



**UFV Alumni Association  
Board Meeting Minutes**  
Tuesday, November 25, 2025  
Room A225, Abbotsford Campus

**Present:** Bradley Menard, Chair & IDEA Officer; Tricia Taylor, Vice-Chair; Alex Parkinson, Associate Vice-Chair; Harman Rathore; Matt Kidwell; Michelle Vandepol; Tarndeeep Chattu; Tristan Taylor; 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)

**Regrets:** Aman Khinda, Graham Petek, Tony Dhaliwal

**Guests:** Eemanjot Kaur, UFV Student Union Society; Lisa Van Der Weijst, fall 2025 alumni workstudy-student

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

Meeting was called to order at 6:00 p.m.

**2. Land acknowledgement** (Whitney Fordham, Executive Director)

**3. Declaration of conflict of interest** (Bradley Menard, Chair)

Chair Bradley Menard introduced a new standing agenda item, arising from a Governance Committee request, to support transparent and timely identification of actual, perceived, or potential conflicts of interest.

The Chair noted that this item will appear on every agenda moving forward and invited members to declare any conflicts related to the meeting's agenda. Members were advised to approach any uncertainty with an abundance of caution and to state their name and the nature of the conflict for the record.

No conflicts of interest were declared.

**4. Approval of agenda** (Bradley Menard, Chair)

**MOTION:** To approve November 25, 2025, Board of Directors meeting agenda, as presented.

**TRICIA TAYLOR / RATHORE  
CARRIED**

**5. Approval of minutes** (Bradley Menard, Chair)

**MOTION:** To approve the September 23, 2025 Board of Directors meeting minutes, as presented.

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

**a. Alumni representative on Honorary Doctorate committee**

- At the previous meeting, Michelle and Tarn volunteered to serve; availability was to determine the final representative.
- Whitney reported the first committee meeting date is now set, and both are available.
- Tarn noted she will be travelling during the meeting and may have limited availability.
- Michelle agreed to serve as the alumni representative.

**b. Governance discussion summary**

- The Alumni Engagement Office was tasked with preparing a summary of ideas related to future governance optimization.
- The summary has been completed and received with thanks.

**7. Chair report** (Bradley Menard, Chair)

**a. Year-end remarks**

- This was the final Board meeting of the calendar year.
- The Chair extended best wishes for a restful and rejuvenating break and expressed enthusiasm for the year ahead.

**b. Congratulations to Tracy Ryder Glass**

- The Chair noted the recent announcement of Tracy Ryder Glass' appointment as Provost and Vice-President, Academic, for a five-year term beginning January 1.
- The Alumni Engagement Office was asked to prepare and send a congratulatory message on behalf of the Board, acknowledging her support for students and inviting future collaboration on alumni initiatives.

**c. Giving Tuesday update**

- The Chair shared a message of thanks from Janet Antonio regarding the Board's feedback on the Giving Tuesday approach.
- The 2025 Giving Tuesday campaign (December 2) will focus on the UFV Community Bursary.
- Survey results confirmed this direction; the Chair expressed appreciation to directors who participated.

**d. Upcoming presentation to the UFV Board of Governors**

- The Chair will attend the Board of Governors meeting on Thursday to provide an Alumni Association update.
- Key topics planned for presentation:
  - Integration of alumni governance within broader university oversight structures.

- Collaboration and partnerships demonstrated through Career Month.
- Directors were invited to suggest future advocacy topics for the February Board of Governors meeting.

e. **Questions and discussion**

- In response to questions, the Chair clarified that:
  - Alumni Association representatives are regularly invited to Board of Governors meetings and annual retreats.
  - These engagements support relationship-building, strategic alignment, and potential calls to action.

8. **Executive Committee report** (Bradley Menard, Chair)

**MOTION:** to approve November 15, 2025, Executive Committee report, as presented.

**MENARD / TRISTAN TAYLOR  
CARRIED**

9. **Governance Committee report** (Bradley Menard, Chair)

- Graham has accepted the role of Chair of the Governance Committee.
- He will present future reports; Bradley presented on his behalf for this meeting.

a. October 7 Governance Committee report

**MOTION:** to approve October 7, 2025, Governance Committee report, as presented.

**TRICIA TAYLOR / RATHORE  
CARRIED**

b. Discontinuation of UFVAA21

**MOTION:** to discontinue policy: Director Offboarding & Recognition UFVAA21.

**APPROVED BY UNANIMOUS CONSENT**

c. UFV Parchment Policy

**MOTION:** to recommend to the UFV Senate to develop a policy on parchments that standardizes the information included on the parchment, enshrines the capability to use non-Roman script and to allow flexibility for graduands and alumni to include specializations other than majors and co-operative education on their parchment and to consult with the alumni of UFV as part of consultation processes.

**MENARD / VANDEPOL  
CARRIED**

**10. Awards Committee report** (Tricia Taylor, Committee Chair)

a. October 28 Awards Committee report

**MOTION:** to approve October 28, 2025, Awards Committee report, as presented.

**TRICIA TAYLOR / TRISTAN TAYLOR  
CARRIED**

- **Committee meeting debriefs (October 28, 2025)**
  - Committee reviewed the 2025 awards cycle, including what worked well, challenges, and possible improvements.
  - Discussion on whether all criteria should be equally weighted; consensus to maintain flexibility to account for nuances between candidates.
  - A follow-up meeting will be held in early spring.
- **Process and timelines**
  - Committee requested nomination packages be provided at least **two weeks** before adjudication meetings.
  - Office acknowledged and will work toward this timeline.
- **Close scoring & number of recipients**
  - Two candidates were separated by 0.5 points.
  - Committee confirmed: one Distinguished Alumni and one Young Distinguished Alumni recipient per year, except in exceptional cases.
  - If the committee is deadlocked, guidance may be sought from the Executive Committee.
- **New Service Excellence Award**
  - Committee will meet as needed when nominations for this new award are received.
- **Criteria and score sheet overview**
  - Committee discussed challenges in scoring across areas such as:
    - Community vs national/international contributions
    - Leadership and impact
    - EDI considerations
    - Creativity and innovation
  - Diverse committee backgrounds help ensure fair interpretation of criteria.
- **Package length consistency**
  - Concern raised about large variations in nomination length.
  - Office has streamlined requirements; variation remains but content quality remains the focus.
- **Financial considerations**
  - Discussion on potential charitable donations connected to awards.
  - OSLA currently includes a financial component; alumni awards do not.
  - Endowment growth continues but does not yet support all three alumni awards.
- **Eligibility and language review**
  - Young Distinguished Alumni nominations carried forward for up to **three years**, moving to the Distinguished category if nominees age out.
  - Language concerns identified (e.g., use of “society,” absence of accessibility references).

- Committee will prepare a **survey for the Board** to gather feedback on language and inclusivity.
- **Future awards portfolio**
  - Initial idea introduced to explore additional award categories (e.g., Business, Non-profit, Changemaker, Indigenous).
  - Committee will review the concept and return with a hypothetical framework for Board discussion.

## 11. Advocacy moment (All)

- c. Incl. recap of Advocacy Committee meeting
  - The Chair introduced a new standing agenda item intended to bring advocacy work directly to the full Board.
  - This shift follows the decision to **pause the Advocacy Special Committee** and reintegrate advocacy responsibilities into the broader Board.
  - Advocacy moments will provide opportunities for directors to:
    - Highlight current advocacy efforts.
    - Identify emerging issues.
    - Share ideas for future advocacy directions.

### Committee recap

- Michelle provided a brief overview of the former Advocacy Committee's work, noting discussions on potential approaches such as surveying alumni or using informal tools like social media engagement and event-based conversations to identify priorities.
- Examples of recent advocacy already occurring within the Board include:
  - The parchment policy initiative.
  - Discussions on expanding the awards model.
  - Broader community issues such as regional transportation.

### Board discussion

- Directors noted that embedding advocacy into regular meetings supports stronger engagement and reduces administrative burden on volunteers.
- The Chair highlighted opportunities to use existing alumni programs and events to gather informal feedback and insights that support advocacy work.

## 12. SUS Focus Groups (Eeman Kaur, SUS Vice President Students)

- Eman Kaur attended on behalf of SUS President Bilal Faisal Faheem to share SUS's approach to student focus groups.

### SUS focus group model

- Emphasis on **accessibility**: small groups, in-person and online options, snacks, and small incentives.
- **Intentional recruitment** of groups most affected by the topic, balanced with open sign-ups.
- **Meaningful follow-through**, including communicating back to students how their feedback informs next steps.

### Recent and upcoming focus groups

- Recent topics included:
  - Clubs and associations (funding, room bookings, onboarding, elections, communication).
  - Transition to the Rubric event platform.
- Upcoming focus groups will support SUS's **three-year strategic plan**, with sessions across all campuses and targeted groups (commuter, international, mature students, clubs, and academic groups).

### Engagement strategies

- Casual, welcoming environments with light activities to encourage honest feedback.
- Clear, simple prompts rather than broad open-ended questions.
- Multi-channel promotion, including peer-to-peer invitations.

### Survey insights

- SUS received approximately **445 responses** to a recent online survey on international tuition, driven by strong student interest and repeated mobile-friendly promotion.

### Board discussion

- Directors asked about timing, attendance, handling of open-ended feedback, and learnings that may inform the upcoming alumni survey.
- Bryan noted the Alumni Office will work with UFV's data team on survey analysis.

### Next steps

- The Chair requested that Bilal address outstanding questions when he attends the January Board meeting.

## 13. Annual schedule of alumni events, programs, initiatives (Bradley Menard, Chair)

- The Chair reviewed the annual schedule and emphasized its purpose within the Association's transition to a governance-focused board.
- Directors were reminded that the Association's constitutional purposes guide all programs and events, and the Board provides **high-level advice and oversight** rather than operational involvement.
- The Chair encouraged directors to review the schedule annually to understand:
  - How board governance aligns with planned activities.
  - Where director presence is optional or requested.
  - Opportunities to participate based on personal interests and capacity.
- Directors expressed appreciation for the variety of events and the ability for board members to engage in ways that match their strengths and preferences.
- Discussion highlighted the importance of **realistic capacity planning**, ensuring program quality and avoiding overextension of staff and volunteers.
- The Executive Director noted:
  - Events also align with the Alumni Association's strategic pillars.
  - Directors may proactively identify additional opportunities or community connections that support alumni engagement.
- Directors were encouraged to review the schedule and indicate where they may participate throughout the year.

- The Chair thanked the Alumni Engagement Office for preparing the schedule and for their ongoing work.

#### 14. **Annual report from IDEA Officer** (Bradley Menard, IDEA Officer)

- The Chair delivered the annual report in his capacity as **Inclusion, Diversity, Equity and Accessibility (IDEA) Officer**.
- He reviewed all governing documents over the past year with an intentional IDEA lens, contributing to governance discussions on language, representation, accessibility, and inclusivity.
- Areas of focus included:
  - Land acknowledgements and their format.
  - Accessibility, including access to the **Rick Hansen Foundation training**.
  - Language review across documents (e.g., gender-neutral terms).
  - Engagement with committees to raise IDEA considerations in program and policy discussions.
- The Chair expressed interest in continued involvement across committees where IDEA considerations arise, such as eligibility and criteria reviews.
- Directors were invited to provide questions or suggestions at any time, including by email.

#### 15. **Alumni Representative on Senate Report** (Aman Khinda, Director, Alumni Representative on Senate)

Aman Khinda, Alumni Representative on Senate, was not in attendance.  
No report was presented.

#### 16. **Executive Director Report** (Whitney Fordham, Executive Director)

##### **Alumni Service Model**

- The Alumni Office is developing a new Alumni Service Model to clarify service tiers, prioritize requests, and align resources with the Association's strategic pillars. Further details will be shared at a later meeting.

##### **Committee support & board binder**

- A new **online Board Binder** is being finalized to centralize policies, terms of reference, committee materials, and key documents.
- Launch expected early in the new year following review by the Governance and Executive Committees.
- The Board thanked Luisa for leading the transition and updating all materials.

##### **Communications & engagement metrics**

- Recent highlight stories and posts show strong engagement.
- Career Month programming saw significant collaboration across UFV departments.

##### **Events & partnerships**

- Recent events included Career Month panels, the Community Ideation Jam, and other campus initiatives.

- Special recognition was given to Director Tristan Taylor for co-leading the Ideation Jam program.

#### **Financial update (mid-year variance)**

- Revenues: approx. **\$26,000** realized out of \$56,000 budgeted; timing aligns with expectations (convocation revenue arrives later in the fiscal year).
- Expenses: approx. **\$17,000** spent out of \$56,000 budgeted.
- Current position: **\$9,000 surplus**.
- Board travel line is over budget due to increased participation from directors living outside the Fraser Valley.
- Directors' liability insurance cost remained stable rather than increasing as anticipated.
- Full line-by-line variance report available upon request.

#### **Plasma Playoffs 2025**

- The UFV Plasma Playoffs will run January 4 to February 14, 2025.
- Campaign will mirror last year's six-week model, with a wrap-up event planned for early February.
- Canadian Blood Services is running the campaign exclusively for UFV this year due to strong participation in 2024.
- Team leads and partners (including SUS and NextGen) are being confirmed.
- Questions about participation logistics (e.g., donating at different locations) will be followed up on.

#### **Upcoming activities**

- Science Café in Chilliwack (featuring alum Kelsi Paul).
- January Mentoring Month (stories and program planning underway).
- Alumni Nights at the Cascades:
  - Basketball – January 24
  - Volleyball – February 13

#### **Board requests & follow-up**

- The Chair requested that the **Alumni Survey** be shared with the Board for feedback **before distribution**; Whitney agreed.
- Further discussion on the Alumni Service Model and Board involvement will be scheduled separately due to time constraints.

#### **17. Director attendance at upcoming events** (Bradley Menard, Chair)

Directors were reminded to review the list of upcoming events and inform the Alumni Engagement team of any events they are able to attend.

**18. Adjournment**

**MOTION:** to adjourn the November 25, 2025, meeting of the UFVAA Board of Directors.

**MENARD / TRICIA TAYLOR  
CARRIED**

The meeting was adjourned at 7:56 p.m.

Minutes approved:

Chair: \_\_\_\_\_



Date: \_\_\_\_\_ January 27 2026 \_\_\_\_\_