



Collegiate Alumni Association Meeting

Monday, June 24, 2024

Start: 5:00 p.m. CDT / 6:00 p.m. EDT

Location: Zoom & In Person

In Person: Kevin Clace; Quinn Cove; Ayla Embury-Hyatt; Joshua Hood; Javier Schwersensky; Devyansh Sharma; Bob Stuebing (Chair); Gwami Dhlamini; Patricia Nosal (Recorder)

By Zoom: Stacey Katz; Sarah Seniuk; Elena Anciro

Regrets: Jennifer Janzen

1. Procedural

- a. Notice and Quorum
- b. Notice given and quorum present
- c. Agenda accepted as drafted

2. Approval of March 12 Minutes

MOTION: Approval of the Jan 17 minutes

Moved – J. Schwersensky / Seconded - J. Hood

VOTE / ALL IN FAVOUR / CARRIED

3. Financial Statements

- a. Financial statements for the year ended March 31, 2024:
 - R. Stuebing noted amendments to the statements previously delivered.
 - The Foundation provided \$7,268 to support The Association's operations, operating cash flow was \$Nil.
 - The Board questions Note 3, Endowment Fund, specifically the \$17,119 investment income. J. Schwersensky advised this is the appreciation of securities within the Endowment Fund. However, the Association does not receive the 4.25% distribution, but the appreciation attributable to the Endowment Fund is available to offset any future market declines.

- Note 3 also confirms the balance in the endowment fund at \$195,056 at June 30, 2024 excluding \$16,691 in unfunded commitments.
- The Board asked J. Schwersensky to confirm the Foundation's policy and procedures regarding distributions on donations received during the fiscal year.

R. Stuebing called for a motion to approve the Financial Statements for the year ended March 31, 2024 as presented to the Board, subject to any amendment to Note 3 as may be necessary based on the further inquiry of the Foundation regarding how the Foundation distributes cash from endowment funds.

MOTION: Approval of Financial Statements

Moved – D. Sharma / Seconded by J. Hood

VOTE / ALL IN FAVOUR / CARRIED

b. Budget for the Year Ending March 31, 2025:

- R. Stuebing emphasized the Association's need to start proper budgeting. The Association has not prepared a comprehensive budget before, he suggested that the Board prepare a budget by February, or at the latest March, for the following fiscal year. This budget should reflect expected operating expenses and cash distributions from the Endowment Fund. The Board needs a reasonable projection of available cash to plan its expenditures, understanding that it may adjust the budget as the year progresses to accommodate changing circumstances.
- If the Association reaches its \$300,000 goal for the Endowment Fund, it will receive an annual cash distribution of \$12,750 based on the Foundation's current 4.25% distribution rate. R. Stuebing stated that if future contributions increase the Endowment Fund to \$400,000, the Association will receive an annual cash inflow of \$17,000. Since this amount will likely exceed the Association's operating expenses, the surplus cash flow could either be reinvested into the Alumni Association's capital, earning the 4.25% return, or donated to the general scholarship fund for students at The Collegiate.
- As the Association becomes much more active than it was in its first year and anticipates becoming self-sufficient by fiscal 2026, budgeting becomes crucial to ensure funding for operations, events, and one-off costs, such as reaching out to alumni with physical addresses, but no active emails planned for the current year.
- R. Stuebing will prepare a budget for the fiscal year ending March 31, 2025, and circulate it to the Board.

4. Board Recruitment

a. Current Board:

- S. Seniuk has graduated from grade 12 and will resign as a Non-Voting Director. A. Embury-Hyatt, the previous grade 11 alternate, will become the grade 12 student Non-Voting Director. G. Dhlamini will step in as the grade 11 alternate.

- R. Stuebing advised that J. Janzen has resigned as the Faculty Appointment, Non-Voting Director.
- S. Katz advised that she would be prepared to be the Faculty Appointment, Non-Voting Director, in which event she would not stand for reelection as a Voting Director.
- K. Clace announced that he has accepted a position as Superintendent/CEO of the Prairie Rose School Division effective August 1st. Consequently, this will be his last meeting with the Alumni Association, and he will be replaced as a Non-Voting Director by O. Khan, who will become Acting Dean. K. Clace further advised the Board that he is thankful for the past six years being the Dean at The Collegiate.
- R. Stuebing reiterated that he will not stand for reelection as a Voting Director at the 2024 AGM and will step down as Chair. He confirmed that he had already discussed the Chair position with J. Hood and recommended J. Hood for the role. R. Stuebing also offered to assist the new Chair in an ex-officio capacity as past Chair if the Board agrees.
- The Board supports the appointment of J. Hood as Chair following the 2024 AGM.

Based on the above, there will be two vacancies for Voting Director to be filled at the 2024 AGM.

b. Board Recruitment:

- The Association previously created a voting matrix, and the two candidates who scored the highest were Adam Pollack (2005), a partner at the Winnipeg law firm, Duboff, Edwards, Schacter, and Brandon Murdock (2012), a former Model School student. Both have agreed to stand for election at the Association's 2024 AGM.
- At the 2023 AGM, the Members approved an amendment to Bylaw No. 1 to allow for a 15 day window for the alumni Members to nominate candidates for election as Voting Directors.
- The Board agreed to recommend election of Adam Pollock and Brendan Murdock as Voting Directors at the 2024 AGM.
- It is understood that there may be additional nominations from the Membership at large.

5. Annual General Meeting

- a. The Board discussed the date, time and location for the 2024 Annual General Meeting and determined to hold the meeting on Monday, September 23rd at 5:00 p.m. in the Foundation's board room, 9th Floor, Rice Building, 491 Portage Avenue.

MOTION: To hold the 2024 AGM on September 23, 2024 at 5:00 p.m. at the Foundation's board room, 9th Floor, Rice Building, 491 Portage Avenue.

Moved – J. Hood. / Seconded by D. Sharma.

VOTE / ALL IN FAVOUR / CARRIED

- b. R. Stuebing will draft the Preliminary Notice and the Notice for approval by the Board. The Notice must be delivered to the Members 21 days prior to the meeting and the Preliminary Notice must be delivered 21 days prior to that.

6. Endowment Fund Update

- a. R. Stuebing reported that the balance in the Association's Endowment Fund with the Foundation is currently \$195,000, which is \$105,000 short of the \$300,000 the Board deems necessary to generate annual cash flow sufficient to cover the Association's operating expenses. R. Stuebing had committed to match all third-party donations, and if no additional third-party donations come in, he will personally fund the remaining \$105,000 by March 31, 2025.

7. Quarterly Communications

- a. P. Nosal discussed the line-up for the June newsletter as follows:

- Introduction to convocation
- Announcements of students
- Alumni Spotlight Connor Ward
- Giving Back Article - Ken Rosenberg
- Celebrating faculty, Jennifer Janzen
- Upcoming events - AGM notice
- From the Archives

The Board discussed the proposed content and the timing for delivering the newsletter to the Alumni.

P. Nosal advised that the March newsletter had an open rate of 56% with 2,154 recipients.

- b. P. Nosal discussed the preliminary line-up for the Fall Magazine as follows:

- Faculty member, Karen Zoppa's speech
- Faculty celebration of +10 years
- Highlights of the graduates, where they are choosing to go
- The current events and what's new at the school
- Include new upgrades for facilities within the Collegiate?
- The interim Dean
- Designs projects by students

8. Events

- a. P. Nosal reported on the April 3rd information session for grade 12 students. Only 15 students attended the event due to late notice and other conflicting Collegiate events. However, those who attended found the session very beneficial. The Board supported holding a similar event earlier in the year, such as in September or October. J. Hood and Q. Cove volunteered to assist with the event.
- b. The Association's Annual Future Alumni Survey received 40 responses with highlights as follows:
 - 57% of students attended a Conversations with Alumni Event.
 - 57% of students see the presence of the Collegiate Alumni Association on campus
 - Lunch is the best time to host events
 - It is recommended to host more school events at the start of the school year
 - Students are most interested in learning about the fields of engineering, business, medicine and the sciences.
- c. Seasonal Reception:
 - The Board agreed to hold the December seasonal reception again in December.
 - The Board agreed to invite the grade 12 students to increase the attendance overall while conditioning the future alumni to attend future Alumni events.

9. Collegiate engagement

The Board discussed various strategies to enhance Alumni Association engagement with the Collegiate as follows:

- a. The Board agreed to, distribute the Wesley Times Newsletter to current Collegiate students to start to enhance awareness of the Alumni Association prior to graduation.
- b. K. Clace advised that over \$975,000 was given to 65 students enrolled in the Collegiate Model School, and a further \$249,000 was distributed across 111 individual scholarships and bursaries.
- d. A. Embury-Hyatt suggested having an alumni representative on the student council to connect current students with the Alumni Association. A. Embury-Hyatt further suggested partnering with the student council to invite current students to events held by the Association and invite past alumni to speak with students.
- e. A. Embury-Hyatt suggested having a table for the alumni association during parent/teacher night and having snacks available for the parents and their children.

10. Membership

- a. The Association has street addresses for approximately 2,000 alumni but lacks current email addresses for them. Mailing to these alumni would cost between \$2,000 and \$3,000. Many of these addresses are likely home addresses of parents. The Board discussed conducting a smaller sample mail-out, such as a “we miss you” postcard with a QR code for updating personal information, to assess the effectiveness of direct mail for reaching these alumni.
- b. The Board determined to start with more recent graduates, and if the response warranted further mailings, to progress from most recent to the earliest alumni. The estimated cost is \$0.80 per postage, in addition to the cost of designing the postcard (with the Collegiate logo very prominent and a good picture of Wesley Hall).

11. Graduate Statistics

- a. P. Nosal summarized the responses to the survey of graduates completed in conjunction with the grad gown form as previously circulated to the Board with the significant points as follows:
 - 83 graduates have applied to a post-secondary institution and a further 12 still intend to apply.

- Of the 83 who have applied, 60 have received acceptance letters while 23 are still waiting for acceptance letters.
 - Of the 60 who have received acceptance letters, 32 have committed to a post-secondary institution.
 - Of the 32 who have committed to a post-secondary institution, 13 have committed to the University of Winnipeg, 9 to the University of Manitoba and the balance to other institutions.
- b. R. Stuebing suggested that the results indicate the Collegiate Advisory Committee's 2022 survey understated the issue of where graduates go after graduation. He noted that constraints such as people being insular due to COVID and graduates who went on to the University of Winnipeg possibly feeling a stronger connection to the school might have skewed the previous survey's numbers and increased their likelihood to respond.
- c. The current survey indicates more than half the graduates will leave the Collegiate and not have an affiliation to The University of Winnipeg other than as alumni of the Collegiate.
- c. The Alumni Association will conduct the survey annually and the data will become better defined with successive surveys.
- d. In total, there were 113 graduates in the class of 2024.

12. List of Priorities:

- a. June (Now July Newsletter)
- b. Membership numbers and Mail out
- c. Endowment Fund
- d. 2024 Annual General meeting

Meeting Adjourned at 6:55 p.m.

Submitted by: