

MOUNT ALLISON ALUMNI ANNUAL GENERAL MEETING
October 3rd, 2020
Zoom Meeting

Call to order

The meeting was called to order by Anna Abbott ('04)

Tribute to deceased alumni

Introductions in break-out rooms

Meeting attendees were split into groups for quick introductions

Adoption of minutes of previous meeting

Motion to adopt the agenda – moved Anna Abbott ('04) – seconded by Charlie Scott ('83)

President's Report – Anna Abbott

- Addressed how things have changed since the last Annual General Meeting (May 2019) and acknowledged the hard work of staff and faculty in their efforts to prepare the school for returning students
 - o Faculty had to re-imagine and re-engineer course delivery
 - o Staff worked on various projects for recruitment and student support, such as AVATARS, MANTRA and Mountie2Mountie
- Despite the changes, the goals/focuses of the Alumni Board remain strong. Their efforts have been focused on:
 - o Assisting with student recruitment
 - o Updating and maintaining alumni database
 - o Regional chapter development
 - Bermuda chapter: Bermuda Bursary, President Boudreau's visit to Bermuda
- While dozens of scheduled events were cancelled indefinitely, the focus was shifted to the Class of 2020, ensuring that a Virtual Last Lecture and conferring of degrees took place
- Next Reunion and Convocation plans
 - o As was announced in the Record, the tentative plans for May 2021 is a double cohort Convocation and Reunion. The Class of 2020 will walk the stage Sunday evening and the Class of 2021 will walk the stage on Monday. The Reunion aspect will be different as the May weekend is dedicated to the Classes 2015-2021 and a second Reunion will take

place later in the summer. All plans remain tentative in light of COVID-19.

- In the case that some members of the Class of 2020 are unable to attend the weekend in May 2021, they will be invited to walk the stage any year that works for them up until 2025.
- Acknowledgement of retiring board members
 - Scott Yorke ('08), Christina Vroom ('96), Jol Hunter ('80), Meg Pryde ('74)

Executive Director's Report – Carolle de Ste-Croix ('90)

- 2019-2020 events (prior to COVID-19)
 - Hosted various Mountie Pride Nights across Atlantic Canada
 - Homecoming 2019 raised \$30 000
 - Reunion 2019 was incredibly successful
 - Various affinity reunions (including Chemistry/Biochemistry for Ross Barclay's birthday and a rugby reunion)
- Major successes in student mentorship and networking
 - Introduction to the new 10 Thousand Coffees mentorship program
 - Well over 200 alumni mentors signed up in the first year of the program
- MTA Alumni Engagement Survey
 - A survey was sent out in the past year in order to assess the engagement of all MTA alumni in comparison to other schools. Largest chunk of survey results rolled in prior to COVID-19, with 500/600 responses coming in post-COVID.
 - Results show that MTA is in good shape with an overall engagement score of 64. 9% where the average is 60% and the top performer is 70%.
 - 150 universities took part in the survey and then were put into peer groups of 10. Within our peer group we rank 4th in engagement and are hoping to see our numbers rise in the coming years.
 - Our largest group (and the least engaged) is 24-35. Results of survey demonstrate that this group is expecting more from us in terms of career development and preparation. Alumni also are looking for more ways to engage with the university and to volunteer
 - 18-point plan developed in response to this result. In the future there will be more virtual class meetings (hoping to orchestrate these meetings more than once every 5 years) as well as a plan to identify top volunteers in the younger group to see what their ideas are on how we can bump up the engagement in that group

- AVATARS
 - AVATARS is a program initiated by the Alumni Engagement Office wherein we partnered with 10K Coffees and paired students in self-isolation with an alumnus that had similar interests. The program lasted 2 weeks in which the pairs met up virtually a few times during the isolation period just to chat with one another and form a bond.
 - The program was very successful. Within 24 hours, 254 alumni. Volunteers were recruited for the program. 103 volunteers ended up matching with an isolating student and the majority of the volunteers were millennial grads (2001-2010) and recent grads (2016-2020).
 - The program received national media coverage and praise from alumni, other institutions and students alike.
- MTA Network of Teacher for Recruitment and Admissions (MANTRA)
 - Mantra is a program that works with alumni, teachers and parents that are in the same geographical area to work on recruiting high school students for the university. The program currently has seven volunteers and is still recruiting.
- Communications
 - The Alumni Engagement Office is constantly working on expanding social media presence. The latest addition to our social media presence is an Instagram page that is currently in the works for alumni. Instagram is shown to have a higher level of engagement than Facebook when it comes to younger alumni, therefore we have high hopes for this new page and its potential engagement.
 - Until further notice, due to COVID-19, the Record will be online only. We will return to print versions as well as online following the pandemic.
- Tantramar Task Force
 - This task force was created in response to the pandemic, plenty of student interns are a part of this group and Carolle co-chairs. The work of this task force speaks to the level of involvement of MTA in the local Sackville community. One of the largest successes was the work of the student interns on creating bonds with some of the senior citizens in the community. This project received national media coverage as well, see the links attached in which we hear from student Hannah Crouse ('22) and alumna Brenda Trafford ('57).
 - <https://www.cbc.ca/news/canada/new-brunswick/seniors-students-port-elgin-rural-hannah-crouse-brenda-trafford-1.5729334?fbclid=IwAR2IDG5ujUkhBTWYwprkRWcA5xqz0QvFD0p0QrLLQT3MJ0yxxJBtFhq-XBQ>

- https://www.ctvnews.ca/video?clipId=2041298&fbclid=IwAR0vnPru7cjJQ45zxEVvelVffsTxle7X8lvlkoW_kRsF6fBgLPyb3IG3sjY
- <https://www.ctvnews.ca/health/coronavirus/n-b-student-pairs-peers-with-seniors-to-combat-loneliness-amid-pandemic-1.5116974?fbclid=IwAR2IDG5ujUkhBTWYwprkRWcA5xqz0QvFD0p0QrLLQT3MJ0yxxJBtFhq-XBQ>

Election of Directors and Executive – Charlie Scott ('83)

- First term nominees (October 2020 to October 2023)
 - Marian Humphrey ('71) – Campbellton, NB
 - Jack Rhind ('74/'75) – Bermuda
 - Jeff McAloon ('97) – Saint John, NB
 - Motion to accept the slate of directors presented for a first term on the MtA Alumni Board – moved Charlie Scott ('83) – seconded by Anna Abbott ('04)
- Second term nominees (October 2020 to October 2023)
 - Jonathan Graves ('15) – Halifax, NS
 - Motion to accept the slate of directors presented for a second term on the MtA Alumni Board – moved Charlie Scott ('83) – seconded by Youji Cheng ('17)

Election of Alumni Representative to Board of Regents – Charlie Scott ('83)

- Second term nominee (January 1, 2021 to December 31, 2024)
 - Cheryl Hodder ('81) – Ottawa, Ontario
 - Motion to approve election of alumni representative to the Board of Regents – moved Charlie Scott ('83) – seconded by Anna Abbott ('04)

Awards Committee Report – Charlie Scott ('83)

- Alumni Awards
 - The 2020 Charles Frederick Allison Award – Barbie Smith ('75/'76)
 - The 2020 Lifetime Achievement Award – Norval McConnell ('80)
 - The 2020 Contemporary Achievement Award – Dr. Caleb Martin ('07)
 - Motion to approve alumni awards – moved Charlie Scott ('83) – seconded by Anna Abbott ('04)

Update on Mountie2Mountie and Other Campaigns – Jeff Wright

- 2019-2020 Fiscal Year Fund Development Highlights

- We surpassed our fundraising goal of \$8M, raising \$9,447,210. This number includes new gifts, new pledges and new written legacy intentions.
- The number of new donors for the past year remains static. We obtained 1,258 new donors against goal of 1,450.
- We saw an uptake in the number of new \$1000+ donors. We gained 67 of these donors against our goal of 60.
- Other successes include the launch of the RBC Rising Tide program, the Colville House restoration and programming, unofficial launch of Legacy Society, major investments in experiential learning and student awards.
- Another key performance indicator is the number of meaningful points of conversations we have with donors and perspective donors. Last year we set a goal of having 650 meaningful points of contact which we surpassed with 843 meaningful points of contact despite COVID-19. No matter what happens we are continually out there speaking with our alumni and donors.
- 5-Year Growth Trend Line
 - We continue to close more major gifts and grow the annual fund program despite the pandemic and expect it to grow again this year.
 - Campaign priorities coming into focus are student aid, student experience, and student spaces
 - As of right now this trend line excludes legacy commitments but will be an additional component of the campaign in the future.

Mountie2Mountie

- The initial goal was to raise \$400,000 by September and we have raised \$385,000 to date. To support students this fall the fund is being distributed to students for additional financial support. There is a web story and report to donors scheduled to be released for October.
- Frank McKenna School of Philosophy, Political Science and Economics
 - This was announced to students September 25th and we have secured \$5M in commitments to date with a long-term goal of raising \$10M. We are currently in the process of confirming an inaugural leader of the McKenna School with this process lead by Dr. Nauman Farooqi, the Dean of Social Sciences and Commerce. Active fundraising for this project continues.
- Updates for 2020-2021 Fiscal Year
 - This year will of course look different given the pandemic continuing. There will be next to no travel to visit donors however these visits will still occur virtually! With all the challenges, it is more important than

ever to celebrate the generosity of others. There will also be a video-based 2020 Giving Report.

- Goals for the year
 - Raise \$9M Fundraising Achievement Goal
 - 275 \$1000+ donors (this is key to long term advancement of the university mission)
 - Launch of the Legacy Society

Q&A with Dr. Jean-Paul Boudreau

- Question 1: How is our enrollment this year and has the pandemic affected that number?
 - The official report on enrollment has been delayed for all universities until the end of October. However, enrollment is looking good and all signs are very encouraging. Enrollment numbers were made possible by the MtA/Sackville community and all of our university leaders working tirelessly on new programs and initiatives, namely, the work done in offering new modes of course delivery. We do have fewer new students (first-year students) than last year and in terms of returning students we had about the same number as last year. We also have fewer students in residence this year as our capacity has been reduced (just about 200 less students in residence).
- Question 2: You have spoken about academic innovation in the past. What is new at Mount Allison in terms of academic programs and what can we look forward to in the future?
 - We are bridging forward to 2039 and focusing on program innovation and program development. Dr. Boudreau discussed his four strategic pillars. New programs have been developed this year (BA with a joint major in Geocomputing, BA with major/honours options in Women and Gender Studies, BA in Cognitive Science, Minor in Data Science, Minor in Visual Communication and Culture and Minor in Community Engaged Learning) along with some new certificates as well (Certificate in Data Management, Certificate in Data Analytics, Certificate in Foundation of Health, Certificate in Theatre Arts, Certificate in Canadian Arts and Culture, and Certificate in Community Engaged Learning).
- Question 3: Can you give us an update on the Library project? Has it been delayed because of the pandemic?
 - The RP Bell Library is 50+ years old therefore it is starting to show some cracks and it needs a rethink/redevelopment. We are reimagining how we think of the building and how we use the library

to interact and engage, this will be the biggest project in the history of the university. Dr. Boudreau refers to the library not as a library but the “innovation hub” and discussed the additions/changes the university is aiming to make happen for the space. Work on the project has been delayed because of the pandemic however there was a vision committee last year and they have worked with architects on the early preliminary foundations and now we are moving to the next stage. Stay tuned for more information to come out on this project!

Adjournment

Motion to adjourn the meeting – moved Anna Abbott ('04) – seconded by Leslie Poole ('89)