

Present: Derrick Uittenbosch, Chair; Keenan Beavis, Director-at-Large; Marc Bergen, Director-at-Large; Derek Froese, Chair Emeritus; Seamus Heffernan, Director-at-Large; Emily Henry, Director-at-Large; Kevin Renso, Director-at-Large; Jennifer Trithardt-Tufts, Director-at-Large; Isaac Veeneman, Director-at-Large; Ashley Ward-Hall, Director-at-Large; Derek Ward-Hall, Associate Vice-Chair; Whitney Fordham, Maxine Bouthot, Alumni Representative to UFV Board of Governors; Sunny Kim; Ben Maure; Ali Siemens; Nik Venema; Scott Watson; Diane St-Denis, Interim Manager, Alumni Relations (staff); Leona Oakman, Coordinator, Alumni Relations (staff)

Guests: Joanne MacLean, President, UFV; Deanna McIntyre, Donor Relations Manager; Anita Nielsen, Executive Director, Advancement and Alumni Relations; Craig Toews, VP External;

1. Call to Order (Derrick Uittenbosch, Chair)

The meeting was called to order at 7:27 pm by Derrick Uittenbosch, Chair.

Kihci Têpakohp Iskotêw Iskwêw (Emily Henry) welcomed the attendees, recognized and acknowledged the traditional unceded Stó:lō territory upon which many of the meeting's participants are located.

2. Approval of Agenda (Derrick Uittenbosch, Chair)

Motion: Be it resolved that we adopt the UFV Alumni Association 2021 AGM Agenda as discussed.

DEREK FROESE / ISAAC VEENEMAN
CARRIED

3. Approval of Minutes from the 2020 AGM (Derrick Uittenbosch, Chair)

Motion: Be it resolved that we approve the UFV Alumni Association 2020 AGM Minutes as discussed.

DEREK FROESE / EMILY HENRY
CARRIED

4. Auditor Waiver (Derek Ward-Hall, Associate Vice-Chair)

Derek Ward-Hall put forward the motion to waive the option to appoint an auditor for the 2020/21 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 2020-2021 Financial Statements.

DEREK WARD-HALL / TRICIA TAYLOR

Motion: To amend the previous motion to read 'Be it resolved that we waive the audit of the 2020-2021 UFV Alumni Association Financial Statements.'

ISAAC VEENEMAN / WHITNEY FORDHAM

CARRIED

Revised Motion: Be it resolved that we waive the audit of the 2020-2021 UFV Alumni Association Financial Statements.

CARRIED

5. Financial Statements 2020 -2021 (Diane St-Denis, Manager, Alumni Relations)

Diane St-Denis presented the 2020-21 financial statements previously circulated as part of the AGM meeting package.

Motion: Be it resolved that the UFV Alumni Association approve the UFV Alumni Association 2020-21 Financial Statements as discussed.

DEREK WARD-HALL / WHITNEY FORDHAM

CARRIED

Nik Venema inquired about plans for utilizing the large surplus reflected in the financial statements.

Derrick Uittenbosch (Chair) announced that the Board of Directors recently approved the creation of an Investment Committee who will be tasked with bringing forward recommendations to the Board of Directors on how best to utilize and steward the funds.

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

Anita Nielsen provided a summary work completed in partnership with the UFV Alumni Association to support the soon-to-be 48,000 alumni.

- As a department under the VP External portfolio, the role of the Department of Advancement and Alumni Relations is to engage and steward alumni, donors, and the community to:
 - Help grow and strengthen UFV's reputation.
 - Build life-long relationships.
 - Provide ongoing value to UFV Alumni; and
 - Garner resources, time, and talent to support students, programs, research and capital expenditures.

- In the lead-up to UFV's 50th anniversary in 2024, the Department has developed a 5-year strategic plan and is working closely with the Alumni Association Board to align its strategic plans to create the most value for UFV Alumni.
- The primary focus of the Alumni Relations Office over the past year has been transitioning from in-person events to digital engagement and per the strategic plan, recalibrating its focus from reminiscing to relevance.
- UFV is the success of its alumni. Enabling access to career opportunities and continuing education, pairing mentors with mentees, connecting alumni with co-op students and other experiential learning programs, creating a devoted network where UFV alumni can connect - these are some of the ways the Department hopes to be relevant and responsive to the needs of the alumni.
- UFV is also pleased to support the work of the UFV Alumni Association board, by providing two staff members, contract staff, an office, and the daily support of departments across UFV who amplify the work of this small team.
- A key change for the 2021-22 fiscal year will be the reclassification of the Manager, Alumni Relations position to the dual appointment of Director, Alumni Relations and Executive Director, UFV Alumni Association. As a result of this change, the organizational structure will have the Alumni Relations Director reporting to UFV's VP External, Craig Toews.
- The Director will be a member of the division's senior management team, elevating the profile and importance of the institution's relationship with the Alumni Association. The new position will be posted shortly, and UFV anticipates having the director in place this fiscal year. Advancement and Alumni Relations will continue to work closely together to achieve the goals and objectives as set out in the Department's strategic plan.
- The Department has several projects underway this year, including the import of thousands of pre-1990s alumni records stored on microfiche to the current database, curating programming with the faculties and research centres, and finding and reaching out to lost alumni. The Department will continue to profile and celebrate UFV's amazing alumni in all communications, including Skookum magazine, social media channels, newsletters, media stories and community updates.
- UFV launched the Commemorative Paver project last fall to create a welcoming environment for all at the threshold of UFV's Abbotsford campus. And, despite a downward turn in fundraising across the post-secondary sector this year due to Covid, this new initiative raised \$50,000 for the Alumni Association's Bursary endowment. The university will be unveiling the pavers this summer.
- The Alumni Association is in the final stretch of its endowment fundraising goals, having established three endowed funds that distribute awards to students and alumni. An endowed fund invests donations (the capital) and uses the earned interest to fund student awards in perpetuity. As the fund grows, the number of awards grows.

- The UFVAA Bursary Endowment has a principal balance of \$234,325, against a goal of \$300,000. 15 - \$750 bursaries will be disbursed this year from earned income.
- The UFVAA Leadership Award Endowment has surpassed its goal of \$150,000, reaching a principal balance of \$155,166. 8 - \$750 awards will be disbursed this year from earned income.
- The New Outstanding Alumni Award Endowment is just over halfway to its goal of \$50,000, with a principal balance of \$25,575. The first \$1,000 award will be disbursed this year from earned income.

Ms. Neilsen thanked the Alumni Association Board, its executive, and particularly interim Chair Derek Froese for his tireless dedication and commitment to serving UFV's alumni and students. She also welcomed the new Chair of the Alumni Association board, Derrick Uittenbosch.

7. Report from the Alumni Relations Office (Diane St-Denis, Manager, Alumni Relations)

Diane St-Denis reported on the office's continued support of the Alumni Association's strategic plan.

The Alumni eNewsletter was produced on 6 occasions this past fiscal. In addition to the Alumni eNewsletter, UFV donors, friends and alumni also receive a newsletter every quarter

The Kindness Matters Campaign was launched in 2020. It sought to recognize a UFV student or alumni for demonstrating exceptional commitment in the areas of Advocacy, Land Stewardship and Kindness. The board of directors recently approved to keep the Kindness Matters Awards as an annual program.

The sharing of interesting stories and UFV/UFVAA updates on the Association's social media platforms has contributed to the growth of followers on Facebook, Twitter, and Instagram as shown on the screen. The most significant increases happening on Instagram with 47% and LinkedIn with a 231% increase in the last 5 months.

The pandemic has presented a few challenges and some unique opportunities for the Association.

As reported at the 2020 AGM held this past September, the Association launched an online book club in August. The club has provided key learnings which will be examined when the program is reviewed for a relaunch in the fall of 2021.

UFV Connect, an online directory of UFV alumni-owned businesses, was also launched in the summer of 2020. The platform provides alumni with the opportunity to connect and promote their business to other UFV Alumni.

D3 Advancement Studio was hired to complete a review of UFV's Digital Alumni Engagement program. The report received in March of 2021, has been the foundation for a comprehensive plan developed by the UFV Marketing Department that will assist the office in effectively managing the Association's digital ecosystem with the resources available to it.

The work completed over the last 6 months and being implemented in the 3 months will ensure the effective and efficient use of the Association's website, social media channels, and digital platforms such as UFVConnect.

Specific to UFVConnect, the platform will be relaunched this summer. The revised platform will be a source for news, events, job leads for alumni. It will offer alumni the opportunity to network and volunteer as mentors. It will also be a source for information on career development and professional enrichment opportunities.

The 2020 Distinguished and Young Distinguished Alumni awards were postponed due to COVID. The 2021 Awards will be moving forward without the Town and Gown event.

The Association has finished the fiscal year with a healthy surplus due to a conservative budget established by the Board and a 66% increase in affinity program royalties primarily from our TD and BMO partnerships.

The cancellation of in-person convocations required the implementation of digital tactics by our ceremonies teams. The Alumni Relations Office was honoured to assist with the delivery of graduation portrait services and the provision of convocation boxes for the 2020 and 2021 graduation classes. A stage portrait option was added to the graduation photography services delivered by Artona to allow family members the opportunity to be part of this milestone moment. The class of 2021 will be joining our growing number of alumni which will surpass 46,000 in June of 2021.

8. Report from the Chair (Derrick Uittenbosch, Chair)

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

- Two major strategic objectives: renegotiating an updated MOU with UFV, as well as "revamping" the association's Mission, Vision and Values in line with feedback from the Alumni survey. These are available on the [Alumni Association website](#)
- Engagements will be overseen by champions, spearheading new Alumni chapters in areas where Alumni live, from Vancouver to Chandigarh.
- Alumni coworking space is being explored on campus
- Mentorship was identified as something desired through the alumni survey
- Commemorative beverage program- wine is selected every year, looking to expand the program with craft breweries.
- Looking for new initiatives, space available on committees or working with regional champions.

9. Board Elections (Derrick Uittenbosch, Chair)

Derrick Uittenbosch presented the Governance Committee's recommendations for election.

The Governance Committee nomination of Marc Bergen (BA '98) for election to the office of Vice-Chairperson. In accordance with the Association's Bylaws, the Chair declared the election to be won by acclamation.

The Governance Committee nominated Derek Ward-Hall (BBA '17) for election to the office of Associate Vice-Chairperson. In accordance with the Association's Bylaws, the Chair declared the election to be won by acclamation.

Several directors had arrived at the end of a two-year term on the Board of Directors. The Governance Committee nominated the following persons for re-election as Directors of the UFV Alumni Association.

- Aman Khinda (BBA '18)
- Keenan Beavis (BBA '19)
- Isaac Veeneman (BBA '19)

In accordance with the Association's Bylaws, the Chair declared the election to be won by acclamation.

Attendees interested in serving on the Board of Directors were asked to contact the Alumni Relations Office or visit the website.

10. Special Resolution to approve Bylaw Changes (Derrick Uittenbosch, Chair)

The Chair spoke briefly to the updates made to the bylaws and contained in the meeting package.

Motion: Be it resolved that we adopt the UVA AA proposed bylaws as our bylaws.

DEREK FROESE / DEREK WARD-HALL
CARRIED

11. New Business (Derrick Uittenbosch, Chair)

There were no questions or motions from the floor.

12. Acknowledgement of outgoing Board Members

The Chair took a moment to recognize two individuals who are departing the alumni board. He thanked Seamus Heffernan (MA '17) and Derek Froese (BCIS '13) for their service to the UFV Alumni Association.

Seamus Heffernan was presented before the AGM with a commemorative plaque for his years of service.

Derek Froese was also presented before the AGM with a commemorative plaque for his years of service. Per the by-laws of the Association, and by the authority granted to the Association as a registered society in good standing with the Province of British Columbia, the Chair declared that Mr. Froese was hereby granted the status of Chair Emeritus of the UFV Alumni Association.

13. Adjournment (Derrick Uittenbosch, Chair)

Motion: Be it resolved that we adjourn the 2021 UFV Alumni Association AGM.

ALI SIEMENS / EMILY HENRY
CARRIED

The meeting was adjourned at 8:20 pm.

Minutes approved:

Chair:  Date: May 25, 2022