



**UFV Alumni Association  
Board of Directors Meeting Minutes**

Wednesday, November 30, 2016

6:00 – 7:00pm

Abbotsford campus Board Room B 133  
33844 King Rd, Abbotsford, BC V2S 7M8

**Present:** Nik Venema, Chair; Derek Froese, Associate Vice-Chair; Ali Siemens, Associate Vice-Chair; Melissa Kendzierski, Mark Filiatrault, Carlos Vidal, Joel Feenstra, Ashely Hayes, Wayne Ortner, Justin P. Goodrich, Chair Emeritus; Dave Pinton, Director of Communications (guest); Sherri Magson (guest), Bev Keswick (guest), Daniel Goertz, Manager of Alumni Relations; Maggi Davis, Coordinator of Alumni Relations (recording)

**Regrets:** Megan Capp, Joe Johnson, Tricia Taylor, Yoshia Burton, Nav Bains, Associate Vice-Chair

**1. Call to order (Mr. Nik Venema)**

Meeting was called to order at 6:02 pm by Mr. Nik Venema, Chair.

**2. Approval of agenda (Mr. Nik Venema)**

**Motion:** Change presenter of 8.2 from Tricia Taylor to Ali Siemens, accepting agenda with this change

**KENDZIERSKI/VIDAL  
CARRIED**

**3. Approval of minutes (Mr. Nik Venema)**

**Motion:** To update formatting of previous minutes for item 5

**FROESE/SIEMENS  
CARRIED**

**Motion:** Accept minutes with these changes

**FROESE/SIEMENS  
CARRIED**

**4. Introduction to Communications at UFV (Dave Pinton)**

- Communications responds to media inquiries proactively as well as reactively, create branded messaging, event planning, crisis communications, UFV Now, UFV Today (public blog), social media posts as well as UFV Focus and Skookum
- Look for viable stories, these need tangible elements, timeliness, human interest (hero's journey), relevant (UFV Alumni), conflict/controversy (best if it's a story of overcoming), and a central character.

**5. UFV Alumni Association Accounting (Mark Filiatrault)**

- Suggestion to move to an accrual model of accounting for the Association's financial statements as opposed to the current, inventory/cash based methods.
- Suggestion to have someone with more of an accounting background do the financial statements

## **6. Alumni Office Report (Daniel Goertz)**

- Daniel will be acting Alumni Relations Manager until November 2017
- Caitlin Pascuzzo will be filling in for Maggi after December until Alicia Friesen returns
- Nearly \$700 was raised for the association's endowment at Town and Gown
- 10 000 coffees is not going forward, an exit strategy is being worked on
- TD mail-out was sent out, so far mostly positive feedback
- We need more submissions for the 2017 Commemorative wine label
- Alumni Association is going to get more involved with New Student orientation, as volunteers or as presenters in specific programs which will take place in the evenings
- Survey to alumni is coming together to find out who our alumni are and what they would like from us
- Golf tournament work will kick off in January with a committee now working towards building up sponsorship as well as golfer turn out

**Motion:** Accept Alumni office report

**KENDZIERSKI/FROESE  
CARRIED**

## **7. Advancement Report (Sherri Magson)**

- Town and gown saw \$132,000 raised
- Their office is currently recruiting an annual giving officer
- Giving Tuesday was yesterday, final report is forth-coming
- Advancement will be doing a "Thank You" calling campaign in February

**Motion:** To accept Advancement report

**SIEMENS/VIDAL  
CARRIED**

## **8. Committee Reports**

### **8.1 Senate Representative (Daniel Goertz)**

- presented on November 4<sup>th</sup> about Alumni Association, and the senate spoke to how appreciative they are to all of the hard work the board is doing
- Some new programs have been approved (Peace & Conflict Studies, BA Theatre) and some new programs are being sent to the ministry for approval (MA Sc, Bachelor of Environmental Studies)
- Daniel will request the senate meeting date that falls on the golf tournament be reconsidered so senate members may attend

### **8.2 Awards and Rewards Committee (Ali Siemens)**

- For second year Nik has been able to host the winners before the Town and Gown event, opening up possibilities of having them interact with the Association in a more meaningful way in the future

### **8.3 Engagement Committee (Carlos Vidal)**

-Speaker Panel series has been suspended for time being as it currently does not engage many alums

-Ted X UFV on hold until new President is inaugurated

**8.4 Mentorship Committee (Melissa Kendzierski)**

- two year cycle for Solve-It agreed upon, with possibilities of work studies in future. The entire process is under review including budget, budget allocation, judging methodology as well as award ceremony. Project would run November-March

**8.5 Governance Committee (Derek Froese)**

- Currently working to adapt bylaws and recruiting for board members, with more details to follow at next meeting.

**8.6 Executive Committee (Nik Venema)**

- there was a vigil for the victims of the Abbotsford Senior Secondary attacks
- looking into what "indigenization" of the board means (watch We Were Children)
- Survey timeline: January 25<sup>th</sup> questions to the board, launch in February, closing March, with results next September
- UFV Cascade's Hall of Fame is a new initiative that will be celebrated Friday January 6<sup>th</sup>
- Sukhi Brar, SUS President, has extended the internal rate for renting space in the SUB
- Class Gift 2016 is wrapping up, and the 2017 campaign will begin soon.
- Presidential search hoping to have a resolution by the end of the year.

**Motion:** To accept all committee reports

**FEENSTRA/ORTNER  
CARRIED**

**9. New Business (Nik Venema)**

**9.1 Recommendation for Honorary Life Membership**

**Motion:** To move to in-camera session to complete meeting

**FORESE/FEENSTRA  
CARRIED**

**1. Adjournment (Nik Venema)**

**Motion:** To adjourn the November 30<sup>th</sup> meeting

**KENDZIERSKI/ FILIATRAULT  
CARRIED**

**Reminders: Adopt an Angel for Angel Tree December 1-12 2016, Elf Institute (Abbotsford) and Candle Light Vigil (Chilliwack) December 6<sup>th</sup> 2016, next meeting January 25<sup>th</sup> 2017**

Minutes approved:

Chair: \_\_\_\_\_

Date: \_\_\_\_\_