vis-a-vis reunion attendance. With the assistance of Dr. Rosemary Pologato, honours Commerce student Meghan McCracken will be studying various documents and conducting a survey on a variety of questions we think are important information to gather as we plan Reunions in the future.

Sincerely,

Christina Vroom

President - Mount Allison Federated Alumni Board

Executive Director's Report

May 14, 2016

There have been two major upgrades in technology in our office that have made communications with alumni much easier for both alumni and the staff at the office. We replaced a very outdated email system with a subscription to Windstorm, which is an email management system that allows us to quickly and efficiently send emails with videos and photos to our alumni. This has professionalized our communications with alumni and also allowed us to be compliant with laws regarding the sending of mass emails.

We are now using an online service called Eventbrite for all our events. This is a very powerful and efficient way to RSVP for events and to buy tickets. This also allows us to be compliant with laws regarding access to credit card numbers and has freed up time for our staff to concentrate on other projects.

This year the Alumni Relations Office undertook some major events including a reception hosted by the Chancellor to celebrate the exhibitions of Mary Pratt and Alex Colville at the National Arts Gallery in Ottawa with a record registration of 350 people. That was one of many on and off campus events organized by Joy Wilbur and Mona Estabrooks this year. My thanks to them for their continued attention to detail. Event planning is but one of many tasks done daily by these two dedicated staff members.

The alumni relations strategic plan 2013-2017 is in its last year and we will be preparing for another five year plan with an accompanying work plan next year. So far, many of the objectives of the strategic plan have been accomplished. This included a new email management system, alumni online and a new volunteer management system.

Respectfully submitted,

Carolle de Ste Croix

Ad hoc Committee on Governance

Update Report 2 – January 25, 2016

Background

At the November meeting of the Alumni Association, an *ad hoc* committee was formed to examine, *inter alia*, (1) the history of the Association and also its legal and constitutional status, (2) the matter of a Memorandum of Understanding between the Alumni Association and the University, and (3) associated subjects.

Owen Barnhill and Alex Morrison are the members of the committee, with advice from Carolle de Sainte-Croix the Executive Director. Membership is on an open-ended basis and it is hoped that other Directors will assist as appropriate.

An introductory email was sent to all directors on November 15th and thus far three replies have been received – two with substantive answers to questions posed and one with a promise to answer later.

Documentation

The committee has at hand the following documents:

- Chapter LVIII – An Act to incorporate Mount Allison Federated Alumni, Assented to 25th March, 1937
- Constitution – The Mount Allison Federated Alumni Incorporated revised as of May 6, 1989
- Constitution – The Mount Allison Federated Alumni Incorporated revised as of May 9, 1992
- Record, dated September 5, 1991 of an Alumni Board conference call held on August 26, 1991 to discuss board restructuring
- Two pages from Board minutes of September 21, 1991 Board meeting
- Minutes of AGM held on May 9, 1992
- Board Member Operational guidelines dated 18 January 2001
- Summary of January 24 and 25, 2009 Discussions re: the Board
- Letter dated April 18, 2010 from Andrew Clark, President of the Alumni Association to Gloria Jollymore, Vice-President – University Advancement inviting “Mount Allison University to join with Mount Allison Federated Alumni Board in beginning formal discussions that will lead to the signing of a Memorandum of Understanding between our two organizations.”
- Replies to Committee Chair to email sent to all Board members on November 15, 2015

In addition, the committee has retrieved through electronic means a copy of page 296 of the NB Royal Gazette of February 25, 2009 noting that Mount Allison Federated

Alumni's Charter has been "revived" under subsection 35.1 (1) of the Companies Act with effect from February 2, 2009. This means that the Charter is, once again, in force.

The committee has also received from Service New Brunswick a form entitled "Application for Supplementary Letters Patent under the Companies Act." This is the form to be used when making changes to the Act.

Members of the committee would be most grateful to learn of other documentation that ought to be considered.

General Approach

At this stage, it is the view of the committee that the revised constitution ought to be as general a document as possible. It would contain organizational principles and powers of the federation, membership qualifications, officers and their duties and responsibilities, annual general and other meeting details, and information required by the Province of Nova Scotia. The overall aim here is to ensure we have a constitution that satisfies federation aspirations and governmental administrative requirements. All other matters will be governed by policies.

Process

The intent of the Committee, initially, is to gather information necessary to the drafting of a constitution for consideration of the Board. Following Board approval, conversations will be initiated with governmental authorities to ensure that approval will be granted by the province to the new constitution. The membership will have to approve the draft constitution and then it will be formally sent to the province.

Following the adoption of a new constitution, the committee will turn its attention to the matter of an Alumni/University Memorandum of Understanding. It is important that the views of members of the Alumni are taken into account during the revitalization process. To this end, it is the intention of the Committee to resend the email of November 15 and to solicit views.

The Director of Alumni Affairs will continue to be consulted and informed.

It is the intent of the Committee members to meet with the Vice-President of University Advancement as soon as possible.

Recommendation

The Committee recommends that the Board endorse this Update report.

Communications Committee Report

May 14, 2016

There are two important projects to report on for the Communications committee of the Alumni Board.

The first was a survey about The Record done by Corporate Research associates, a national research firm based in Atlantic Canada that surveyed 11,800 alumni and had a very high response rate of 22.5%. This survey garnered some very interesting data that we shared with alumni on the fall edition of The Record. This data led us to our next project which is to create an online version of The Record

The Alumni Relations and Marketing and Communications Office have identified a design template for the online Record based on a review of university examples, effective online magazine design and also our own content requirements. They reviewed the initial design direction in the form of static pdf files. Then development will proceed. This was completed at the end of April. At this time they are going through functional testing. Deploying to production is anticipated by mid-May. The goal is to publish and distribute the first online edition along with the printed version, post Convocation/Reunion.

Also, important to note is that our alumni social media platforms are healthy and well maintained. The Mount Allison University Alumni Facebook page has 3,381 likes and the Mount Allison Alumni Twitter account has 1,359 followers.

Young Alumni Committee – Mount Allison Alumni Board

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 Landing Program (new name to be decided on at 2016 Reunion Weekend)-

The Alumni Board and the Alumni Office have paid significant attention in recent years to the need to reinvigorate the various Alumni Chapters. Although gaining the support of more senior alumni in each area is important, we believe that it is easier to build a foundation of engagement by focusing on alumni who are new graduates. Ensuring new alumni are engaged and empowered immediately following graduation will undoubtedly fuel their passion as they age.

The *Soft Landing Program* aims to connect recent graduates with alumni throughout Canada and around the world. Alumni who are new to a particular city will be connected with alumni who are current residents. This relationship will be an excellent resource for alumni to transition to their new home, as well as creating a stronger connection to the university for those who are supporting the program. Leveraging the MtA Alumni network on LinkedIn will be a key part of making connections around the world.

Although the framework has been laid out for how the program will operate, the May board meeting will be an opportunity to develop critical first steps for the roll out of this program throughout Canada.

Career Mentorship Program – This program intends to match current students with alumni. Through the Layton Fisher Intern, the YAC has made numerous suggestions on appropriate alumni to act as mentors for the program.

Alumni in Residence Program- This program brings alumni to campus to hold discussions with students who have an interest in pursuing a similar career. There was not a lot of contribution from the YAC in 2015/2016, however, several suggestions were made regarding possible alumni to visit campus. We see this as a program that can leverage alumni involved in the *Soft Landing Program* to increase engagement.

Alumni Recruiters/Interviews- In partnership with the Admissions office, this program is intended to extend the reach of full time recruiters through alumni conversations with prospective students. This was not used in the 2015 recruitment year, however, discussions will take place with the recruitment and alumni offices regarding best use of

alumni for the upcoming recruitment year. Alumni will be selected and approached based on level of comfort of the Admissions team. There were a number of young alumni who attended various winter recruitment events throughout Canada – receiving feedback from Admissions Counsellors on these individuals may lead to further opportunities for ‘on the ground’ interviews with prospective students.

Respectfully submitted,

Scott Yorke
Class of 2008

Recruitment Committee Report - May 2016

The Mount Allison University Alumni Board of Directors Recruitment Committee is comprised of Owen Barnhill, Michael Taylor, John Phillips, 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.

Consistent with other Atlantic Canadian universities, recruitment has been a focus for Mount Allison. The following are among the initiatives that Mount Allison's Recruitment and Admissions Office undertook this past year:

- Expanding on the successful series of receptions in Toronto, Bermuda, Vancouver, Calgary and throughout the Maritimes where prospective students can learn more about the University and apply for scholarships and bursaries. Alumni were involved in receptions and were asked to encourage attendance and make referrals. Twitter and Facebook ads helped to promote these events;
- The Indigenous Affairs Coordinator visited First Nations schools in Nova Scotia and New Brunswick;
- The francophone student open house was held on campus, January 28th;
- A contract admissions counsellor was hired to work with international agents, attend recruitment fairs and actively recruit in the U.S., China and Vietnam markets;
- Faculty participated in recruitment initiatives in Pakistan, India and China.
- Continued a series of open houses, inviting prospective students and their parents to campus, arranging tours, attending classes and interacting with existing students and professors;
- The Canadian Association of Independent Schools Counsellors visited Mount Allison for a campus tour on April 26-27, strengthening top-of-mind awareness of Mount A within high schools;
- Social media and targeted marketing took an increasing prominent recruiting role:
 - A virtual tour package mailed to early admitted students that included a holiday greeting card and a Google cardboard virtual reality headset to connect them to the virtual campus tour;
 - A refer a friend email campaign was activated and promoted on social media;
 - Scholarship webinars took place in February
 - Facebook campaigns were launched to highlight the NB Tuition Access Bursary program and Mount Allison entrance bursaries.

The Alumni Recruitment Committee is committed 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

AGM 2016 - Report of the Archival Committee

Echo

The Archival Committee is pleased to report that the Echo of the Student Union Building/former Memorial Library has been built outside of the Purdy Crawford Centre for the Arts (PCCA). We encourage those who have yet to visit to walk over this weekend and see the great work that the University has done. The memorial creates a new space on campus for students and the community to gather and is a fitting tribute to the former building and the Mount Allison student who fought and perished in the war.

BankNOTEable campaign

Recently, the Alumni Board supported a campaign to nominate Grace Annie Lockhart to appear on a Bank Note in the Bank of Canada's BankNOTEable campaign. This campaign was a contest to select an iconic Canadian woman to appear on the new series of bank notes. Although we knew it was a long shot given the very recognizable names that were being put forward, we thought it was a great opportunity to engage alumni and create awareness about the interesting life of Grace Annie Lockhart, who among other interesting facts and achievements was the first woman to receive a bachelor's degree in the British Empire.

What's happening on Reunion Weekend?

There are several interesting archival related events on happening on campus this weekend that we encourage alumni to participate in. This morning there is a book launch and heritage tour of campus for *A Vision of Wood and Stone – the Architecture of Mount Allison University* by architect John Leroux and Professor Thaddeus Holownia. If you would like to attend, meet at the Purdy Crawford Centre for the Arts at 10:30am.

Later today from 1:00pm -2:00pm Professor Alex Fancy is staging a new version of the very well received dramatic reading of excerpts from the *Argosy* during the Great War from last year's reunion. This year, the focus is on excerpts from 1915. I encourage you all to attend in the Motyer-Fancy Theatre, in the PCCA to catch a glimpse into student life on campus, in our region and on the battle fields of Europe.

Upcoming Archival Projects

In the coming year, the Archival Committee will continue to work to support David Mawhinney on new and existing projects in the Mount Allison University Archives.

Reunion and Homecoming Report 2016 for AGM

Reunion

Reunion 2015 and the celebration of Mount Allison's 175 was a record breaking success.

Most responses to events planned and food and facilities were positive.

The condition of Windsor Hall was a major concern and this is being addressed by the University.

The format for the Alumni Banquet was revised and there were positive comments about the event being held in two venues and creating a need for efficient use of time.

The 2015 reunion had student delegates for each class and reunion classes commenting on what a positive experience this created.

For the 2015 Reunion financial risks were taken and even though the cost for last year's May reunion was nearly triple the costs from three years ago, the event finished in the black.

It is hard to quantify what brings people back to campus. We believe the ability to register on line and also to view who is coming to reunion has a direct correlation on improved attendance and Affinity Groups have proven to draw numbers.

November 2015 there was a men's Basketball Reunion primarily initiated by Craig Young (Class of '97).

For **2016 Homecoming** there will be a Men's Soccer and Women's Hockey Reunion.

For **May 2017 Reunion** there will be a Music Reunion to coincide with the Music Program's 50th Anniversary.

There are plans for a Bermuda Reunion taking place on **June 4th 2017** to celebrate the anniversary of the first graduate from Bermuda.

The Reunion and Homecoming Committee is excited about a new initiative for **2016**. We have introduced a "**Decades Reunion**" for those coming back to campus after their 50th reunion.

Barbie Smith has chaired the committee and with the alumni office has created a weekend of events geared with those alumni in mind. The response has been overwhelming. The number at the date of writing is **84 alumni** from classes '51-'60. The committee never dreamed the numbers would be this great. The "Charles Frederick Allison Pin" has been established to be given out in a ceremony similar to the 25 and 50 year pins.

Homecoming

Homecoming has become about Alumni (Past) connecting with the Current (Present) and also inviting Prospective (Future) to Mount A.

This year's Homecoming was a record breaking success. Friday September 25th, 2015 started the week end with the Annual Homecoming Golf Tournament. 76 golfers played at the Amherst Golf club and raised \$11,000 dollars for the Mount Allison Athletics and Recreation.

It was a weekend filled with athletics. Friday evening featured an event called "Friday Night Lights" where alumni Soccer players watched the men and women's soccer team play against UdeM and then both teams played against St.Fx on Sunday. Women's hockey kicked off its exhibition season against UdeM and both the women's and men's basketball team played Grenfell College from Newfoundland.

The highlight of Homecoming 2105 was the official opening of the Alumni Athletic Field. The campaign committee of David Booth ('84), Paul Henry ('85), Peter Winters ('87) and Jeff Paikin ('84) realized, in a short 6 months, the \$1.5 million dollar gift of a new turf field to Mount Allison University and the Town of Sackville. The President hosted a morning celebration to thank special donors and an invitation to all athletes who played on the field to attend this opening.

The week end also featured events that hoped to help encourage prospective students to attend and get a taste for university life at Mount A. An example would be the "Tailgate Party" in Jennings allowed for past, present and future to be in the same room.

Homecoming weekend was a celebration of Alumni and family and a about building the relationship between the University and the Town of Sackville.

In Conclusion

They say a picture is worth a thousand words. The picture on the stage at Convocation Hall, May 2015 with the 25 year, 50 year and 2015 participants and the picture on the cover of the Fall Record speaks volumes as to why Mount Allison is a place to reconnect and create memories.

The Alumni Board Reunion and Homecoming committee are indebted to the staff of the Alumni office for the work they do to support our annual events.

Committee members: Charles Scott, Cristy Demont, Janet Harrison, Hanna Dunlop (Layton Fisher Intern) Rayan Bouhel (MASU Representative).

Meg Pryde ('74)
Committee Chair

Alumni Board Volunteer Committee Report – May 2016

The Volunteer Committee has evolved over the past few years from the Chapter Review Committee and looks at how to better enable over 400 active volunteers to engage with the Alumni Relations Office as well as the university at large.

This year our work focused on the Life Class Officers Programme (LCO). The Programme has existed at Mount Allison for over one hundred years. As you are all aware, LCOs are elected in their fourth year by their classmates and volunteer on behalf of their class to organize reunions and represent the university in a variety of ways. While many LCOs have served their classes with distinction, the Alumni Relations Office has over the past decade had very little interest from graduating students to take on LCO positions. As such, many recently graduated LCO positions are vacant. Additionally, there are LCOs from a wide variety of years who have asked to be relieved of their positions and/or who are not actively engaged with the university.

A new Class Officer (CO) programme is being proposed to address these challenges and better enable engagement. It would retain LCO positions for those who wish to serve their class and the university. It would provide flexibility for existing LCOs who wish to step aside, to do just that, and allow other class-mates who wish to engage with the university and their class to step in. Similar to LCOs, COs would be the main contact between class members and the Alumni Relations Office for alumni engagement and reunion. COs would no longer be an appointment for life but an avenue for active contribution as their time allows.

Our other major initiative from the Committee is supporting the Alumni Relations Office's new approach to volunteer management. You may recall there are five specific roles that have been established. Each allows alumni in a certain geographic area to make a specific contribution which capitalizes on their interests or skills for a defined period of time:

1. Student Recruitment Coordinator;
2. Career Development Coordinator;
3. Social Media Coordinator;
4. Social Events Coordinator; and
5. Alumni Connections Coordinator.

This year there was a very soft launch with a new volunteer training manual developed to support each type position. Next year the Committee's main activities will be focused on a more formal launch and engagement via The Record and social media.

Respectfully submitted,

Jennie Henderson
Class of 2003