



**UFV Alumni Association
Board of Director's Meeting Minutes**
June 18, 2014 – 6:00 – 8:00 p.m.
A225, Abbotsford Campus
33844 King Road, Abbotsford, BC

Present: Justin P. Goodrich, Chair; Nik Venema, Vice-Chair; Maxine Bouthot, Treasurer; Baraa Ali, Nav Bains, Nicolas Bideshi, Jack Brown, Derek Froese, Stephanie Jackson, Melissa Kendzierski, Dan McArthur, Rupali Kapila, Tricia Taylor, Dr. Mark Evered, UFV President; Hilary Beard, Director Uni. Advancement & Alumni Engagement; Ryan Peterson, UFV SUS President

Regrets: Len Goerke, Secretary; Nancy Armitage, Manager, Alumni Engagement

Absent: Kelly Chahal

Guests: Kandie Husband (recording), Helen Hughes

1. Call to Order

Meeting was called to order at 6:10PM with Justin P. Goodrich as Chair

2. Approval of Agenda

Motion: To approve the agenda as amended, of the June 23, 2014 board meeting.

Bains/Kendzierski

CARRIED

Amendment: Item 5 removed and replaced by item 4, item 4 to become address by Dr. Mark Evered, item 19 changed to in camera session, item 20, adjournment, added.

3. Approval of minutes

Motion: To approve the minutes of the March 26, 2014 board meeting as amended.

Brown/Venema

CARRIED

Amendment: change Justin P. Goodrich from Vice-Chair to Chair, change Nik Venema from Treasurer to Vice-Chair.

4. Address from Dr. Mark Evered

Dr. Evered thanked the Alumni Association Board (AAB) and Board Chair, Justin Goodrich, for their hard work and support at the UFV 2014 Convocation.

There has been restructuring at the Senior Administration level, with the elimination of the Vice-President External position, a position which is the Government and

Community Liaison for the University, as well as overseeing the departments of Marketing and Communications and University Advancement & Alumni Engagement. The new structure will see Leslie Courchesne as Executive Director responsible for Marketing and Communications, University Advancement, and Alumni Engagement; Craig Toews, Executive Director, Facilities & Campus Planning, as Community Liaison, in addition to his current responsibilities; and Jackie Hogan, Chief Financial Officer, will be taking Facilities, in addition to her current responsibilities. All of the above report directly to Dr. Evered.

Dr. Evered will be working with the Alumni Engagement Office and the Alumni Association Board to review the recommendations of Melana Soroka, Executive Director of University of Saskatchewan Alumni Association.

The Chancellor is the ceremonial head of the university, presiding over convocation and conferring UFV credentials (degrees, diplomas, and certificates). As a representative of the public interest at the university, the Chancellor also acts as an ambassador for UFV and is called upon to represent the institution at major events both on and off campus. The role of Chancellor is voluntary and is held for a three-year term. The term of UFV Chancellor Brian Minter is ending, and the Alumni Association will be instrumental in choosing the new Chancellor. Under the University Act the Alumni Association Board (AAB) makes the recommendation for Chancellor to the Senate, and then the recommendation is forwarded to the Board of Governors. Alumni Association Board policy creates the selection committee, which will be chaired by the Alumni Association Board Chair, and consist of one additional AAB member, one Board of Governors member (nominated), two senate members, the UFV President, and the UFV Secretary. Dr. Evered requested the Chair begin the process to select the AAB member who will sit on the selection committee. The goal is to select the new Chancellor by fall 2014, when Brian Minter steps down.

Motion: to receive Dr. Evered's report with great thanks

**Brown/Ali
CARRIED**

5. Delegation from the UFV Cascades – Director of Athletics

Not in attendance

6. Brand Refresh/Swag Purchases (Nik Venema)

The Vice-Chair suggested a brand refresh for the Alumni Association is required before the Alumni Association Board purchases new swag, and will work with the UFV Marketing and Communications department on this.

The discussion led to a decision to review what other institutes Alumni Associations have done regarding branding. The Chair said that Nancy Armitage would do this.

Action: Manager to review branding of Alumni Associations in other institutes

Nancy Armitage

Motion: that the Alumni Association undertake a brand refresh in consultation with the UFV Marketing and Communications department before the 2014 AGM.

Venema/Brown
CARRIED

7. Report from the Treasurer – draft budget

The Treasurer introduced the Alumni Association Budget for 2014/2015 and pointed out the new Board Meeting Travel and International Travel categories.

Discussion addressed the International Travel expense category, which will support AAB members travel to the UFV Chandigarh Campus in India. This is important for inclusion of Chandigarh Alumni, and any Alumni Association presence in Chandigarh would be in cooperation with the President's Office. There has not been discussion yet of whether the President's Office might fund the International travel.

Motion: to accept the budget as presented

Brown/Taylor
CARRIED

8. Governance & Finance Committee Report (Nik Venema)

The Vice-Chair stated that consultant Melana Soroka's report will affect the Strategic Plan and the Memorandum of Understanding. He said that AAB could use the three pillar support of time, talent, and treasure to work toward a goal of 300 monthly donors.

Nik said his third year at convocation as a board member was amazing. Chair added that in the third ceremony Dr. Joanna Shepherd chose to stay with her students instead of receiving her doctorate.

Motion: That the Alumni Association Board of Directors confer on Dr. Shepherd a lifetime honorary membership in the UFV Alumni Association

Venema/Brown
CARRIED

Action: Manager will draft a letter inviting Dr. Shepherd to the AGM

Nancy Armitage

Motion: to accept the Governance and Finance report as discussed

Jackson/Brown
CARRIED

9. Succession Planning Committee (Nav Bains)

The Board has two vacancies and there will soon be another, so there needs to be consideration given to filling the vacancies. Maxine will be inviting a candidate to attend a board meeting. New members will be important to build up the committees.

Action: Manager to put out a call for nominations to be submitted by the end of July.

Motion: to accept the report as discussed

**Taylor/Bideshi
CARRIED**

10. Policy Committee Report (Nicholas Bideshi)

Nicholas reported that the Alumni Association was ahead of schedule regarding policy implementation.

Motion: to accept report as discussed

**Brown/Jackson
CARRIED**

Action: to invite Chair of the Policy Committee to the next G & F committee meeting

Motion: to break for 10 minutes

**Baraa/Nik
CARRIED**

11. Engagement Committee Report

The chair introduced Derek Froese as a new member of the committee. The Engagement Committee put forth a proposal to host Mastermind events. The events would have a keynote speaker and would explain to the audience how mastermind groups work, with the goal being to connect smaller groups of people with similar goals to meet in a structured manner. These groups would be run at cost recovery with the aim of having mastermind members becoming recurring donors of UFV. The benefits of this enterprise would be that it can be revenue generating, bridge the gap between the Alumni Association and community members, and engagement of both Alumni and community members. The next steps will be to choose a venue and speakers for a target date of early November. See attached report.

Discussion concluded with the Board Chair requesting the Engagement Committee put together a proposal regarding the Mastermind plan and said it is possible that the plan could be funded with surplus funds.

Action: Engagement Committee to draft proposal for Mastermind plan, including costs.

Dan MacArthur/Derek Froese

Motion: to accept report as discussed

**Taylor/Bains
CARRIED**

12. Mentorship Committee Report (Melissa Kendzierski)

The committee chair spoke about defining mentorship on campus as a lasting relationship whose purpose is career related growth. This is not a new conversation, as there has been a campus wide survey by the Alumni Engagement Office, to provide information on how to proceed with a mentorship program, and they have met with departments to discuss how to move forward. The hold back is that it requires staff resources to run it. Melissa has met with Jody Gordon and discussed peer mentoring on campus, including the vision of a Student Support Centre which could be housed in the

new building. This would still have to be envisioned and developed. Melissa brought forward the Ready, Set, Solve program, which is a program hosted by the Capital Regional District (CRD), with support from BC Hydro that matches teams of students with organizations to solve local sustainability challenges. The program offers a chance for post-secondary students to gain practical experience while supporting organizations that are taking action on climate change. Students were rewarded for their projects with prizes and scholarships. She would like a January launch of this program, which require being ready to move forward by September. After discussion about the timeline, resources, and recognition that the committee is down to two members from four, the Board Chair suggested that the committee chair work with Jody Gordon first to develop a two or three tier approach to this project and to provide a report at the AGM on how the Alumni Association can engage and support this project. Nicholas Bideshi offered his help to the Mentorship Committee with this.

Motion: to accept report as discussed

**Taylor/Brown
CARRIED**

Action: *Committee Chair will meet with Jody Gordon and present report on how to move forward with Ready, Set, Solve*

Melissa Kendzierski

13. Awards & Rewards Committee Report

Committee Chair presented a recommendation of one candidate each for the Distinguished Alumni Award – **Patricia MacAhonic**, and the Young Distinguished Alumni Award – **Tanya Jonker**. The recommendations came with a report on each candidates accomplishments. See attached report.

Motion: to accept these candidates for these awards.

**Jackson/Taylor
CARRIED**

14. Revenue task Force Report (Maxine Bouthot) Presentation from Jack Brown

The Maxine and Baraa gave a powerpoint presentation, The Road Ahead (see attached), regarding the need to stabilize/increase the Alumni Association revenue going forward. The presentation pointed out the need to grow recurring sources of revenue, and stressed the importance of fundraising in diverse ways to increase revenue streams. The Chair emphasized the Alumni Associations' responsibility to offset any fundraising costs regardless of budget, with a focus on the Theatre Night cost of \$7000 with a \$300 return. There was also the RTF Proposal – Executive Summary put forward. See attached.

Jack presented Revenue Task Force, Building the Base (see attached), which outlines the need for increased revenue for the Alumni Association, and focuses on fundraising and building a donor base as the answer.

Motion: Four part motion

- 1) Be it resolved that the Alumni Association adopt the proposal framework as the Association's official method of evaluating events and sponsorships.
- 2) Be it resolved that the Alumni Association adopt the proposed changes to the events calendar as recommended by the Revenue Task Force.
- 3) Be it resolved that the Alumni Association direct and empower the Revenue Task Force to conduct any and all fundraising activities deemed necessary by the Revenue Task Force.
- 4) Be it firstly resolved that the Policy Committee create a new fundraising policy, which shall be adopted on an interim basis by the Governance and Finance committee and which shall be ratified by the board at some future meeting.

The Chair suggested that the motion be shelved until the AGM. Jack requested a debate on this. After much discussion, the board Chair stated he could not support this motion, but appreciates the spirit of the board members. The Alumni Association does not have its own non-profit status, and at this time cannot issue tax receipts without the University being involved. Many of the questions surrounding fundraising by the Alumni Association cannot be answered until the Alumni Association and the University have reviewed consultant Melana Soroka's report.

Motion: to amend the motion on the floor to strike items 3 and 4

**Brown/Ali
CARRIED**

Discussion regarding the remaining two items in the motion on the floor addressed the need for fundraising, working cooperatively with the University and the University Advancement Office, and doing this within a framework/structure that provides guidance for the Board.

Motion: to accept the motion as amended, items 1 and 2 only

**Brown/Taylor
CARRIED**

15. Written Report from the Alumni Engagement Office (Helen Hughes)

Report presented (see attached)

Motion: to accept the Alumni Engagement report as presented

**Venema/Kendzierski
CARRIED**

16. Report from the Alumni Senate Representative

No report

17. Report from the SUS President (or designate)

No report

18. New Business

In camera session to start at 10:10 pm

Motion: to adjourn the public meeting at 10:05

**Taylor/Bidshi
CARRIED**

19. In Camera Session

20. Adjournment

Minutes approved:

Secretary, _____ Date: _____