



STRATEGIC PLAN 2018-21

UFV  ALUMNI
ASSOCIATION



Our Vision

Empower alumni present & future

Our Mission

To encourage and advocate for an evolving UFV community by providing valuable opportunities for present and future alumni to thrive, through:

- Creating opportunities for alumni, through both personal and professional development
- Engaging the individual strengths of departments, faculties, schools and colleges and their alumni
- Partnering with student support groups at UFV to engage future alumni
- Engaging with diverse communities throughout the Fraser Valley and beyond
- Fostering a culture of philanthropy of time, talent, and treasure

Our Values

HONOURING AND CELEBRATING EXCELLENCE

- We embrace the diverse successes of our community

COMMITTING TO CONTINUOUS LEARNING AND GROWTH AS AN ASSOCIATION

- We learn from what we have done in the past in order to grow and develop

MODELLING SERVANTHOOD THROUGH TIME, TALENT, AND TREASURE

- We believe in a culture of philanthropy

LEADING WITH INTEGRITY

- We live and lead with honesty, courage, and accountability

DEMONSTRATING DIVERSITY

- We engage and celebrate diversity and community

CREATING A CULTURE OF CREATIVITY AND COLLABORATION

- We believe in having fun

Strategic Pillars



COLLABORATION
& OUTREACH



GIVING &
PHILANTHROPY



SUPPORTING
STUDENTS
& ALUMNI



COMMUNITY
& DIVERSITY



BUILDING
AFFINITY

Strategies & Tactics

1. COLLABORATION & OUTREACH

Strategy: Communication and outreach to key stakeholders and UFV leadership

- a. Develop communications and outreach to position the UFV Alumni Association in line with our vision, mission, and strategic pillars; increase engagement; and address issues.
- b. Strengthen the relationship with the UFV Board of Governors and UFV Senate.

Strategy: Collaborate with all areas of the university: departments, faculties, schools, and colleges

- c. Develop and nurture partnerships with stakeholders across the university.
 - » Provide value to partnering with the association.

2. SUPPORTING STUDENTS & ALUMNI

Strategy: Provide opportunities for personal and professional growth

- a. Partner with the UFV Career Centre to offer career services and resources to alumni.

Strategy: Provide mentorship opportunities

- b. Establish events or channel through which alumni can provide academic and/or professional mentorship to current students.

Strategy: Develop and nurture partnerships with student groups

- c. Identify and sponsor successful student events
 - » Through the sponsorship of events, facilitate a relationship among alumni, faculty, and students.
 - » Review and update sponsorship guidelines and criteria.

Strategy: Increase visibility on campus

- d. Identify key opportunities for engagement with future alumni on campus.

3. GIVING & PHILANTHROPY

Strategy: Raise funds to strengthen the UFV Alumni Association and give back to UFV

- a. Host an annual Alumni Open Golf Tournament to engage alumni, sponsors, and friends; raise funds for a

strong association; and to give back to UFV.

- » Increase golf tournament revenue year over year.
- b. With UFV Advancement, develop an alumni fundraising strategy, with the goal of achieving 1,000 alumni donors.
 - » Model philanthropy by maintaining 100% participation in board giving.
 - c. Grow affinity and merchandise programs to increase awareness, engagement and funds for the association.
 - » Investigate an alumni commemorative beer program.

Strategy: Increase the Alumni Changing Lives Bursary Endowment Fund to \$300,000, and the Alumni Leadership Award Endowment Fund to \$150,000

- d. Work with UFV Advancement to promote annual giving campaigns, such as the UFV Ripple Makers monthly giving club and Giving Tuesday.

4. COMMUNITY & DIVERSITY

Strategy: Enhance the university's reputation

- a. Build the value of a UFV credential through sharing and celebrating the success of our alumni.
- b. Operate in a way that contributes to the social, economic, and environmental well-being of the communities in which we serve.
- c. Create a positive impact throughout our communities.
 - » Stay true to our vision and values throughout all activities.

Strategy: Launch an Indigenous engagement strategy

- d. Liaise with the UFV Indigenous Affairs Office and the UFV Indigenous Student Centre to engage Indigenous students and alumni.

Strategy: Launch a South Asian engagement strategy

- e. Liaise with the South Asian Studies Institute to engage South Asian students and alumni.
- f. Celebrate the success of the UFV Alumni Association's Chandigarh chapter.

Strategy: Launch an International engagement strategy

- g. Liaise with UFV International to engage international students and alumni.

Strategy: Maintain a diverse and gender-balanced Alumni Association Board of Directors

- h. Recruit members of diverse communities to serve on the UFV Alumni Association Board of Directors.

Strategy: Increase presence in the community

- i. Develop and nurture partnerships with community organizations.
 - » Have representation at a minimum of two events per year, external to UFV.

5. BUILDING AFFINITY

Strategy: Share compelling alumni stories

- a. Act as advisors and stakeholders in the production of compelling feature stories, showcasing alumni, as a proof point for 'changing lives, building community,' 'local and beyond,' and celebrating the success of our alumni.
- b. Act as advisors and stakeholders in the production of the monthly UFV Alumni e-newsletter, and alumni content for Skookum magazine, promoting opportunities and compelling stories.

Strategy: Build brand awareness

- c. Act as advisors and stakeholders in conducting an alumni survey every 2 years, in order to monitor

alumni engagement and awareness; analyze results and provide recommendations.

- d. Incorporate the UFV Alumni brand into UFV and community events throughout the Fraser Valley.
 - » Host an annual UFV Alumni reception at UFV Open House to build awareness in the community, and to rebuild affinity with alumni in the community.
- e. Showcase a cohesive UFV Alumni brand through our community initiatives, digital presence, communications and physical spaces.
- f. Increase digital presence including social media and online advertising.
 - » Enhance social media channels to foster two-way communication.

Strategy: Offer Association members value through great benefits

- g. Work with the Alumni Relations office to review current alumni benefits and investigate potential new benefits.
 - » Review alumni benefit usage on an annual basis.
 - » Investigate potential new benefits by researching alumni benefits programs across BC.
 - » Assess interest in new benefits through the alumni survey.





UFV Alumni Association Board of Directors

The UFV Alumni Association Board of Directors consists of a diverse group of volunteer alumni members. Board members serve voluntary two-year terms. They provide strategic vision, participate on committees, and act as ambassadors to the Association at university and community events. The board meets regularly throughout the year with assistance from the Alumni Relations office at UFV.

For more information about their activities, contact **alumni@ufv.ca** or visit the offices at UFV's Abbotsford campus, room B214T.

Meet the board

THE EXECUTIVE

Nav Bains, Chair

Ali Siemens, Vice-Chair

Melissa Kendzierski, Associate Vice-Chair

Wayne Ortner, Associate Vice-Chair

DIRECTORS

Tricia Taylor

Joel Feenstra

Mark Filiatrault

Joe Johnson

Ashley Ward-Hall

Bev Keswick

Danielle Synotte

Auriel Niven

Derek Ward-Hall

Ishpreet Singh Anand

