



UFV Alumni Association
Board of Directors Meeting Minutes
Thursday, January 31st 2019
6:00 – 7:00pm
Abbotsford campus room D123

Present: Nav Bains, Chair; Ali Siemens, Vice-Chair; Wayne Ortner, Associate Vice-Chair; Auriel Niven, Joe Johnson, Ashley Ward-Hall, Derek Ward-Hall, Seamus Heffernan, Kevin Renso, Whitney Fordham, UFV Manager of Alumni Relations; Craig Toews, UFV VP External; Anita Nielsen, UFV Executive Director of Advancement ; Kara Bertram, Manager of Global Engagement; Deanna McIntyre, UFV Annual Giving Officer; Emily Henry, Jess Delves, Kelly Blakeborough, Maggi Davis, UFV Coordinator of Alumni Relations (recording)

Regrets: Joel Feenstra, Nik Venema, Chair Emeritus

1. Call to order (Mr. Nav Bains)

Meeting was called to order at 5:56pm.

2. Approval of agenda (Mr. Nav Bains)

Motion: To accept the agenda as presented.

A. WARD-HALL/SIEMENS
CARRIED

3. Approval of minutes (Mr. Nav Bains)

Spelling error on page 2 of Deanna McIntyre's last name.

Motion: To approve the minutes for the October 25th 2018 board meeting as amended.

HEFFERNAN/ D. WARD-HALL
CARRIED

4. Introduction of UFV's Executive Director, Advancement & Alumni Relations (Mr. Nav Bains, Ms. Anita Nielsen)

Anita Nielsen was introduced by Craig Toews, wherein he invited the board to meet with Anita to develop her knowledge of the local area, which was echoed by Anita.

5. Presentation on UFV International + Opportunities for future collaboration (Ms. Kara Bertram)
How can International and Alumni work together: orientation (board members come in and welcome new students), engagement (more events like the Chandigarh student event, joining in events already planned like conferences), collaboration (do an international student open house to connect with them, high impact low resource).

6. Governance Moment (Ms. Whitney Fordham, Ms. Ali Siemens)
Ali discussed the board development day. Al Wiseman talked about doing "governance moments" wherein key terms are discussed within the group to keep them fresh and members knowledgeable. These will be happening at each meeting henceforth.

7. Appointment to Vacancies

Currently the board is at 10 out of 16 seats. Emily Henry, Jess Delves, and Kelly Blakeborough have been selected by the governance committee to be put forward as candidates for appointment to the board to bring the number to 13.

Motion: To appoint Emily Henry, Jess Delves, and Kelly Blakeborough as new directors to the board until September 2020.

SIEMENS/ORTNER
CARRIED

8. Establishing new committee- Community & Diversity (Mr. Nav Bains)
There is a need for us to further integrate into the Fraser Valley's community. This engagement needs to be widespread combining Alumni, students as well as community.

Motion: To establish the Community and Diversity committee, effective immediately.

SIEMENS/A. WARD-HALL
CARRIED

9. Senate Report (Mr. Derek Ward-Hall)

- Faculty of Science is combining Geography and Agriculture including two new Bachelor's degrees, Environmental Studies and Environmental Studies Physical.
- Bachelor of Fine Arts now has Visual Arts and Graphic and Digital Design available.
- New Associate certificate in Adult Education Integrated Learning Design certificate.
- Bachelor of General Studies now called Bachelor of Integrated Studies
- School of Creative Arts is a new school in the College of Arts

Motion: To accept the senate report as presented.

NIVEN/ORTNER
CARRIED

10. Alumni Relations Office Report (Ms. Whitney Fordham)

- Alumni Association Training and Development Day took place (Nov 17).
- New work study hire Tanya for Alumni Marketing.
- Posting up for two other positions for the Alumni Open Community Coordinators.
- Alumni Relations and Advancement have merged.
- New director board orientation session is coming up next week.
- New alumni discount at Studio B Yoga in Chilliwack.
- Negotiations for Alumni Beer pilot.
- Nik Venema won the community award he had been nominated for and he donated the \$500.00 award back to UFV.
- Undergoing Raiser's Edge training.
- Researched golf tournament sponsorships having met with Deanna to strategize target marketing.
- Working with Alexis Warmerdam on an Alumni Day at the Tulip Festival Monday April 29th tentatively.
- Leona sent holiday greetings out.
- We have a new Instagram account (ufvalumni).
- Added a permanent space for alumni contact information updates in the enews.
- Worked with web-team to have a Sto:lo territorial acknowledgement on our website.
- Newly formatted board bios will be ready for the website.
- Working on alumni enews revamp.
- Vancouver Alumni Pub Social- 32 alumni attended.
- Honouring Ceremony for Eddie Gardner- 60+ attendees.
- School of Business mixer at Sprouted Oven- 12 attendees.
- We were at the UFV U-Join events.
- Marketing panel event-93 attendees of varied backgrounds.
 - We received feedback from the marketing panel with an overall rating of excellent or very good. Request for similar events.
- Alumni night at Cascades- 45 alumni attendees.

Motion: To accept the report from the Alumni Relations Office

A. WARD-HALL/ORTNER
CARRIED

11. Advancement Report (Ms. Anita Nielsen, Ms. Deanna McIntyre)

- Giving Tuesday pitch to Alumni was "give to wherever you want", 23 gifts totaling \$14000 including matching funds. \$7700 was brought in. 11 different areas received support.
- Working to align different sponsorship programs to work better with Alumni values.
- A donor has approached to establish a new endowment that would fund a new prize to be given out to a recent graduate. The endowment would be grown to also provide prizes for the DAA/YDAA.
- Annual planning for next fiscal is starting.

Motion: To accept the report from the Advancement Office.

SIEMENS/JOHNSON
CARRIED

9. Executive Committee Report (Mr. Nav Bains)

Annual planning underway. New committee established. New board members brought on board. Now looking at how to put items from the Development day into action.

12. Committee Reports (BOD)

Outreach- upcoming activities to build on wine launch, tulip festival day, YDAA/DAA criteria review is upcoming, looking to streamline the questions and nomination process. Surrey Pub night upcoming, territory acknowledgement now on website and possibly in Alumni Hall (Emily Henry suggested a paddle). Social media audit to see what we can do better.

Fundraising- rebuilding. Big pushes on Giving Tuesday and Class Gift but wanting to look at other avenues to be constantly working towards this committee's goals.

Mentorship- rebuilding. UFV Lead still going strong. Sheila McKay is taking on student groups and is thinking of inviting alumni back to reengage. Looking into 30 min. mentor sessions, "what I wish I knew then" (ask alumni at pub night?).

Governance- onboarding three new board directors, orientation session upcoming, revising nomination package to be more intentional with recruitment.

Motion: To accept committee reports as presented.

NIVEN/ D. WARD-HALL
CARRIED

13. Other Business/New Business from the Floor (Mr. Nav Bains)

Honorary Life Member awards nominations are needed.

Surrey Pub Night Event should see at least one member from each committee.

Committee communication reminder- bring others to events, there should be at least 1 meeting a month, office has to be involved on committee work to facilitate work, send your information upwards to the executive committee.

Confidentiality agreements need to be signed and handed in.

14. Adjournment (Mr. Nav Bains)

Motion: To adjourn the meeting at 8:02 PM

A. WARD-HALL/HEFFERNAN
CARRIED

Reminders: Next meeting March 28, 2019

Minutes approved:

Chair: 

Date: March 27, 2019