



Collegiate Alumni Association Board Meeting
Monday, November 7, 2022
Start: 5:30 p.m. CDT / 6:30 p.m. EDT
Zoom

Board Members in Attendance:

Bob Stuebing (Chair); Kevin Clace; Joshua Hood; Jennifer Janzen; Stacey Katz; Fatima Sherefa; Javier Schwersensky

Regrets:

Alison August; Dev Sharma

Foundation Staff:

Elena Anciro (recorder)

Call to Order:

The Chair called the meeting to order at 5:34 p.m. CDT / 6:34 p.m. EDT

1. **Procedural** – B. Stuebing

Notice given and quorum present.

Agenda accepted as drafted.

2. **Advisory Committee** - B. Stuebing

MOTION: Approval of the August 18, 2022 minutes by the members of the Advisory Committee.

Moved – S. Katz / Seconded – F. Sherefa

VOTE / ALL IN FAVOUR / CARRIED

- The approval of the minutes brings the work of the advisory committee to an end. Thank you to everyone for their good work. (B. Stuebing)
- Thank you to Jennifer Janzen for doing the alumni engagement leg work and for her vision. Without it, we would not be where we are now. (K. Clace)

3. **Appointment of Officers** - B. Stuebing

MOTION: To appoint the Association's four officers as follows:

Chair: Bob Stuebing

Vice-Chair: Stacey Katz

Secretary: Alison August

Treasurer: Javier Schwersensky

Moved – J. Hood / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

4. Sept 14 Inaugural Meeting and Reception Report

a. Overview Presentation - E. Anciro

- A total of 40 people attended the launch, including 24 alumni, three guests of alumni, one future alumni, nine past / current Collegiate faculty and staff, and three Foundation staff. 35 people attended in-person and five attended online.
- The event budget was \$5,500 in order to include the following components: Nostalgic surroundings that can be accessed in person and virtually, delicious food & wine, and celebrating alumni talent and accomplishments. The sub total was \$6591 and the final total was \$4565.21 (minus food sponsorship).
- Reflection highlights –72% who RSVPed attended and guests stayed for 40 minutes after the end of the event. The schedule could have been tighter, with the entertainment happening sooner, and not enough personalized reach-outs were sent out.
- It was important that graduates and those who only attended for part of their high school years were invited to the event. One guest had only attended one year, but he was just as connected to The Collegiate as another guest who completed four years – all of them felt really connected to the Collegiate. (K. Clace)
- Thank you to Elena for her planning and execution, especially while recovering from Covid. (B. Stuebing)
- Thank you to the entire team for their support and assistance. (E. Anciro)
- Thank you to Bob for handling the member comment at the inaugural meeting with so much class and respect. (J. Schwersensky)

b. Approval of Minutes - B. Stuebing

MOTION: To approve the minutes of the Sept 14 inaugural meeting of the Collegiate Alumni Association as drafted for submission to the members at the next meeting of members.

Moved – J. Janzen / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

- Action item for Elena - we will need to put together a Board minute book. This can be a December item or later in the spring. (B. Stuebing)
- The Foundation Board has a minute book, Elena can reach out to Teresa or Victoria to replicate the same volume we have. (J. Schwersensky)

5. Memorandum of Understanding (Collegiate, Foundation & Alumni Association)

a. Draft MOU - J. Schwersensky

- We based the MOU on models in Canada and the U.S. and how they established a fair relationship between parties. The Foundation would like to support the Association as much as we reasonably can until the Association matures and there is more financial sustainability.
- There should be some distance between the Foundation and the Association and the mutual respect between the two. There also needs to be an acknowledgement of the independence of the Association. Good relationships start with good MOUs.
- Ultimately, we want to establish an endowment fund that will create enough income to support the Association's operations on an annual basis going forward. Thank you to the Foundation for the financial support, which allows us to hit the ground running. (B. Stuebing)
- We want an Association that is healthy, vibrant and self-sustaining, operates in a way that supports future and current students (scholarships and bursaries), develops alumni connections (mentorship with current students), and ensures that all student groups are aware of the Association and the privilege / responsibility that comes with being an alumni. This is encompassed in the MOU and aligns with my vision. (K. Clace)
- The document is dynamic, so if we determine there is something to add to enhance the role of the Association in the school, we can amend it. (B. Stuebing)

b. Director and Officer Insurance - B. Stuebing

- We do not have director and officer insurance currently (UW Alumni Council does not carry insurance either), so if something happens we are on our own. I would contemplate having the Association indemnify us as long as we are acting in good faith without any gross negligence. This would cost nothing. (B. Stuebing)
- We should get a quote or two to see how much it costs. If it's not that expensive, it's worth it. (J. Schwersensky, K. Clace, J. Hood)
- If it is less than \$500, we should do it, but also indemnify. (B. Stuebing)

c. Resolution

MOTION: Adoption of the Memorandum of Understanding and authorizing the Board Chair to sign it on the behalf of the Association.

Moved – J. Hood / Seconded – S. Katz
VOTE / ALL IN FAVOUR / CARRIED

6. Operating Costs and Funding

- a. Current Funding - J. Schwersensky
 - We established a \$5500 budget for the Association, plus or minus the needs of the first year. We have \$934.79 left for the rest of the fiscal year, which ends in March. We would like to use that money for the Association's email address / Teams video conferencing account, alumni pins, alumni cards, hospitality services for Board meetings. Our budget is on track and mostly thanks to the generosity of Bob, who sponsored the launch catering.
 - It is better to spend all the money by the end of the fiscal year because it has been approved by the Foundation Board.
- b. Annual Budget Operating Expenses - B. Stuebing
 - We are probably going to have a couple of receptions and newsletters / reports sent out, so the budget going forward will likely be in the \$15,000 range.
- c. Endowment Fund - B. Stuebing
 - If the Foundation's endowment payments are at 4 ¼%, we will need to raise \$350,000 - \$400,000 for the Association endowment fund. Bob has taken responsibility for leading the campaign to raise that money in collaboration with the Foundation (\$50,000 of seed capital and contemplating matching the next \$100,000).
 - A solicitation letter has been drafted on Collegiate letterhead to be sent to our higher profile alumni who have a track record of supporting the University of Winnipeg Foundation.
 - Leftover funds will be reinvested or put into Collegiate scholarships and bursaries. This will be a Board decision annually when we do our financial report. Once we have our own money coming in, we won't have to worry about the oversight of the Foundation Board.
 - As the Association is building the endowment fund, the Foundation can support something specific like an event. We can look at our budgets and see what is feasible.
 - Can we get students to be our "Wesley Hallers" and call alumni for contact info and donations? (S. Katz, F. Sherefa)
 - Before we approach broader alumni, I would like the chance to approach higher profile alumni first (at the end of January) to see how much we can raise. After we achieve our goal, we will still need to keep raising money because of inflation. (B. Stuebing)

- If one of the first things we do is ask for money, we are tainting that relationship – we need to play the long game at the grassroots level. We need to show we're making a difference before we ask for donations. The alumni Bob will be approaching understand that we need seed money from somewhere and are financially able to contribute, so it is more appropriate to start with them. I would recommend waiting until we have a few more events / activities before we do anything more than that. (J. Schwersensky)
- In regards to leftover funds, it would also be great if some of that money went towards leadership scholarship opportunities. Each year, The Collegiate uses operating funds to sponsor these opportunities, so this may be a great way for the Association to support the development of future leaders. (K.Clace)

7. What's Next?

- a. Alumni Survey Results Quick Overview - E. Anciro
 - Survey Recommendations - Highlights:
 - Communication: Communicate with alumni via an e-newsletter three times per year and an annual digital alumni magazine, launch a new Collegiate Alumni Instagram account, and add an alumni section to The Collegiate's website.
 - Events: Plan two blended alumni events per year, research and develop mentorship opportunities in the future.
 - Affinity Program: Research and develop new affinity benefits based on the top three interests of alumni, provide clear info on how to access alumni benefits on the website.
- b. Alumni Greeting Letter
 - We need to include that officers were appointed on November 7th and the alumni should know who the officers are, as well as the directors. Bob will work with Elena on this. (B. Stuebing)
- c. Establishing future actions and activities
 - i. Alumni Reports (frequency and content)
 - We will aim for quarterly communications – three e-newsletters and one annual alumni magazine. We need to make sure that we get the right content that speaks to what alumni want and we need great design. (B. Stuebing)
 - Alumni are interested in knowing how faculty are doing and students are always coming back to talk to teachers. Featuring faculty in the newsletter and / or updates on what is happening at the school is important. (J. Janzen)

- We should provide contact information for alumni, so if they would like to visit the school, someone can be there to welcome them, a tour can be arranged or they can be invited to sport events. (J. Janzen, S. Katz)
- Once we have our annual e-newsletter schedule, we can make sure there is a section that includes what is happening at the Collegiate. (E. Anciro)
- In terms of publications, the “where are you now?” section is my favourite, which includes birth / wedding announcements and career updates. (K. Clace)
- Would recommend having no more than 3 – 4 newsletters. For example:
 - Spring: Convocation issue - “meet the new alumni”
 - Early Fall: Annual report / event schedule promotion
 - Holiday Edition (Dec): Faculty-centered content
 - Winter (Feb): Where are they now? (J. Schwersensky)

ii. Receptions

- Two receptions per year scheduled around spring graduation and the holiday season in December. We can also have five-year reunions as part of the receptions or stand-alone events. (B. Stuebing)
- More relaxed and intimate events like Rumors Comedy Club, film screenings, alumni concerts / jam sessions and ultimate games would also be great. (S. Katz)
- An app called [Meetup](#) allows you to schedule an impromptu event anywhere in the world and put structure to it. (J. Schwersensky)
- It would be great to get alumni involved with other Collegiate events like Fall Outing or Coffeehouse. We can also try to increase awareness of the Association in The Uniter, UW’s newspaper. (J. Hood).
- There are a lot of successful alumni of all artistic disciplines. We should try to support them. (J. Hood)
 - Bob has a contact with the Mayberry Gallery, which could be a potential venue to celebrate alumni who are visual artists.

iii. Reunions

- Having class liaisons would help with getting reunions going. (S. Katz)

- A barrier for recent graduates is that if they think they won't know anyone, it is unlikely they will come. Having a class liaison will help to address this. (J. Hood)

d. Targeted Alumni and Board Committees - B. Stuebing

- i. Model School
 - ii. Royal Winnipeg Ballet
 - iii. International Alumni
- The Board will begin with building a committee of Model School alumni. Stacey will talk to Director of the Model School Program (Ian Elliot) for alumni recommendations.
 - Promoting the "First Steps Competition" that the RWB students perform in would be a great way to start building connections with RWB alumni. (S. Katz)
 - We can also promote the Conversations with Alumni events to alumni. This year's events feature RWB and Model School alumni. (K. Clace)

8. Alumni Web Pages and Social Media – E. Anciro

a. Site: collegiate.uwinnipeg.ca

- Our goal is to add a section to the Collegiate website, which would house information that is exclusively for alumni.

b. Pages for Association

- i. Content
 - ii. Director profiles
- A page for the Association will be created within the alumni section of the website and will feature the bios and headshots of the Board, as well as information on how get involved with the Association.

c. Alumni Profiles

i. Distinguished Alumni on web site

- Currently, there is a Collegiate alumni group page on the [UW Alumni Affairs](#) website featuring a short list of "notable alumni."
- When the alumni section is built on the Collegiate website, we will work towards having a more fulsome list with bios and headshots.

ii. Alumni profiles on Social media

- Since September 2021, alumni have been featured on Collegiate social media accounts. The posts are focused on alumni who have been in the news recently and educational / career updates.

- Over the next year, we will feature the Directors of the Board as a way to build awareness of the Association. Elena will reach out to the Directors individually about this.

9. Other Business - B. Stuebing

- Kevin will consult with faculty regarding grade 11 non-voting director recommendations.

Meeting Adjourned: 7:27 p.m.

Submitted by:

A handwritten signature in black ink, appearing to read "Alison August", with a long horizontal flourish extending to the right.

Alison August, Secretary