

**Mount Allison Alumni Annual General Meeting
September 18th, 2021
Windsor Grand Room & Broadcast Live via Zoom**

Call to order

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

Tribute to deceased alumni

Moment of silence led by Anna Abbott ('04)

Introductions in break-out rooms

Virtual attendees were assigned to break-out rooms, lasting 5 minutes for introductions

Introduction and welcome of VP Advancement Courtney Pringle-Carver

New VP of university advancement, it has only been two months since she has begun. She loves it here – the most defining attribute has been how welcoming the people are toward her. It is her hope to have more one-on-one time with everyone to share ideas, as she values this and recognizes it to be a very important to the progression of the university.

Minutes of previous meeting

Motion to adopt the agenda – Charlie Scott ('83) – seconded by Michael Mohammed ('03)

Report of the President of the Mount Allison Alumni Federation – Anna Abbott

- Alumni board engagement
 - o Despite the inability to host in-person events we have done many remote and virtual events which have been successful
 - o Alumni engagement survey
 - Work to measure the engagement of MtA alumni – the data was collected between February and March of 2021
 - 28,021 (19.9% response rate)
 - Compared against national benchmarks
 - o Reunion planning
 - Post covid plan 2022
 - Young alumni reunion – May 13th 2022
 - Will coincide with ('22) graduation
 - July 7-10 - reunion 0,1,2,5,6, 7 up to 2012
- Thank you to Charlie Scott ('83)
 - o Outgoing member of the board – many thanks!

Report of the Executive Director – Carolle de Ste-Croix

- Alumni volunteer engagement
 - o AVATARS (Alumni Volunteers Acting to Assist Residence Students in Self-Isolation)
 - Important program – able to recruit over 200 volunteers to help while student self-isolated for 14 days

- 96 alumni volunteers matched to students
- MANTRA (Mount A Alumni Network of Teachers for Recruitment & Admissions)
 - Revamped and adjusted as per health restrictions
 - Most valuable thing and alumnus can do is help us recruit new students
 - These volunteers helped call students, email students, and assisted in the development of this program
 - When possible, volunteers met with students/parents individually since they were not allowed to enter schools as visitors
- Experiential Learning & Career Development Office
 - Connected with 15 local service clubs and non-profits with the VMCS courses
 - MtA Café had over 300 alumni and student participants
 - Matched over 43 alumni mentors
- Office of Admissions and Recruitments
 - Open House Volunteers
 - Alumni volunteers matched with students to be email buddies to answer questions and share how their MtA experience impacted their life
 - Refer a Student Campaign
 - This new campaign encouraged alumni to submit a form to refer a student to MtA. Any grade 12 student who were referred by an alumnus to attend in September 2021 was included in a draw for \$1500 award. 61 alumni referred students through this program.
 - Admissions Facebook Live with David Myles ('03) & Anamitra Deb ('01)
 - The Admissions & Recruitment Office hosted a Friday night Facebook Live concert as part of Winter Open House, and the invitation was extended to alumni.
- Alumni Social media engagement
 - Social following grew on all three platforms
 - Facebook +244 new followers
 - Twitter +69
 - LinkedIn +1128
 - Instagram launched in May to a strong start, with 624 new followers in the first month
 - A new social media strategy was implemented that seeks to balance content that is relevant, self-promotional, and human-focused to better engage alumni.
- Alumni communications
 - Allisonian update
 - July 2020, a new short video series launched to give quick, informative updates to alumni regarding campus life in the midst of the pandemic
 - The project was well-received and developed into a quarterly e-newsletter

- Issues sent in November, January, and April – sent to over 17,000 contacts, averaging 10,000 e-mail views and 2674 click-throughs
- New website
 - The new MtA website was launched in August
 - Alumni section completely revamped, more user friendly, Class Pages were redesigned to better present information.
- Alumni engagement events
 - Virtual homecoming
 - With 2020 Homecoming cancelled, the AEO hosted a #MtAVirtualHomecoming on social media. Alumni were encouraged to share fond Homecoming memories to be entered to win a garnet & gold prize pack
 - Virtual Class Gatherings
 - 8 Virtual class gatherings were hosted on Zoom meetings, 301 Alumni participated in these class gatherings.
 - Regional alumni virtual events
 - 5 regional alumni events were hosted on Zoom engaging alumni in the United States, Greater Toronto, Eastern Ontario, Alberta, and Bermuda. Total participation was 275 alumni.
 - Virtual kitchen party reunion
 - 1357 registrants
 - Well over 1000 individuals joined us for the event
 - Kumospace was used as a new technology to host virtual receptions following the concert
 - Survey – 98.15% of participants stated in this post event survey they were either satisfied/ very satisfied with the Kitchen Party and 98.31% stated they would attend another virtual alumni event in the future
- Graduating class engagement
 - Pin ceremonies
 - In-person events aimed at strengthening engagement with the graduating class were limited due to COVID restrictions. Despite these challenges, the AEO was able to organize 9 socially distanced pin ceremonies to recognize the graduating class' accomplishments and to welcome them to the alumni community.
 - Last lecture ceremony
 - The Last Lecture was once again held as a pre-recorded video. It premiered on April 29. 62 leadership awards were presented to members of the graduating class.
- Community Engagement
 - Community response to the pandemic
 - Operationalized resources to aid the community in a beneficial and impactful way
 - Utilizing the volunteer management and program development skills at the AEO, the Task Force collectively was able to resolve

several issues arising from the pandemic by utilizing local assets both human and physical.

- Faculty, staff, students, interns – all very involved!

Election of Directors and Executive – Charlie Scott

- Motion to accept the slate of directors presented for a first term on the MtA Alumni Board - Charlie Scott ('83)
 - Youji Cheng ('17), Dartmouth, NS
 - Michael Mohammed ('03), Ottawa, ON
 - Ian Fogarty ('93), Riverview, NB
 - Cydney Kane ('17), Bedford, NS
 - Jodi Swan ('96), Stratford, PE
 - All in favor – motion carried
- Motion to accept the slate of directors presented for an extended term on the MtA Alumni Board - Charlie Scott ('83)
 - Cheryl Bell ('83), Halifax, NS
 - Rick Gant ('84), Mount Uniacke, NS
 - All in favor – motion carried
- Election of Alumni Representatives for a two-year term
 - Motion to elect new Vice President
 - Jennie Henderson ('03), Vanier, ON
 - Motion to elect to past president
 - Anna Abbott ('04), Fredericton, NB
 - Motion to elect new President
 - Christy DeMont ('80), North York, ON
 - Motion to establish Honorary President
 - Nancy Vogan ('67), Sackville, NB
 - All in favor – motions carried

Election of Representative to the Board of Regents – Charlie Scott

- Motion to accept the officer on to the Board of Regents
 - David Shastri ('79), Bermuda
 - All in favor – motion carried

Awards Committee Report – Charlie Scott

- Motion to approve alumni awards
 - The 2021 Charles Frederick Allison Award will be awarded to Bill Evans ('71)
 - The 2021 Lifetime Achievement Award will be awarded to Marilyn Knox ('71)
 - The 2021 Contemporary Achievement Award will be awarded to Emily Baadsvik ('05)
 - All in favor – motion carried

Update on Mountie-to-Mountie Campaign and other campaigns – Jeff Wright

Campaign and development

- This weekend is all about the history and foundation of the university!
 - Alumni fundraising programs
 - Great year – alumni were very generous when we needed it the most

- More alumni gave to us than in any year before – this had a profound impact on students and the university.
- Mountie 2 Mountie – very transparent way to give to the university
- Mountie up
 - 43 thousand – something fun and very different
- Legacy society
 - Way to celebrate alumni who have confirmed MtA as part of their estate
- Campaign to date (32.2 M) – by fiscal year
 - Transformational initiatives
 - Lassonde, PPE
 - Surprise estate gifts
- Path to sustainability hinges on innovation
 - Financial aid – first pillar of importance
 - More big scholarships, trying to narrow the financial need of students
 - New opportunities for students to learn outside the classroom (internships, experiential learning, etc.)
 - Reimagine library – hub for innovation and learning
 - Social engagement, entrepreneurial thinking, very innovative
- Campaign to date by pillar
 - Hub front and centre
- Cultural shift to innovation
 - Gaining momentum
 - MtA ideas lab – innovative space and accessible by all
 - Next semester launch
- Next steps
 - Public launch for the campaign
 - Firm up giving opportunities supporting the hub
 - Continuing key stakeholder, including alumni and community
 - Grow annual & legacy giving programs
 - Review campaign working goal to align with hub project
 - Continue to grow board engagement and culture of philanthropy

Report and Q and A with President and Vice-Chancellor Jean-Paul Boudreau

- Dr. Boudreau + Marcie
 - Territorial acknowledgment
 - Thanks to everyone
 - This weekend is about MtA and celebrating everything that it is – however it is about the future and developing our institution
 - COVID
 - Dr. Phil Tibo – amazing supporter and chair of this committee. It has taken a village – we came together in classic Allisonian fashion.
 - We were the first university in Atlantic Canada to go with a mandatory double vaccination ruling!
 - 96.12% of students double vaccinated

- 92% of staff/faculty vaccinated
- Financial projects
 - The hub – innovation isn't about one thing its about people, ideas, culture, alumni the way we work, communicate, and engage – it is innovation of PEOPLE
 - Bell library has been with us for over 55 years now - we are reimagining the library
 - Converting ideas into action and bring everyone together to help create ideas – culture and collision of ideas – this is what happens at MtA and in our community
 - This is what the building represents – bring them together and beautiful things will happen.
 - From ideation to implementation! “Hub on the hill”
- Question 1: What was the inspiration for this project and what benefits have we seen?
 - The inspiration was to enhance and improve our institution, we recognize we must advance our innovation sector for this growth to occur. We are using innovation as a vehicle to move us into the future. We are not going to change who we are or what we are about – we are going to make it our own.
- Question 2: What is the enrollment update for the academic year of 21-22?
 - Nothing is official until it is October 1, when all universities post their enrollment numbers
 - We have welcome over 697 students to campus this September – a huge number and a big incoming class. We also welcomed back 1500 returning students to campus. Amongst these numbers are 100 international students – this is important as it is very difficult to get here, and we must recognize this. I am proud to announce that just under 100 indigenous students, this is another really important number as it has grown much over time, and we believe it will continue to grow. We are very engaged with the indigenous community – we take massive pride in this.
- Question 3: What are the new programs at MtA?
 - We have many new programs, PPE, only one of its kind east of Ontario – based on the oxford model. Aviation, commerce program, as we work very hard with the Moncton flight college. Bachelor of arts and science – we have never done this before but we are bringing them together to facilitate a new health program.
 - Has not been approved by the province yet – hopefully they review and approve this soon
 - This may give us 140 plus new students to MtA
 - We continue to support existing programs, legacy programs – music, fine arts, many other programs
- Question 4: What can alumni do to help the university

- Alumni do an amazing amount already - the ongoing question I get is - how come we don't know enough about you? The answer is that we don't communicate enough, we need to do this more!
 - We all have a huge responsibility to tell people about MtA – talk about your time here and the future.
 - Highlight the innovation and the direction we are headed toward.
 - Give to MtA – this makes a huge difference
 - We need to give more to our students – also participation we need participation as well.
 - Put people in touch with us – I love getting messages and calls out of the blue and connecting with individuals to chat about our community
 - If I see a tour, I will tag onto the tour – I can't help myself! This is where I become an ambassador for the university – I ask you do the same!

Adjournment – Anna Abbott

Thanks for everyone who joined in-person and virtually

- If anyone had a question that was not addressed – submit it by email and it will be answered!

Motion to adjourn the meeting – Anna Abbot ('04)

- All in favor – motion carried