

MOUNT ALLISON ALUMNI ANNUAL GENERAL MEETING

May 11th, 2019

Crabtree Auditorium

Call to order

The meeting was called to order by Charlie Scott

Tribute to deceased alumni

Adoption of minutes of previous meeting

Motion to adopt the agenda – moved Rick Gant '84 – seconded by Christina Vroom '96 motion carried.

President's Report – Charlie Scott

- Fall meeting coincided with the installed of the new President, the alumni hosted the reception following, and it was a great chance have the alumni be a strong presence during the events of that weekend. It is also a great chance to connect with various groups on campus and to insure we chart a path of focus the year ahead.
- Alumni Board met again by phone in January.
- Our most recent meeting was yesterday on campus where we had a better chance to connect with the new President among other tasks.

Our focus or top three priorities for the Alumni Board have been:

1. Supporting Recruitment – It continues to be a challenge to attract proper numbers to the University each year. We will continue to reach out to all alumni to help in any way that they can.
2. Updating and Maintaining Alumni Database – We have made progress, we do benchmark ourselves to other universities and feel we do well. We will always strive to do better, so that we can keep people informed of events in their area, as well the goings on here on campus.
3. Helping Young Alumni – Helping as they leave the university and move forward after Mount Allison, and also work with helping those still here through mentorships and internship opportunities.

As President of the alumni board, I have been a member of the Advancement Committee of the Board of Regents, I have been engaged with various members of the administration, and I have been a part of hosting three events in the Halifax area. I worked with Jonathan Graves on an event prior to a football game in Halifax, We hosted an event with Kings University in Halifax, and there was a gathering prior to the Barra MacNeil's playing in Halifax.

It continues to be a focus to share updates, stay connected and inform people whether via social media, informal gatherings, or larger events. I was unable to attend the Mountie Pride Events held in Moncton and Halifax due to work commitments, but I understand they provided an excellent example for all of how Mount A “Connects” people. A great message and something we can all be participate in.

In closing, and as I prepare to move to serve as Past President, I wanted to say thank you for allowing me the opportunity to work with a great board and to represent a great group of people. We have a passionate group of alumni and we have people looking to engage and give of their time.

Report of the Executive Director – Carolle de Ste-Croix

It is with great pleasure that I submit my 13th report as the Executive Director of the Mount Allison Alumni Board.

I am told from Alumni professionals across Canada that Mount Allison is the best “alumni gig in the country”. I agree. These past 13 years have flown by as we have strived under Gloria Jollymore’s energetic and focuses leadership to reinvigorate our chapters, put on world-class events and engage alumni in the life of the University and our students.

A highlight for me this year was our inaugural Mountie Pride Events sponsored by Stewart –McKelvey. The concept of these on-going events is to use the concept of “six degrees of separation” to highlight the work of our students and the programmes at Mount Allison to our alumni. Using the newest in interactive technology, we were able to hold events where everyone felt part of the programme.

Last year was a record breaking Reunion but this year we are seeing major changes in the demographics attending Reunion. This year for the first time there are more alumni who are returning for their 25th year and younger than 30th year and over. This is exactly what we have been working towards for the past ten years. Getting alumni back for their 1st year Reunion has been instrumental in boasting numbers for the 5th year reunion. The 25-year pin presentation has also directly contributed to the marked increase in attendance. Usually 12-20 people attended their 25th. Now it is not unusual to see 40-55 people attend their 25th.

The alumni office was sad but happy for Mona Estabooks as she retired from the alumni Engagement office after many years of service to the University. We wish Mona well on this new adventure called retirement.

The Alumni Engagement and Giving Office has many plans this year which include a survey of alumni engagement, a newly focuses annual Fund strategy and continuing to implement our 3 year plan.

I want to thank Charlie Scott our soon to be past President for his steadfast support and hard work as our President. Much of what we do in our office is a direct result of Charlie's vision and ideas. We are very thankful.

Committee Reports

Nomination and Awards Committee Report – May 2019 – Christina Vroom

1. Election of Directors and Executive

For a first term, from May 2019 to May 2022:

- Mike Butler, BMus '66, Bed'90 Middle Sackville, NS
- Ryan Francis, BA '04 Moncton, NB

Motioned by Christina Vroom '96, seconded by Rick Gant '84.

For a maternity, leave replacement:

- Christina Vroom '96 to replace Julia Nobrega '05 while she is on maternity leave.

Motioned by Anna Abbott '02, seconded by Scott Yorke '08.

For a two-year term on Alumni Board Executive, from May 2019 to May 2021

- Charlie Scott '83 as Past President Bedford, NS
- Anna Abbott '02 as President Toronto, ON
- Nancy Vogan '68 as Honourary President Sackville, NB
- Christy DeMont '80 as Vice-President Toronto, ON

Motioned by Christina Vroom '96, seconded by Rick Gant '84.

Election of Alumni Representative to the Board of Regents

There is a joint nominating committee of the Alumni Board and the Board of Regents comprised of Chair Brian MacLeod '74 (Board of Regents), Jill Rafuse '73 (Board of Regents), Cheryl Hodder '81 (BOR), Christy DeMont '80 (AB), Rick Gant '84 (AB), Anna Abbott '02 (AB) and Scott Yorke '08 (AB). This committee met earlier in 2019.

Andrew Clark '98 is in the last year of his second four-year term as an Alumni Board representative. In light of his two back-to-back terms ending on December 31, 2019, the joint nominating committee has put forward a new nominee:

For a first four-year term (January 1, 2020 – December 2023): Dr. Phil Tibbo '86 Halifax, NS

Motioned by Christina Vroom '96 to appoint Phil Tibbo '86 as an alumni representative on the Board of Regents. Seconded Cheryl Hodder.

2. Alumni Awards

- The 2019 Charles Frederick Allison Award will be awarded to Ella (Brookins) Roberts '54.
- The 2019 Lifetime Achievement Award will be awarded to Jo Ann (Roberts) Kelly '77.
- The 2019 Contemporary Achievement Award will be awarded to Dr. Mary Beth Bissell '09.
- The 2019 Charles Frederick Allison pin will be awarded to Margaret Fancy

Motioned by Christina Vroom '96, seconded by Rick Gant '84.

Report of the Mount Allison Alumni Board Communications & Archival Committee- Cheryl Bell

Committee members: Cheryl Bell (chair), Rick Gant, Jennie Henderson, Robert Hiscock (Director of Communications and Marketing), Jol Hunter, David Mawhinney (University Archivist), Carolle de Ste-Croix (Director of Alumni Engagement and Giving), Maurice Tugwell, Nancy Vogan

Current projects

Database updates - The Communications & Archival Committee has continued to work with the Alumni Office and the Alumni Board to improve the accuracy of the alumni database. Our efforts have been focused on trying to reduce the numbers of lost and tracing alumni and on obtaining up-to-date email addresses. Many young alumni have "mta" email addresses, but do not use them. Email is the chief means of communication the Alumni Office uses to keep in touch with alumni.

From May 1st to 2018 to April 30th 2019, 13,749 records were updated, bringing the percentage of loss and missing alumni to 23.3%, down from 30% when we started work. Of course, we can't claim all the success – the Alumni Office has developed or is developing many initiatives to make contact with 'missing' alumni. Our committee supported the Alumni Office's efforts with a pre-Christmas social media campaign that helped to generate a flurry of updates after each post and the February issue of The Record contained an article quoting several alumni on the benefits of staying in touch with Mt A. future social media campaigns are planned. In addition, board members continue to take every opportunity to encourage alumni within their own networks to update their contact information. Other initiatives are currently being explored. Our plea, as always, is that you will continue to encourage your friends to go to the university website and check that their contact details are current.

Website - The Communications and Marketing Office is currently in the process of preparing for a redesign of the university's website. A vendor has been selected and the work will take place over the next few months. The main objectives are to increase its visual appeal and improve its navigation. It is anticipated that our committee will be asked to participate in focus groups and interviews as the new design unfolds.

The Record - The Communications and Marketing Office also recently conducted a survey into alumni opinions of The Record. The results were generally positive, but some changes may be made in response to comments and suggestions.

LinkedIn - The Alumni Office has recently hired a student intern to help manage the university's LinkedIn account and add more content to the channel. The intern will take up her post on June 1. It is anticipated that the LinkedIn channel will be a helpful vehicle for maintaining contact with alumni and connecting young alumni with older alumni who are looking to hire employees.

Affinity reunions – Our committee continues to work with the university archivist, David Mawhinney, to identify special interest groups and anniversaries that could provide the focus for future Reunion and Homecoming events.

Email contact – After each board meeting, we produce an update on the board's activities and initiatives that is emailed to all alumni and posted on the website. We will continue to communicate with you in this way and we invite you to contact us with any questions you may have about alumni board activities.

Advancement Committee Report – Charlie Scott

In 2018-2019 we changed the way that gifts are counted at University Advancement. In previous years, the counts included gifts and pledge contributions whereas this year we have transitioned to counting gifts and new pledges. The main difference is that when a five-year pledge is made, it is counted only once in the first year. This report includes both ways of counting.

Totals May 1, 2018-April 30, 2019

\$1,020,687.79 in gifts and new pledges — new way of counting

Totals May 1, 2017-April 30, 2018

\$1,053,875.42 in gifts and new pledges — new way of counting

University Enhancement

May 1, 2018-April 30, 2019 \$119,462.62

Alumni Affinity Projects

Affinity projects can be split into two categories: athletics projects and class projects.

Athletics Affinity Projects

The Fifth Quarter Club is in the process of rebuilding their executive to further assist with fundraising efforts and to add in a sponsorship component to the work that the team is doing. We had a good year rebranding from a booster club to an alumni support group without the membership component. Coach Fraser has provided messaging to push out to football alumni group consistently throughout the year.

Men's basketball continues to engage alumni through well-timed messages and content throughout the year. Coach Chapman provides these updates. We held our first basketball event in Halifax in November with the intention that it will become an annual event.

The Mountie Soccer Program Enhancement Fund was introduced earlier this year. It started with a \$25,000 gift from one alumnus toward the goal of a \$50,000 endowment. In addition to this endowment which will support the teams in perpetuity, a \$50,000 expendable goal has been set, putting the overall goal at \$100,000. This program has already been successful in attracting new donors.

Women's hockey has started to work on an affinity project but the group was met with an issue soon after meetings began. The club team players were not kept on a list and in order to build the support base, this list has been built from scratch. We still lack the 80s and 90s team members but those will be the focus over the summer months to create a full list of alumni.

Class Projects

- The Class of 1971 continues to work on securing their initial \$25,000. They are frustrated because despite their efforts, they are experiencing a bit of a stall in donations. Marcie has been working with the group to come up with new strategies to engage donors.
- The Class of 1977 has started a project. Their committee has been formed and an initial letter ask has gone out to the quiet phase leadership gift prospects.
- The Class of 1991 continues to work on securing their initial \$25,000 through personal phone calls and emails. This approach has been quite successful to date.

- The Class of 1997 has started their project over the past year. An initial letter has gone out to their quiet phase prospects and all committee members have made a leadership gift pledge to the project.

Student and Young Alumni Committee – Jonathan Graves

The report will address the following issues:

1. How does the university better connect with young alumni to better serve their needs?
2. How can young alumni participation with Mount Allison be increased?
3. How can more and better connections be made between alumni and current students?

There have been some big steps taken towards the implementation of this program. Our Alumni Officer Eric Donovan has completed the web interface for the program:

https://www.mta.ca/Alumni/Connect/Alumni_Networks/Shared_Interest_Networks/MtA_Next_Step_The_Young_Alumni_Network/

The program will be based mainly online, given this, we feel online is where the bulk of the resources should be focused. There will not be “launch events” per-se in different geographical areas, instead we were aiming for a 2019 con-weekend rollout event to raise awareness for the program among this year’s grad class as well as those recent grads whom are back on campus for their one-year reunion.

We took steps to incorporate the grad class execs or reps from the current graduating class and the last two years join our calls to have input on the program, and to help raise awareness of it among their respective classes. The grad class of 2020 is where we will focus on fostering a good relationship.

The SYAC has established a list of over 70 young alumni who we feel would be a great fit for the role of a “Connector,” those whom we’ve identified are great ambassadors of the institution and are also those whom we want to keep connected to the University.

There has been a letter drafted to send to potential Connectors that outlines the role of a Connector and explains to them what the goals are for the Next STEP program. We are now in the process of reaching out to our list of potential Connectors to put the final piece in place prior to officially launching the program.

We want this program to run autonomously moving forward, only when we add connectors, connectors move, or no longer wish to be involved in the program should the Advancement Department need to make any changes to the online interface.

Alumni Board Volunteer & Reunion Committee Report – Jennie Henderson

The Volunteer and Reunion Committee has spent the previous year focusing on improving the engagement of alumni and current students with the larger university community.

Reunion 2018 built on the success of previous years – welcoming over 1000 alumni, graduating students and friends to campus for the weekend. Special events on the weekend included a send off for former President and Vice-Chancellor Dr. Robert Campbell and Dr. Christl Verduyn, a special '74-76 Reunion Basketball Game and a fantastic East Coast Kitchen Party. The pin ceremony continues to be a highlight of the weekend. Should you wish to relive memories, photos from the weekend, as available on the Mount Allison Alumni Facebook Page.

Homecoming in 2018 continued the tradition of being a sports heavy weekend but also included campus tours for perspective students and coincided with the Sackville Fall Fair. This year, the Golf Classic raised a significant amount for the Athletics program - \$30,000! These funds have a tremendous impact on the university's athletic program.

The Committee is also supporting the Alumni Career Mentorship Program initiated by the Alumni Office and now run by the newly formed Department for Experimental Learning and Career Development. The Program, open to all students entering their final year of study, matches students with interested alumni to have periodic check ins over the year to discuss the student's career path, goals, and other professional development questions. It is a great way for alumni to share advice and insight. This year we have 70 active mentors and a total group 120 on stand by to participate next year. If you are interested in participating, please let the Alumni Office know.

Alumni volunteers, whether here in New Brunswick, Vancouver or London UK, continue to help with new student recruitment, hosting and organizing events in their community, and supporting the university at large. Most often in partnership with local Alumni, the Alumni Office has organized over 25 engagement activities this past year – a tremendous effort.

In closing, we would like to extend my thanks as well as the Board's current students and alumni who volunteer for the university. Your assistance in helping with alumni events, contributing to recruitment drives for new students, and sharing the successes of the university, help make our great community more engaged than ever.

Recruitment Committee

The Recruitment Committee of the Board has had a busy year, as we are assisting the University with their heightened focus on recruitment of students.

Discussions were held throughout the year with Kim Meade, VP, International & Student Affairs; Kutay Ulkuer, Director of Recruitment, Admissions, & Awards; and Carolle de Ste-Croix, Director, about the priorities and initiatives of the Admissions Department.

Priorities were defined and goals set for our committee based on these discussions. They are:

- Social media work (i.e. sharing the view book, etc.)
- Increasing prospective student referrals to the alumni office (https://www.mta.ca/Alumni/Get_Involved/Refer_a_potential_student/)
- Identification of alumni teachers and guidance counsellors
- Alumni participation at student/parent reception

Recent alumni engagement around recruitment include:

- Email blast and social media campaign to Alumni regarding recruitment receptions for high school students
- Email blast and social media campaign to Alumni regarding spring open house on Mount A campus
- Social media campaign regarding Pride nights in various cities,
- Article in the Winter Record

In addition, the communications Committee has drafted a very thorough communications plan to alumni outlining the priority areas provided to us by the admissions team.

The most important initiative was the establishment of the MANTRA program. MANTRA is an acronym for the Mount A Alumni Network of Teachers for Recruitment and Admissions

This pilot project of the Alumni Engagement and Giving Office and the Recruitment and Admissions Office. Its mission is to identify and train a core group of volunteers, who are recently retired teachers from high schools within the Maritimes to assist and facilitate the identification of prospective students for Mount Allison.

The goals of the Programme are:

1. To increase the number of incoming students from select High Schools in the Maritimes each year by 10%
2. To increase visibility of Mount Allison within Maritime High Schools.

Six volunteers were recruited and asked to:

1. Attend any August send-off events in their region
2. Attend recruitment events organized by University in their region (Fall and winter)
3. Contact parents of prospective students in their region to introduce themselves and identify any potential issues
4. Identify MtA alumni teachers in their region and send contact information to Alumni Office
5. Communicate all information gathered from events and meetings with staff at Admissions Office
6. Introduce themselves to guidance counselors in their assigned high schools.
7. Attend graduation ceremonies in their region and present MtA scholarships
8. Attend a training session in Sackville in August

9. Commit to the program for one full year.
10. Provide feedback about the programme to improve processes and add value.

We are evaluating this pilot program in June and we will be happy to share the results with you in the coming months.

Governance Committee Report – Christy DeMont

The members of the Governance Committee are Christy DeMont '80 (Chair), Owen Barnhill '96, Cheryl Bell '83, Anna Abbott '04, Jonathan Graves '15, and University Liaison Carolle de Ste-Croix.

The Governance Committee is responsible for defining and clarifying the role and activities of the Mount Allison Federated Alumni and specifically the role and activities of the Alumni Board in relation to the University Alumni and the University as a whole.

Goals and progress

Updating the Constitution and Bylaws. The Mount Allison Federated Alumni Constitution and Bylaws were last updated in 1992 and need to be modernized to reflect the role and activities of the Alumni in 2019.

Progress: An update to the Constitution (which is the document that describes the role, membership and Board structure of the Alumni) has been through several revisions and is ready for legal review. The associated Bylaws (which are procedural and specific and include things like meeting agendas and Alumni awards) have been through a first draft but more work is needed. The process for approval by the Alumni has specific timing and dates, which we did not meet this year in time to put the new constitution and bylaws as an item for this meeting. As a result, we will continue to finalize these documents, conduct a legal review and meet the deadlines for the next AGM.

1. Operating principles for the Alumni Board. In an effort to make the work of the Alumni Board more transparent and consistent, the goal is to create operational documents and processes to support the work of the Board.

Progress: Improved awareness of the Constitutional requirements are ensuring that Board operations are being conducted and documented in an appropriate manner. This includes areas like constitution of board members, alumni representatives to the Board of Regents and committees. We have developed a Code of Conduct for Board Members and all Volunteers to make sure roles and expectations are clear and behaviour of Alumni volunteers (including the Board) is appropriate. We continue to work to identify ways for the Alumni Community to participate in the AGM when not physically on campus.

2. Improved communication between the Board, the Alumni and the University Community

Progress: Much of the work of communication with the Alumni has been done through the establishment of a combined Communications and Archival Committee. Ongoing development of improved communications with the University Community is underway but includes more structured communications between the Alumni Board and the Alumni Representatives to the Board of Regents and Senate as well as inviting members of the University community to meet with the Alumni Board.

Unfinished Business - None

New Business - None

Adjournment moved by Charlie Scott, seconded by Rick Gant Motion unanimously passed