



Collegiate Alumni Association Meeting

Monday, Oct 2, 2023

Start: 5:30 p.m. CDT / 6:30 p.m. EDT

Location: 9th Floor Board Room, Rice Centre and Zoom

In Person: Bob Stuebing (Chair); Ayla Embury-Hyatt; Quinn Cove; Jennifer Janzen; Elena Anciro (recorder)

By Zoom: Stacey Katz; Javier Schwersensky; Sarah Seniuk; Dev Sharma

Regrets: Kevin Clace; Josh Hood

AGENDA

Call to Order:

The Chair called the meeting to order at 5:36 p.m. CDT / 6:36 p.m. EDT

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

2. Approval of July 13 Minutes

MOTION: Approval of the July 13 minutes

Moved – J. Janzen / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

3. Financial Statements

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

The Foundation has transferred its commitment of \$5,000 for the Association's use.

To date, there are no expenditures to report.

The balance in the Association's endowment fund is currently \$121,000, and it will likely produce approx. \$5,000 at the 4.25 income allocation rate by the March 31, 2024 fiscal year end. A discussion can be had with the Foundation if the Association requires additional funds over the \$5,000 already provided for the current fiscal year.

4. Approval of September 11, 2023 AGM Minutes Draft

MOTION: Approval of the September 11, 2023 minutes draft for submission to the Membership at the 2024 Annual General Meeting.

Moved – D. Sharma / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

The approval of the minutes of the 2022 inaugural meeting was accidentally left off of the agenda at the 2023 AGM. At the 2024 AGM, the Members will be asked to approve both the 2022 and 2023 minutes.

5. Appointment of Officers - B. Stuebing

a. Proposed Appointments:

Chair: Bob Stuebing

Vice-Chair: Stacey Katz

Secretary: Quinn Cove

Treasurer: Javier Schwersensky

b. Resolution

MOTION: Appointing all the Officers

Moved – S. Seniuk / Seconded – J. Janzen

VOTE / ALL IN FAVOUR / CARRIED

6. Endowment Fund Update - B. Stuebing

Current funding (\$121,250) and commitments (\$87,198) total \$208,458. With matching, the Association must raise \$45,771 in third party donations to achieve the \$300,000 goal. The Foundation continues to work hard to find the remaining funds. Javier has meetings in Toronto at the beginning of November with potential Collegiate alumni donors. The Association and its endowment fund will be part of those conversations.

7. Quarterly Communications

a. Email Analytics Report - E. Anciro

The average open rate for all five emails that have been sent to alumni is 51.2%. The average number of emails opened is 1114.

The board would like to include the send date, number of recipients, number of emails opened, and open rate in the next newsletter to give alumni a sense of the

current level of engagement and to involve them in helping us increase the level of engagement.

b. Newsletter Name - B. Stuebing

The board has decided that the Association's newsletter will be called the "Wesley Times." Alumnus Brett Buckingham submitted this suggestion and will receive a \$100 gift card for Tony's. He was the former editor of the Wesley times in 1965.

The board suggested that articles on the Model School, the Collegiate's music program and the young Artist Intensive Program be included in future e-newsletters.

c. Fall Digital Magazine - E. Anciro

Content for the 14 sections of the digital magazine are being written / collected for submission to our design company, Relish. The magazine content will mirror the e-newsletter content, while also having special content that would only appear in the magazine format. The current quote is \$1,250, but this may change depending on the final content length. We hope to send out the magazine by the end of October.

The board decided that for the inaugural magazine having a longer, more fulsome magazine is preferable and worth the cost in order to create excitement and engagement going into our first homecoming event.

The board would like to see if the Collegiate 150 online clothing store can be re-opened for a limited time for alumni, so the link can be included in the digital magazine. Elena will contact Olaf to see what is possible.

Once the magazine is out, the board will think about what the mail-out to alumni who have a valid mailing address, but do not have an email address on file will look like. This could include a one page "promo" page with a QR code to the full magazine, a slip to fill out contact info in hard copy form, and a prepaid return envelope. Individuals of a certain age could also be sent a hard copy of the magazine. The goal is to increase our database of valid contact info from 2000 to 4000 alumni.

8. Events

a. Annual calendar of events - B. Stuebing

i. Seasonal Reception Plan - E. Anciro

The average attendance from the Association Launch, the AGM and the Collegiate 150 Celebration is 21 alumni. In order to increase attendance, the board has decided that Collegiate faculty and staff will be invited as usual, but each Director will also commit to bring five alumni to the event.

Other reception details discussed:

- The reception will be held at Convocation Hall and Tony's and complementary appetizers and drinks will be offered.
- Have students provide the entertainment (choir, band, RWB students) and give them a gift card for their time and talents. For example, a \$25 gift card to Tony's.
- Entertainment could also include a stand-up routine by an alumnus (Stacey or Jennifer to email Benji Rothman?)
- Student volunteers in Collegiate 150 shirts can also run tours.
- Obtain a flower quote through Quinn's connection with Callia Flowers.

A Seasonal Reception Committee was formed and consists of the following Directors: Jennifer Janzen, Stacey Katz, Sarah Seniuk, and Ayla Embury-Hyatt.

ii. Reunions May 2024

No discussion.

iii. Special events

No discussion.

b. Collegiate 150 Recap - E. Anciro on behalf of K. Clace

23 alumni representing every decade from the 1950 to 2023 attended the Collegiate 150 Celebration on September 21, 2023. From Elena's perspective, the formal program, complimentary lunch, student volunteers and the alumni entertainment were all excellent, and the alumni she spoke to were very impacted by the experience. Stacey also did a great job representing the Association in her greetings.

From the student perspective, Ayla shared that the students on the lawn could not hear what was being said because there were no speakers outside of the tent. The traffic on the street also added to the noise. This should be noted the next time an outdoor event is planned, so all guests can feel included.

9. Targeted Alumni and Board Committees

a. Model School - E. Anciro

i. Committee Structure & Next Steps

Siwaye and Taylor have not replied to Elena or Stacey, so we will move on to seek out other potential members. Elena will reach out to Brandon Murdock, who submitted an expression of interest, to see if he is connected to any Model School alumni who would be interested in joining the committee as well.

10. Alumni Web Pages

a. Alumni Web Page Update - E. Anciro

Discussion deferred to next meeting.

b. Notable Alumni Update - E. Anciro

Bob has drafted a letter to notable alumni, which can be personalized. Elena will send out the letter to all alumni previously included on the Collegiate's web page.

11. Alumni Pin Design Contest - E. Anciro

The board has agreed to move forward with the alumni pin design contest. The contest will be promoted in the digital magazine, the next e-newsletter, on posters in Wesley Hall, on Collegiate social media and via faculty members (Mr. Gunn teaches art).

12. Other Business

a. Collegiate Engagement Update

Elena will be transitioning from her current position to the Annual Giving Department at the Foundation. A Junior Collegiate Engagement Officer posting will be circulated and alumni will be specifically sought out for this position. Elena will mentor the incoming person and the transition will likely take 6 – 8 months.

13. Termination - B. Stuebing

Meeting Adjourned: 7:25 p.m. CDT / 8:25 p.m. CDT

Submitted by:



Quinn Cove (Secretary)