

Present: Derek Froese, Chair; Derrick Uittenbosch, Vice-Chair; Ali Siemens, Chair Emerita; Keenan Beavis, Director-at-Large; Marc Bergen; Kelly Blakeborough, Director-at-Large; Seamus Heffernan, Director-at-Large; Emily Henry, Director-at-Large; Vessal Jaber, Director-at-Large; Joe Johnson, Director-at-Large; Auriel Niven, Associate Vice-Chair; Kevin Renso, Director-at-Large; Nik Venema, Chair Emeritus; Isaac Veeneman, Director-at-Large; Ashley Ward-Hall, Director-at-Large; Derek Ward-Hall, Director-at-Large; Whitney Fordham, Manager, Alumni Relations; Leona Oakman, Coordinator, Alumni Relations (recording); John Pankratz, Chair, UFV Board of Governors; Nav Bains, Chair Emeritus; Udit Ahuja; Amy Benton; Victoria Bolan; Robert Cachat; Lynn Cartan; John Christensen; Gregory Costello; Christina Forcier; Kathleen Francis; Jonathan Friesen; Paula Funk; Kaustubh Jaju; Jason Ho; Joshua Ho; Tamar Requeno Arcia; Kathryn Thompson; Jennifer Trithardt-Tufts; Kristi Viher; Sandy Watson

Regrets: Aman Khinda, Director-at-Large

Guests: Tony Dhaliwal; Karis Duncalfe; Ted Friesen; Alvira Froese; Peter Geller, Vice Provost and Associate Vice President Academic; Joanne MacLean, President, UFV; Deanna McIntyre, Donor Relations Manager; Anita Nielsen, Executive Director, Advancement and Alumni Relations; Craig Toews, VP External; Al Wiseman, UFV Secretary

1. Call to Order (Derek Froese, Chair)

The meeting was called to order at 7:19pm by Mr. Derek Froese, Chair.

2. Territorial Acknowledgement (Kihci Têpakohp Iskotêw Iskwêw, Emily Henry, Equity, Diversity & Inclusion Officer)

Ms. Henry recognized and acknowledged the traditional unceded Stó:lō territory upon which many of the participants of this meeting are situated, and offered further explanation of the importance and significance of the land acknowledgement as:

- a powerful expression of reconciliation, recognizing the Indigenous peoples' resiliency, unique culture, language and beliefs
- a social statement that reflects an intention of unification, to work toward equality of both indigenous and non-indigenous peoples alike
- an intentional declaration made in community gathering such as this, or through written declaration, that speaker or writer will take further steps to educate themselves about indigenous peoples' history
- a declaration recognizing that the land has neither been surrendered or acquired by the Crown

3. Approval of Agenda (Derek Froese, Chair)

Motion: Be it resolved that we adopt the UFV Alumni Association 2020 AGM Agenda as discussed

**NIK VENEMA / DEREK WARD-HALL
CARRIED**

4. Approval of Minutes from the 2019 AGM (Derek Froese, Chair)

Motion: Be it resolved that we approve the UFV Alumni Association 2019 AGM Minutes as discussed

**JONATHAN FRIESEN / KATHRYN THOMPSON
CARRIED**

5. Auditor Waiver (Derrick Uittenbosch, Vice Chair)

Mr. Uittenbosch put forward the motion to waive the option to appoint an auditor for the 2019/2020 Financial Statements, as the Association does not require an auditor to be appointed according to its bylaws.

Motion: Be it resolved that we waive the audit of the UFV Alumni Association's 2019-20 Financial Statements.

**DERRICK UITTENBOSCH / KELLY BLAKEBOURGH
CARRIED**

6. Financial Statements 2019/2020 (Whitney Fordham, Manager, Alumni Relations)

Ms. Fordham presented the 2019/20 financial statements from the AGM meeting package.

Motion: Be it resolved that the UFV Alumni Association approve the UFV Alumni Association 2019-20 Financial Statements as discussed.

**WHITNEY FORDHAM / ISAAC VEENEMAN
CARRIED**

7. Report from the Alumni Relations Office (Whitney Fordham, Manager, Alumni Relations)

Ms. Fordham reported on the office's continued support of the Alumni Association's strategic plan.

Funds were raised and revenues increased through the many benefits and affinity programs.

An RFP process launched to find a partner to offer life and health insurance discounts to our alumni, with TD Life & Health being chosen as the successful partner. This program is

slated to launch this fall and is poised to provide a very significant revenue stream for the Alumni Association for years to come.

Alumni database now has over 43,000 records, with 2,000 new alumni being added annually.

Alumni have been communicated with through the Alumni eNewsletter 5 times this past year. In addition to the Alumni eNewsletter, a new newsletter for UFV donors, friends and alumni was launched and sent on a quarterly basis.

The Alumni Association's presence on Facebook, Twitter, and Instagram has been steadily growing.

The 5th Annual UFV Alumni Open Golf Tournament in September 2019 saw over 100 golfers, with a record \$65,000 raised for the Alumni Changing Lives Leadership and Bursary endowments.

The 2019 Distinguished and Young Distinguished Alumni awards were presented to Sonya Sangster (BBA '06) and Jesse Wegenast (BA '12). Short videos featuring our distinguished alumni award winners were produced for the first time, which garnered numerous shares and likes on social media. These can be found on the UFV Alumni Association's YouTube page.

Although in-person events came to an abrupt halt in early March 2020, the office still managed to orchestrate and participate in over 20 alumni related events in various capacities on behalf of the Association which are listed in the Annual Board Report.

The pandemic has presented a unique opportunity to shift our engagement strategy towards a digital first strategy, and we have already launched several virtual engagement strategies:

- UFV Connect, an online directory of UFV alumni-owned businesses, to connect and promote businesses among the alumni population and the UFV community
- An online book club, where alumni can connect with fellow alumni as they read and discuss various book genres such as lifelong learning, personal growth, novels and other topics

The alumni relations office looks forward to continuing to work towards the completion of the Association's 2018-2021 strategic plan, and the next strategic plan to come.

8. Report from the department of Advancement and Alumni Relations (Anita Nielsen, Executive Director, Advancement and Alumni Relations)

Ms. Nielsen presented a look at the plans for 2021 and beyond:

- In the lead up to UFV's 50th anniversary in 2024, the department has developed a 5-year strategic plan founded on 4 pillars of activity: Inspire, Involve, Invest, and Infrastructure.

- Alumni Relations priorities for 2021 include:
 - Transitioning to digital engagement with the alumni community, hastened by the impact of the COVID crisis on the regular in-person event schedule. Focus on creating opportunities for all alumni to reconnect with UFV and fellow alumni
 - Expansion of the UFV Connect platform, building on the success of the Alumni Business Directory, launched this summer. UFV Connect will host a wide range of opportunities for alumni including mentorship, career advice, job searches, faculty or topic specific groups, virtual event registration and many other features. Joining will be as simple as downloading your LinkedIn profile
 - Plans to tackle alumni records of old, stored on microfiche, for a complete database of more than 43,000 alumni
 - Continue to profile and celebrate alumni in all communications, including Skookum magazine, social media channels, newsletters, media stories and community updates
- The UFV Legacy Project, in partnership with Alumni Association and as part of UFV's Campus Masterplan, will see the creation of an inviting main entrance to the university with beautiful landscaping, featuring engraved paving stones. Alumni will have the opportunity to purchase a paving stone with a name of their choice engraved on it, creating a lasting legacy. Funds raised from this initiative will support student awards and other funding priorities of the Alumni Association
- There has been outstanding community support for our students during the COVID crisis with over \$150,000 being donated to the Student Emergency Fund and Food Bank. This will continue to be a fundraising priority for the remainder of 2020. All alumni are encouraged to contribute what they can to help future alumni access learning for this difficult time
- The Alumni Association is well on its way to reaching its fundraising goals:
 - Changing Lives Building Community bursary endowment reached \$202,389, against goal of \$300,000
 - AA Leadership Award Endowment has surpassed its goal of \$150,000, reaching \$154,049
 - New Outstanding Alumni Award Endowment has surpassed its goal of \$25,000, raising, \$25,232
- The Alumni Relations team was thanked for their tremendous work in putting on the association's first ever virtual AGM, and special recognition was given to Whitney Fordham, Manager Alumni Relations, for her tireless and excellent work, as she prepares to embark on an 18-month maternity leave

9. Report from the Chair (Derek Froese, Chair)

Mr. Froese presented highlights of the work of the board over the last year:

- The introduction of regular Governance Moments to each board meeting, under the leadership of Ali Siemens, has helped the board transition from an operationally

focused board to a more governance-focused approach, with office staff managing more of the operational aspects

- Blood Donation Clinics have continued to take place on campus – many thanks to all alumni who continue to donate to this worthy cause
- DAA and YDAA winners, Sonya Sangster (BBA '06) and Jesse Wegenast (BA '12), were recognized for their extensive achievements and contributions. The board is incredibly proud of the accomplishments of UFV alumni
- Following consultation with the entire board under the leadership of Ali Siemens, an Equity, Diversity and Inclusion (EDI) policy was established at board level, with Ms. Emily Henry being appointed to the position of EDI Officer
- With the COVID crisis hitting at the very end of the last fiscal year, the board directors were recognized and thanked for their combined donation of \$1,200 to the Student Emergency Fund
- The Alumni Relations Office staff was thanked for its support of the board throughout the last year
- Switching focus to the current fiscal year, changes have so far included four new directors being welcomed to the board, together with the board's first virtual AGM
- The Association has been operating under a modified budget due to reduced revenue as a result of the COVID crisis. Despite this, it has been able to maintain many events and services with a limited draw on reserves
- The Kindness Matters award was developed and launched by the Outreach Committee to recognize acts of kindness and generosity among students and alumni during the COVID crisis
- It is hoped that next year's AGM will take place in June, near the start of the new fiscal year, in order to reduce the delay in discussing the previous fiscal year
- All alumni were thanked for their attendance at this AGM and encouraged to consider getting more involved, whether through volunteering, committee service or by applying to serve on the board. Applications are welcome from all across the alumni community

10. Bylaw Changes and Review (Derrick Uittenbosch, Vice-Chair)

Mr. Uittenbosch introduced and summarized the proposed changes to the bylaws.

Motion: Be it resolved that we adopt the UFVAA 2020 Proposed Bylaws as our bylaws, as discussed.

**DERRICK UITTENBOSCH / MARC BERGEN
CARRIED**

11. Board Elections (Derrick Uittenbosch, Vice-Chair)

The Governance Committee has put forward the following names for election to the office of Director-at-Large, for a two-year term:

- Marc Bergen (BA '98)

It is declared that Mr. Bergen be elected by acclamation.

12. New Business (Derek Froese, Chair)

Motion from the floor: that the UFV Alumni Association formally recognize and commend this board, under the leadership of Ali Siemens, for its outstanding work during a challenging year and circumstances.

**NIK VENEMA / DEREK WARD-HALL
CARRIED**

- Introduction of newly appointed directors (Derrick Uittenbosch, Vice-Chair):
 - Aman Khinda (BBA '18)
 - Keenan Beavis (BBA '19)
 - Isaac Veeneman (BBA '19)

13. Questions from the floor

14. Adjournment (Derek Froese, Chair)

Motion: Be it resolved that we adjourn the 2020 UFVAA AGM AT 8:09pm.

**ASHLEY WARD-HALL / EMILY HENRY
CARRIED**

Minutes approved:

Chair: 

Date: May 26, 2021