



UFV Alumni Association  
Board of Directors Meeting Minutes

Wednesday, January 31, 2018

6:00 – 8:30pm

Abbotsford campus, Board Room C1429

33844 King Rd, Abbotsford, BC V2S 7M8

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**Present:** Nav Bains, Chair; Ali Siemens, Vice-Chair; Melissa Kendzierski, Associate Vice-Chair; Nik Venema, Chair Emeritus; Joe Johnson, Wayne Ortner, Ashley Ward-Hall, Mark Filiatrault (arrived 7:05pm), Auriel Niven, Derek Ward-Hall, Ishpreet Singh Anand, Tricia Taylor, Deanna McIntyre, (guest); Alexis Warmerdam (guest); Whitney Fordham, Manager of Alumni Relations (recording)

**Regrets:** Megan Capp, Bev Keswick, Danielle Synotte, Joel Feenstra

**1. Call to order (Mr. Nav Bains)**

The meeting was called to order at 6:01 pm by Mr. Nav Bains; Chair.

**2. Approval of agenda (Mr. Nav Bains)**

**Amendment:** To amend agenda to move point 11) Board Vacancy Appointments to after point 6) Senate Report, striking out point 9) Executive Committee Report completely.

**Motion:** To approve the January 31, 2018 board meeting agenda, as amended.

TAYLOR/ORTNER  
CARRIED

**3. Approval of minutes (Mr. Nav Bains)**

One correction to the minutes. Amend the minutes to note that Wayne Ortner moved to accept the minutes of the September 27, 2017 board meeting, not Derek Froese.

**Motion:** To approve the minutes for the November 29, 2017 board meeting, as amended.

TAYLOR/SIEMENS  
CARRIED

Nav Bains congratulated Wayne on being appointed the Associate Vice-Chair role.

**4. Young Distinguished Alumni Award recipient presentation (Ms. Alexis Warmerdam)**

Alexis Warmerdam presented on the history of her family in the agricultural industry in the Fraser Valley, her education, and how she went from graduating with an Engineering Degree to opening her own agri-tourism business. She described her family business, Lakeland flowers and the ins and outs of producing cut flowers in the Fraser Valley.

Alexis then shared information about Bloom Tulip festival, how she developed it, the challenges faced, how they overcame them, and how she learned and improved the experience for the second year. Another agri-tourism business that Alexis developed was Roadside – a harvest social, which was a corn maze with craft beer tastings. She described the challenges and lessons learned in regards to Roadside. Alexis then shared what's in the future for Bloom 2018.

Alexis introduced the BC Young Farmers Association board and organization and suggested that there may be a connection with the UFV Alumni Association in the future. Perhaps the Association can host an alumni night or alumni event at Bloom or another future venture.

#### **5. Senate Report (Mr. Daniel Goertz)**

Daniel Goertz gave a report on his position as Alumni representative on UFV Senate. Daniel's term is up in June 2018, and the Association will need to appoint another representative to serve a 3 year term. Senate makes decisions pertaining to the academic side of the institution. One type of decision being made frequently at Senate is whether to approve new academic programs. In the last year the following new programs have passed in Senate: Bachelor of Media Arts, Master of Finance, Graduate Certificate in Mindfulness based Teaching and Learning, Graduate Certificate in Migration, MA in Migration and Citizenship, Aircraft maintenance Engineer - M license certificate, Bachelor of Environmental Studies Bachelor of Professional Communication, Master of Education in Educational Leadership and Mentorship.

**Motion:** To accept the Senate report as presented.

**NIVEN, KENDZIERSKI  
CARRIED**

#### **6. Director Vacancy Appointments (Mr. Wayne Ortner)**

Wayne Ortner presented the changes to the committee structures, and reminded the Board that there are two vacancies on the Board. Changes to the committees: Engagement committee to become the Outreach Committee. The new Outreach committee to oversee the Awards and Rewards thereby eliminating the need for the Awards & Rewards committee.

The Governance committee recommends the following committee assignments:

- Executive Committee: Nav Bains, Ali Siemens, Melissa Kendzierski, Wayne Ortner
- Governance Committee: Wayne Ortner, Tricia Taylor
- Outreach Committee: Auriel Niven, Joe Johnson, Derek Ward-Hall, Ishpreet Singh Anand

- Mentorship Committee: Melissa Kendzierski, Ashley Ward-Hall, Danielle Synotte
- Fundraising Committee: Joel Feenstra, Bev Keswick, Mark Filiatrault

Wayne also noted that committees may invite volunteers to assist them that aren't necessarily on the Board. Tricia Taylor noted two volunteers for the Outreach Committee and Deanna McIntyre noted that we have one volunteer on the Fundraising Committee as well.

Ali Siemens recognized Tricia Taylor's hard work on the Awards and Rewards Committee over the years. Nav Bains noted that Tricia also was very good at bringing community members into the work of the committee, so if anyone needs any help recruiting other volunteers to consult her.

Nav Bains noted that the Chandigarh chapter liaison role working individually is no longer required due to Chandigarh having a dedicated Alumni Relations position. Derek Ward-Hall was thanked for his work thus far liaising with Chandigarh, and will now serve on the Outreach Committee.

## **7. Alumni Office Report (Ms. Whitney Fordham)**

Whitney Fordham reported on the many activities of the UFV Alumni Relations office over the past several months in the areas of office administration; communication; events, activities and sponsorships; and staff networking and meetings.

Office administration:

- Monthly Alumni benchmarking queries run from the database
- Administration and coordination of alumni activities and events
- Reviewed expenses and revenue details for mid-year budget variance all alumni accounts
- Prepared the Alumni Association agenda and minutes for the Dec and Jan Board meetings
- Support of two work-study positions for Solve It
- Updated online alumni membership card request form for distant alumni to make it more user friendly
- Added an online form for alumni to update their contact information
- Preparation of Strategic Plan document for sending to graphic facilitator

Communications:

- Monthly Alumni eNewsletters were written and emailed to the alumni list serve alumni in December and January
- Sharing news and stories on Alumni Association Facebook, Twitter, Alumni website
- Alumni Wine Label Artist competition marketing

Events, activities and sponsorships:

- Alumni Association board meeting - Nov 29
- Solve It Kickoff Workshop – Dec 1
- Alumni night at the UFV Cascades – Jan 5

- 2018 DAA and YDAA nominations, updated and opened nominations
- Mission Chamber of Commerce Business Excellence Awards – Jan 19

Alumni Relations Office staff activities, networking and meetings:

- Bi-Weekly Alumni Relations office staff meetings
- Bi-Weekly meetings with Deanna McIntyre from Advancement on alumni giving
- Participation on committee for Chancellor Installation event planning
- Meeting with Amanda Rak, Artona to discuss the Artona Photography affinity program
- Meeting with Alumni Association Awards & Rewards committee
- Meeting with Sheila St. Laurent, Campus Card Coordinator to discuss and review alumni membership card program
- Monthly UFVAA Executive meetings
- Meeting with Kamna Suri, Sandman Hotel to discuss the Sandman affinity partnership
- Bi-Weekly meetings with Solve It Community Coordinator
- Meeting with Sidrah Ahmad, UFV Career Centre to discuss partnership on the Career Fair 2018
- Meeting with Auriel Niven, Marketing Strategist to discuss a lost alumni campaign for 2018
- Meeting with both Kinesiology and Nursing departments to discuss composite photography for their graduates
- Meeting with Max Nevill, Research Analyst to discuss the 2017 Alumni Survey results
- Attended the Sponsor Summit Breakfast, on the topic of Leading Millennials, with Nav and Wayne. Wayne was a panelist for the event.

## **8. Advancement Report (Ms. Deanna McIntyre)**

Deanna McIntyre reported that the Alumni Changing Lives Bursary Endowment (ACL Bursary) has now reached the \$100,000 goal! She thanked the Fundraising committee on their hard work. Deanna reported that having matching funds was really important in the success of reaching the \$100,000 milestone. Deanna detailed where the funds came from that went to the ACL bursary fund: Giving Tuesday, Golf Tournament, Class Gift campaign, Alumni email campaign.

Deanna McIntyre reported on the Giving Tuesday campaign and offered some comparison key performance indicators between the 2016 campaign and the 2017 campaign.

Deanna McIntyre reported on the Class Gift campaign and offered some comparison key performance indicators between the 2016 campaign and the 2017 campaign. Participation in the program is not as hoped. Changes will be made to the program for 2018 to bring more success. The Fundraising Committee will be addressing this, but if anyone else has any ideas please let her know.

Deanna McIntyre outlined the matching funds that were allocated for the Alumni Association to match alumni giving this year. The campaigns have now wrapped up and there is a small amount of matching funds available, she suggested that all of these matching funds are used up before the end of the fiscal year.

Nav Bains thanked the Advancement Office and the Fundraising Committee for their hard work and vision in helping the ACL Bursary to reach the milestone goal of \$100,000.

**Motion:** That the Governance Committee report, the Alumni Office report and the Advancement Office report be accepted as presented.

**KENDZIERSKI/TAYLOR  
CARRIED**

#### **9. 2018-2021 Strategic Plan Discussion**

Nav Bains, Ali Siemens and Melissa Kendzierski gave a presentation on the strategic planning process and presented the proposed 2018-2021 UFV Alumni Association Strategic Plan.

**Action:** Staff Liaison to provide the document to the UFV Alumni Association Board of Directors at earliest convenience now that it has been presented.

Nav circulated the newest Committee Objectives document.

#### **10. Adjournment (Mr. Nav Bains)**

**Motion:** To adjourn the January 31 meeting of the UFV Alumni Association Board of Directors at 8:17PM.

**ORTNER/WARD-HALL, A.  
CARRIED**

**Reminders: Next meeting March 28, 2018**

Minutes approved:

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

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

*March 28, 2018*