



UFV Alumni Association
Board of Directors Meeting Minutes
Wednesday, January 25, 2017
6:00 – 7:00pm
Abbotsford campus Board Room B 133
33844 King Rd, Abbotsford, BC V2S 7M8

Present: Nik Venema, Chair; Nav Bains, Associate Vice-Chair; Derek Froese, Associate Vice-Chair; Yoshia Burton, Megan Capp, Joel Feenstra, Ashley Hayes, Melissa Kendzierski, Wayne Ortner, Tricia Taylor, Justin P. Goodrich, Chair Emeritus; Leslie Courchesne, Executive Director of University Relations (guest); Sherri Magson (guest), Belinda Karsen (guest), Deanna MacIntyre (guest), Danielle Synotte (guest), Daniel Goertz, Manager of Alumni Relations; Caitlin Pascuzzo, Acting Coordinator of Alumni Relations (recording)

Regrets: Ali Siemens, Associate Vice-Chair; Mark Filiatrault, Joe Johnson, Carlos Vidal

1. Call to order (Mr. Nik Venema)

Meeting was called to order at 6:13pm by Mr. Nik Venema, Chair.

2. Approval of agenda (Mr. Nik Venema)

Motion: To approve the agenda as presented for the January 25, 2017 board meeting.

FROESE/TAYLOR
CARRIED

3. Approval of minutes (Mr. Nik Venema)

Motion: To accept the minutes as presented from the October 12, 2016 meeting.

FEENSTRA/KENDZIERSKI
CARRIED

4. UFV NSO – Involving Alumni

- Belinda Karsen, Student Transition Coordinator, presented ideas of how to get the association involved with New Student Orientation.
- NSO is done in two parts: one in May, and its purpose is to prepare students to register for courses in June and the other is at the end of August and it's in an amazing race style. There is also a Special supporter's orientation at the same time to drag parents away from their kids to their own session, hosted by Director of Student Life and Development.
- Several ideas for how that can be done:
 - o NSO Part 1 in May, it's in the evening from 4-8pm; low commitment – great to have people on campus greeting students as they arriving, way finders, would like to have more bodies on campus directing and visible "ALUMNI".
 - o Supporter's session – Kyle tells them general things what to expect, boundaries; alumni could talk retrospectively about their journey at UFV, good time to talk to parents about getting a job after graduation.

- Would love to see alumni implanted into the faculty orientation session, just to be a resource person to answer any questions about your specific program
- Services fair – different tables, not the most impactful though.
- NSO Part 2 in August – At Western University, they send out “Kind Mail” – write a postcard (they narrowed it down to students in residence) and they had the alumni who lived in that exact room write the new student a letter; we could try to do something similar.
 - Amazing Race swag bag – could put a letter in there, or a wall of encouragement messages from alumni on sticky notes, maybe as a takeaway
- NSO engages with approximately 800 students for part 1 and 550 supporters; Part 2 was about 450 students (less than expected, but was pouring rain, 1000 students registered)
- Abbotsford NSO: May 16 and 25 and CEP NSO: May 18

5. Alumni Office Report (Daniel Goertz)

- Caitlin Pascuzzo is currently the Acting Alumni Coordinator until Alicia Friesen’s return.
- Maggie had baby girl.
- Golf Tournament, September 15
 - Last week we kicked off golf tourney planning/fundraising. The goal for sponsorship to raise us \$20,000 this year compared to the \$12,000 last year. Advise Daniel if there is anyone interested in being involved as a volunteer or sponsor.
- Alumni Survey
 - Met with Institutional Research Office and got the framework back for the survey from them. Next we will work with Advancement to see if we can add any fundraising questions. Aiming for the next month or so to get it out.
- Canadian Anti-Spam Legislation (CASL)
 - We can’t send out commercial messages to people unless we are compliant. We have agreements with TD insurance, BMO MasterCard and part of the agreement with them is to send out message to our membership but because we are compliant we can send those messages.
- Commemorative Wine
 - March 6 is the tentative date for wine tasting at Chaberton to choose the 2017 wine and April 6 is the tentative date for the wine launch at UFV. Once confirmed, Daniel will send out information via email.
- Wine labels
 - Everyone ion attendance to vote at the end of this meeting for the new 2017 labels
- Alumni Relations office will be at the Mission Chamber Business Excellence Award night for involvement in the community serving Alumni Wine.
- Nick worked with Mark for the Alumni Association to sponsor President Leadership Lecture series
 - Halldor Bjarnson is on February 22 and Linda Frimer is on March 13. Instead of reinventing events, we are partnering with current successful events that are running.

- Alumni night at the Cascades
 - Registration is close to the 50 free tickets. Athletics put together a good package for us. Our wine will be served in the mezzanine. They are also going to do in game announcements highlighting the upcoming golf tournament.
 - We have reserved seating for alumni and the box office will ask everyone if they're an alumni and if so they'll be sent to our table.
 - This event is input in the Raisers Edge database so we have easier online registration so we can ultimately track attendees better
- Blood drive
 - This could be an interesting way to get alumni back on campus. The Biology students host them every few months. Daniel will reach out to Biology through Derek's contact to see how we can get involved.

Motion: To accept the Alumni office report as presented.

**FROESE/TAYLOR
CARRIED**

6. Advancement Report (Sherri Magson)

- Introduced our new Annual Giving Advancement Officer: Deanna McIntyre. Deanna began at UFV in Advancement Service doing database work. Deanna is well connected to the community through her previous jobs and hobbies, as well as her volunteer work on the Fraser Valley Event Planning Association board. Deanna's goals in this new role are to further develop goals of the alumni board and further engage our alumni.
- We raised \$17,963 for the 2016 Grad Class Giving campaign, and now the balance of Changing lives bursary endowment projected to be \$44,520.
- The surplus amount is \$1102 and that means we can start giving out perpetually \$1000. We can wait until we reach \$50,000 to give out \$2000 in awards perpetually.
- Sherri has goals for this to be the first million-dollar endowment.
- Giving Tuesday: we did an email campaign with social media support on November 29, 2016, and sent to all alumni that we could (Annual Giving), faculty and staff (Lifesaver Campaign), and new grads (final Grad Class gift). We used some matching funds on Giving Tuesday and raised a total of \$6205.
- With more lead time on the Class Gift campaign, students will see it around campus so it will become part of the culture and expect the ask rather than be surprised by it.
- Alumni has many other leadership type awards. A task force should be created so we can work on all of our other award. Nav can spearhead task force.

Motion: To accept Advancement report as presented

**KENDZIERSKI/ORTNER
CARRIED**

7. Committee Reports

7.1 Awards and Rewards Committee (Tricia Taylor)

- Accepting nominations now until the end of April.

- Looking at the digital application process, glitches last year. The current form is short form, nominators submit that, and then nominees will be contact if they're interesting enough. It's easier for the nominators and if we get 2 or 3 at a time, it'll be easier for the office to handle the information.

7.2 Engagement Committee (Yoshia Burton)

- Working on the Golf tournament. All board members try to sell foursomes, they are \$600 until July 1. If you know of anyone interested to sponsor a hole get in contact with Daniel.
- Speaker Panels – engagement is too low to continue on with them, so we're moving towards sponsoring current events such as the President's Leadership Lecture series.

7.3 Mentorship Committee (Melissa Kendzierski)

- Last year we launched the Solve It project. It had both success and challenges, and we would like to give it another go. This project will run November to February 2018. This opportunity, the Community Coordinator position, provides work experience and mentorship for a student or an alum, depending on where funding comes from. We are asking for two coordinator positions. And because of the longer timeline, we have more time to leverage sponsors. We are also partnering with the Grant Writing class here at UFV to help with asking for prizes.
- Some challenges from last year was that no alumni participated on the teams. We would like to work with University Relations to have target marketing towards alumni to get them involved. We'd also like to have more prolific judges, for example Mark Evered, for incentive to participate.
- This year we'll be applying for work study students. The due date is middle of February. There are two budget scenarios: both coordinators paid for by work study or funding one community coordinator, \$4300.

Motion: that \$4,300 be budgeted to fund a revised Solve It project for the 2017/2018 fiscal year.

Questions from the floor:

- Do we have budget?
 - o Yes, we received more than \$4000 unexpected monies
- What timeline do you need this approved by?
 - o March, so we can hire coordinators

**KENDZIERSKI/TAYLOR
NOT CARRIED**

Motion: to table this discussion for one week to be determined by email.

**FROESE/ORTNER
CARRIED**

7.4 Governance Committee (Derek Froese)

- We are currently working on recruitment with stakeholder groups, reviewing and interviewing. Most of our applications come from recommendations from others on

the board. If anyone has people who believe in UFV and are interested in serving, let us know. They don't have to serve on the board as they can always sit on a committee instead. Our goal is to have a full board of directors by the end of tonight.

Motion: to appoint Danielle Synotte and Bev Keswick to the vacant positions on the board.

**ORTNER/FROESE
CARRIED**

7.5 Executive Committee (Nik Venema)

- The presidential search committee's work is done.
- Nik will be presenting March 17 to Arts dean and department heads about Alumni. Executive said they'd love to do the same thing to other departments around the university; Nav will present to Professional Studies, Ali will present to Trades, Derek will present to Science.
- The inaugural Alumni Hall of Fame event happened on January 6. Justin was representative on that committee. We were able to see all sorts of alumni that wouldn't necessarily come back to campus.

Motion: To accept all committee reports as presented.

**FROESE/BAINS
CARRIED**

8. Director Vacancy Appointments

Motion made during Governance Committee report.

9. Adjournment (Nik Venema)

Motion: To adjourn the January 25th meeting at 8:33pm.

**TAYLOR/FEENSTRA
CARRIED**

Reminders: Next meeting March 29th 2017

Minutes approved:

Chair: _____ Date: _____