

Present: Bradley Menard, Chair & IDEA Officer; Tricia Taylor, Vice-Chair; Alex Parkinson, Associate Vice-Chair; Aman Khinda, Alumni Representative on Senate; Harman Rathore; Matt Kidwell; Michelle Vandepol; Tarndeepp Chattu; Graham Petek; Tristan Taylor; Tony Dhaliwal, Chair Emeritus; Whitney Fordham, Director, Alumni Engagement & Executive Director, UFVAA (Staff); Bryan Candy, Manager, Alumni Engagement (Staff); Anthony Biondi, Digital Engagement Strategist, Alumni Engagement (Staff); Luisa Torres, Coordinator, Alumni Engagement (Recording Staff)

Guests: Janet Antonio, UFV Relationship & Fund Development; Bilal Faisal Faheem, UFV Student Union Society

1. Call to order & introductions (Bradley Menard, Chair)

Meeting was called to order at 5:46 p.m.

2. Land acknowledgement (Alex Parkinson, Associate Vice-Chair)

3. Approval of minutes (Bradley Menard, Chair)

MOTION: To approve the minutes for May 26, 2025, board meeting, as presented.

**MENARD / TRICIA TAYLOR
CARRIED**

4. Business arising from the minutes (Bradley Menard, Chair)

Bradley noted two items from the previous meeting:

1. Board members were asked to provide feedback to Whitney regarding Alumni Weekend.
2. The Executive Director was to negotiate a GIC rate increase for reserve funds over the summer and report back at this meeting.

Whitney to provide an update on these items in her report.

5. Philanthropy, relationship management & the UFVAA (Janet Antonio, UFV Relationship & Fund Development)

Guest speaker **Janet Antonio (UFV Relationship & Fund Development)** provided an overview of philanthropy and relationship management at UFV, and how these areas intersect with the Alumni Association.

Highlights included:

- **Team context:** Janet's team works closely with Alumni Engagement within the Community Engagement portfolio, managing donor relations, database, and stewardship activities.
- **Campaigns:** Updates on UFV's fundraising initiatives, including *We Bleed Green* Cascades Giving Day, Giving Tuesday, and UFV Giving Day. Emphasis on student and alumni engagement in fundraising efforts.
- **Financial Aid & Awards:** UFV distributes approximately \$21M annually in student awards, with many donor-supported endowments and annual awards.
- **Endowments vs. Annual Giving:** Janet explained the differences between endowments (long-term investment of principal, with interest awarded annually) and annual awards (multi-year commitments with

funds spent directly). She noted opportunities to expand annual giving and creative approaches such as matching gifts or small recurring donations.

- **Stewardship:** Importance of cultivating authentic relationships with donors and alumni, demonstrating impact, and showing appreciation through reports, stories, and engagement.
- **Opportunities for collaboration:** Strengthening ties with alumni, retirees, coaches, and staff who are also donors/alumni. Janet encouraged exploring joint efforts to engage alumni in philanthropy and relationship-building.

A discussion followed on opportunities for the Alumni Association Board to support fundraising through alumni connections, leveraging partnerships, and exploring annual giving initiatives.

The Chair thanked Janet for her presentation and for highlighting opportunities for deeper collaboration between UFV Relationship & Fund Development and the Alumni Association.

6. Chair report (Bradley Menard, Chair)

Bradley provided his Chair's report, highlighting the following points:

- Welcomed new members and encouraged full participation and idea-sharing throughout the year.
- Noted the reappointment of John Pankratz and Kim McLandress as alumni representatives on the UFV Board of Governors. The Board is encouraged to consider potential future alumni representatives for these governance roles.
- Shared updates from positive meetings over the summer with UFV President James Mandigo, VP Community Engagement Susan Mide Kiss, and Janet Antonio, emphasizing their strong commitment to alumni and opportunities to integrate the Alumni Association more closely into institutional planning.
- Expressed appreciation for board members' volunteer contributions and encouraged building momentum together in the year ahead.
- Reported that the Governance Committee is drafting a new Conflict of Interest policy to provide clearer guidance, as the previous policy had been discontinued due to overlap with bylaws.
- Encouraged all members to recognize and engage meaningfully in the upcoming National Day for Truth and Reconciliation.

No questions were raised.

7. Executive Committee report (Bradley Menard, Chair)

MOTION: to approve July 3, 2025, and September 9, 2025, Executive Committee reports, as presented

**MENARD / KIDWELL
CARRIED**

8. Governance Committee report (Alex Parkinson, Associate Vice-Chair)

a. June 17 Governance Committee report

Alex reported that the committee had a quiet summer, with its last meeting held on June 17. Key discussion items included:

- Revisions to policies being brought forward later in the meeting.
- Committee roles and placements for both new and existing board members.

MOTION: to approve June 17, 2025, Governance Committee report, as presented.

**PARKINSON / PETEK
CARRIED**

b. UFVAA1 Unbudgeted Expenditures

Alex presented the revised policy on unbudgeted expenditures, noting updated approval thresholds:

- Up to \$500 – may be approved by the Executive Director.
- Up to \$1,000 – may be approved by the Chair.
- Up to \$1,500 – may be approved by the Executive Committee.
- Over \$1,500 – requires Board approval.

These updates were made to reflect current costs and align approval levels accordingly.

MOTION: to approve revised policy UFVAA1, as presented.

**PARKINSON / TRICIA TAYLOR
CARRIED**

c. UFVAA16 UFVAA Regalia

Alex presented the revised policy on regalia. The policy outlines regalia provided to directors, the Chair, official designates, and Chair Emeriti, as well as the ability to issue academic hoods to outgoing Chancellors and UFV Chair Emeriti.

Revisions focused on clarifying language and emphasizing the importance of regalia as a symbol of the Association, including guidelines to ensure proper use.

MOTION: to approve revised policy UFVAA16, as presented.

**PARKINSON / RATHORE
CARRIED**

d. UFVAA19 New Director On-Boarding

Alex reported that the Governance Committee recommends discontinuing the policy related to director onboarding, as this process is managed by the Executive Director and does not require a separate policy.

MOTION: to discontinue policy UFVAA19, as discussed.

**PARKINSON / VANDEPOL
CARRIED**

e. Update on committees

Bradley provided an update on committees. He noted that the Advocacy Special Committee will be paused, with members being redeployed to other board committees, and advocacy work moved back to the Board as a whole. To support this, “Advocacy Moments” will be added as a standing agenda item for board meetings, allowing directors to share individual advocacy work and explore collective opportunities.

Bradley thanked the Advocacy Committee members for their contributions and confirmed current committee membership as follows:

- **Executive:** Bradley, Tricia, Alex
- **Governance:** Bradley, Alex, Graham
- **Awards:** Tricia, Tristan, Harman, Tarn, Matt
- **Senate Representative:** Aman
- **Ad Hoc Appointments:** Michelle

9. Alumni Representative on Senate Report (Aman Khinda, Director, Alumni Representative on Senate)

Aman provided an update from the September 19 Senate meeting, which she attended virtually. Key highlights included:

- **Committee terms:** Updates are being made to ensure consistency across Senate standing committees, including enabling the alumni representative to serve on any committee.
- **Honorary Doctorate Selection Committee:** Process is underway with representation from faculty, students, and alumni.
- **Enrollment report:** Senate reviewed current enrollment trends and discussed related issues.
- **Senate meetings:** Future meetings will rotate across campuses, with the next to be held in Chilliwack.

As part of **advocacy work**, Bradley noted the importance of improving alumni representation on Senate and raised equity issues such as committee participation, the number of alumni representatives, and the absence of a parchment policy. He plans to bring recommendations to the Board for consideration at future meetings.

The Chair and members expressed appreciation for Aman’s engagement and advocacy on behalf of alumni at Senate.

10. Optimizing Board Governance for a Future-Ready Association (All)

a. Board discussion

- i. Establishing a yearly plan and potentially some form of KPIs for the Board, Chair and Executive Director
- ii. Priority setting of the Association, Board and Office, and alignment with the University
- iii. Ensuring a broad, authentic and inclusive identity for the association that resonates with every alum
- iv. Leveraging the Board beyond attendance at events and sitting on external committees
- v. The role of the Board in providing advice and making decisions
- vi. Ensuring Board meetings are primarily platforms for strategic guidance and proactive planning

The Board engaged in small group discussions on how to strengthen governance and ensure the Association is ready in the future.

Ideas raised included:

- Expanding alumni engagement through informal mentorship opportunities, alumni-to-student connections, and opt-in alumni directories.
- Highlighting alumni-owned businesses or services to connect alumni with each other and the community.
- Leveraging LinkedIn and other networks to showcase alumni involvement and strengthen connections.
- Exploring alignment with UFV's *Career Map* project to connect students and alumni by faculty/program.
- Considering ways to sponsor or support innovative initiatives that directly serve alumni.
- Using focus groups, post-programming and events to gather feedback and improve future engagement.

Bradley thanked members for their input, noting the discussion is an ongoing process. The office will prepare a summary of the ideas captured in the recording, and members are invited to send additional suggestions for inclusion in future conversations.

11. Executive Director Report (Whitney Fordham, Executive Director)

Whitney provided a written report in the meeting package and highlighted several items:

- **Business arising from the minutes:**
 - *Alumni Weekend feedback* has been collected across the institution and will be incorporated into a UFV 50 debrief report this fall, which will be shared with the Board.
 - *GIC investments* – Discussions with Finance regarding GICs are ongoing, with an update expected for the November meeting.
- **Engagement initiatives:**
 - Development of a business case for a digital alumni app, which would include features such as an alumni business directory and mentorship opportunities.
 - Launch of the New Alumni Welcome Series with strong engagement (75–80% open rates), introducing graduates to the Alumni Association and its benefits.
 - Ongoing support for VPCE portfolio events, including the Celebration of Community, and rollout of stewardship initiatives such as thank-you gift boxes for alumni speakers.
- **Communication and recognition:**
 - Strong performance in digital communications, with top posts highlighting leadership announcements, alumni stories, and program milestones.
 - Launch of the *Community Report*, a digital publication showcasing partnerships, alumni, and community impact. Printed copies will be available at Celebration of Community.
 - Upcoming celebration of Alumni Award recipients at the *Celebration of Community* event.
- **Events and opportunities:**
 - Official launch of the 2025 Alumni Wine, featuring label artist Rebecca Brackett.

- Upcoming UFV Open House on October 18 – alumni volunteers and tour guides requested.
- UFV President’s Installation Ceremony on October 24 – board members invited to attend in regalia.
- **Staffing:**
 - Welcomed Luisa Torres as Coordinator, Alumni Engagement (six-month contract).
 - Welcomed work-study student Lisa (Public Relations), returning after assisting with Alumni Weekend.

12. Other Business (Tricia Taylor, Vice-Chair)

a. Honorary Doctorate Selection Committee

The Board discussed appointing an Alumni Association representative to the 2026 Honorary Doctorate Selection Committee, which will meet two to three times between December 2025 and March 2026.

MOTION: To nominate either Michelle or Tarn, based on availability, to serve on the 2026 Honorary Doctorate Selection Committee.

**MENARD / TRICIA TAYLOR
CARRIED**

b. National Philanthropy Day recognition

Tricia noted the Abbotsford Community Foundation’s annual *Philanthropy in Action Awards* and the opportunity for the Alumni Association to support nominations. Whitney shared that the Executive Committee reviewed criteria for the Indigenous Reconciliation category but determined the individual previously considered was not eligible. She suggested consulting with Dr. Keith Carlson at the Peace and Reconciliation Centre for potential volunteer nominees.

It was further noted that the university typically makes nominations, with the Alumni Association providing letters of support. Other categories include arts and culture, community wellness, education and literacy, newcomers, sports/health/recreation, and youth.

The Board agreed on the value of continuing to explore and support opportunities to recognize deserving community members.

13. Director attendance at upcoming events (Bradley Menard, Chair)

Bradley encouraged directors to review their schedules and volunteer where possible for upcoming events. He acknowledged the challenges for members who live outside the local area and noted that participation in online programming is also valued.

Bradley thanked directors for their ongoing support and contributions.

14. Adjournment

MOTION: to adjourn the September 23, 2025, meeting of the UFVAA Board of Directors.

The meeting was adjourned at 7:50 p.m.

Minutes approved:

A handwritten signature in black ink, appearing to be 'Bradley Menard', written in a cursive style.

Chair: Bradley Menard

Date: November 25, 2025