



Collegiate Alumni Association Meeting

Wednesday, January 17, 2024

Start: 5:30 p.m. CST / 6:30 p.m. EST

Location: Zoom

By Zoom: Bob Stuebing (Chair); Ayla Embury-Hyatt; Quinn Cove; Josh Hood; Jennifer Janzen; Stacey Katz; Sarah Seniuk; Javier Schwersensky; Dev Sharma; Elena Anciro (recorder)

Regrets: Kevin Clace

1. Procedural – B. Stuebing
 - a. Notice and Quorum
 - b. Notice given and quorum present
 - c. Agenda accepted as drafted

2. Approval of Oct 2 Minutes

MOTION: Approval of the Oct 2 minutes

Moved –D. Sharma / Seconded – Q. Cove

VOTE / ALL IN FAVOUR / CARRIED

3. Financial Statements

- a. Financial update year to date - J. Schwersensky

Our expectation is that once all expenses are submitted, our total actual amount will be over budget (\$5,000 allocation from the Foundation). Elena's Collegiate engagement budget will cover any variance. The upcoming mail out (timing to be determined) of the inaugural magazine link and contact info update form will be also be covered by the Foundation.

Elena will provide a forecast for the year-end at the next board meeting. The Association endowment fund will produce a yet to be determined amount for the next fiscal year.

4. Director and Officer Insurance & Indemnity Agreements - B. Stuebing
 - a. Insurance Renewal

The board agrees to renew the Director and Officer Insurance (\$1M premium coverage) through HUB International for the Directors who are not already covered by the University's insurance policy. The cost will be approximately \$600 – 650.

MOTION: Approval of Director and Officer Insurance renewal

Moved - J. Hood / Seconded - S. Katz

VOTE / ALL IN FAVOUR / CARRIED

b. Declaration by all Directors

As part of the D & O Insurance application, Directors must declare the following:

"I have not been party to, or subject of, any administrative or regulatory proceedings or civil or criminal charges, hearings, demands, or lawsuits during the past 3 years." This declaration will be included in a Conflict of Interest and Board Director Declaration form (based on the Foundation Board's version). The signed forms will be filed and kept by the Foundation for seven years.

c. Indemnity Agreements

The board will have the opportunity to sign the indemnity agreements in person at the next board meeting or via e-signature.

5. Association Endowment Fund Update - B. Stuebing

A few smaller gifts were received since the last endowment fund update. We have \$44,371 left to raise of our \$300,000 goal. Solicitations were recently sent to donors who expressed interest in supporting the endowment fund during Javier's trip to Toronto in November. The Foundation will assess our progress thus far and determine next steps for the final stage of the campaign.

6. Quarterly Communications

a. Digital Magazine Email Analytics & Feedback Report- E. Anciro

The Nov Inaugural Magazine open rate is 6% higher than the June Newsletter at 53.58%. There were 277 total views for the magazine (single page and two-page format links), which equals 24% of the 1116 alumni who opened the email. 11 alumni chose to opt out of communications, the highest number so far.

The board would like to know if a question could be added to the opt-out option, which would allow people to provide a reason for unsubscribing. Javier and Elena will consult with the email platform administrators.

While it is positive that the open rate is continuing to rise, we need to increase link engagement. It is important to keep encouraging alumni to share the communications and update their contact info. Board members can role model this with their own networks.

We need to share more of what an alumni association is and how it can help alumni. For example, providing mentorship for the first year of post-secondary studies.

b. March Newsletter - E. Anciro

The proposed March newsletter content has eight sections, including a new Wesley Times newsletter header and a “Giving Back” section.

The board would like the Dean Tomlinson comments to be a separate section and to feature the arts at The Collegiate in the “From the Archives” section.

7. Events

a. Annual calendar of events - B. Stuebing

i. Seasonal Reception Report - E. Anciro

The reception included one complimentary drink, appetizers, performances by future alumni and an alumna, a future alumni art auction, and Collegiate 150 apparel prize draws. The Seasonal Reception Committee was comprised of the following board directors: Ayla Embury-Hyatt, Joshua Hood, Stacey Katz, Sarah Seniuk and Jennifer Janzen. The master of ceremonies was Joshua Hood. A total of 45 people attended the reception, including 17 alumni, 3 guests of alumni, 10 future alumni volunteers, 7 Collegiate faculty and staff, and 6 Foundation / University staff.

Attendees enjoyed the evening and the committee was thoughtful and skilled in their planning and execution of the event.

The seasonal reception helped introduced the Association to current students. During set up, Ayla heard a lot of buzz from the students who were curious about what was happening. Students were also reaching out to Ayla afterwards to ask what the Association is.

17 alumni attended the event, which equaled a high cost of approx. \$175 per alumni.

ii. Reunions May 2024

Since the seasonal reception's alumni attendance was low, the May reunion could be changed to a reception focused on welcoming graduating students to the Association. This would create a captive audience and a good start to the alumni engagement process.

The following ideas were offered for the May event:

- Offer refreshments or a cocktail party in between the convocation ceremony and the grad dinner, which is on May 16th.
- Alumni would attend to shake their hands and welcome them to the board (board plus other alumni).
- The safe grad committee is sending out a survey to ask grads what they want to drink and eat at the safe grad. We could use the gathered information for our event planning.

Elena will explore this idea further with Sarah, Ayla, Stacey and Jennifer and send an update to the board for their feedback. The event needs to be confirmed in March at the latest.

iii. Special events

Nothing to report.

8. Targeted Alumni and Board Committees

a. Model School Update - E. Anciro

No further response from the alumni that Stacey and Elena reached out to previously. The committee is not a priority at the moment, but the board will revisit this at a later date.

When the time comes to form a RWB alumni committee, Quinn has close connections and could reach out to potential members.

9. Alumni Web Pages

a. Alumni Web Page Update - E. Anciro

The next phase of work on the alumni pages will occur over the next few months. The board has identified the web page development as a key priority.

b. Notable Alumni Update - E. Anciro

Bob drafted a general letter, which will be personalized and sent out to the notable list of alumni previously featured on the Collegiate website. The letter asks for their headshot, bio and permission to add them to our new notable alumni list.

10. New Alumni - E. Anciro

a. 2023 Class

The Alumni Welcome Form was created two years ago to collect information from graduating students, such as contact info and the post-secondary institutions they are planning to go to. Last year, it was distributed online only and the response was low.

b. 2024 Class

Elena is working with Kevin and Olaf to determine a better, in-person way to collect info from the Class of 2024. Elena and Kevin will report back to the board with a new strategy.

11. Alumni Pin Design Contest - E. Anciro

The board has decided to delay the alumni pin contest. A focused call for submissions will be sent out to Collegiate art students and alumni who are visual artists in fall 2024.

12. Other Business

a. Junior Collegiate Engagement Officer Update - E. Anciro

The Foundation is pleased to announce that Patricia Nosal has been hired as the Foundation's Jr. Collegiate Engagement Officer. Patricia is a graduate of both The Collegiate (2014) and the University of Winnipeg. During her time at The Collegiate, she was the recipient of the Special Faculty Award and was actively involved in many student clubs and committees. She has a strong background in building relationships with diverse stakeholders through her internship work with the United Nations, the Botswana Network on Ethics, Law and HIV / AIDS, and the Manitoba Human Rights Commission, and her extensive experience in the fine dining hospitality industry. Patricia's first day of work on Monday, January 29th. On April 1st, Elena's job title will officially change to Annual Giving Officer, but she will continue supporting Patricia as her supervisor and overseeing fundraising-specific Collegiate projects throughout the 2024/25 school year.

We will include an announcement in the March newsletter regarding Patricia and her new role.

13. Termination - B. Stuebing

It is important that the board keeps the following priorities clearly in focus:

1. The spring newsletter
2. The May reception
3. Capturing the 2024 class (email addresses and post-secondary schools)
4. The Alumni web pages

Meeting Adjourned: 7:23 pm

Submitted by:

Quinn Cove (Secretary)