



**Collegiate Alumni Association
Board of Directors Meeting
Tuesday, September 17, 2024
Start: 5:30 p.m. CDT / 6:30 p.m. EDT**

Location: Zoom & In Person

In Person: Bob Stuebing (Chair); Ayla Embury-Hyatt Joshua Hood; Patricia Nosal (Recorder);

By Zoom: Quinn Cove; Stacey Katz; Osaed Khan; Adam Pollock; Brandon Murdock; Javier Schwersensky; Devyansh Sharma

Regrets: Jennifer Janzen; Sarah Senik; Gwamile Dhlamini

1. Procedural

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

2. Approval of June 24 Minutes

MOTION: Approval of the June 24 Minutes

Moved – J. Hood / Seconded – S. Katz

VOTE / ALL IN FAVOUR / CARRIED

3. Annual General Meeting

- a. Ratify Email Approval of Preliminary Notice
- b. Ratify Email Approval of Notice

MOTION: Ratify Email Approval of Notices

Moved - Q. Cove / Seconded – J. Hood

VOTE / ALL IN FAVOUR / CARRIED

- c. B. Stuebing noted the Board will have to hold a short meeting immediately following the AGM to appoint the officers as follows:
- J. Hood, Chair
 - Q. Cove, Vice Chair
 - A. Pollock, Secretary
 - J. Schwersensky, Treasurer

4. Quarterly Communications

- a. P. Nosal discussed the similarities between the Fall Magazine and Newsletter. She explained there are content overlaps, and the \$2,000 budgeted for the Magazine is a high amount when the same material can be presented in a different format at no cost to the Association. The core information in the Newsletter includes:
- Alumni News
 - Faculty Spotlight
 - Giving Back
 - Events/Announcements
- b. R. Stuebing pointed out that the \$2,000 would only provide a format for readers to flip through pages, while the content remains unchanged. He suggested the Association could use the \$2,000 more effectively elsewhere.
- c. J. Hood raised concerns about the inability to track interaction with the Magazine (e.g., open rates, clicks, transaction ease, opt-outs, bounce-backs). In contrast, the Newsletter's production mechanisms provide detailed insights. J. Hood also asked whether the previous Magazine contained any unique content not available in the Newsletters. R. Stuebing responded that the Magazine was more robust, with several additional pages, including a dedicated section for Dean Thomlinson, but that the Newsletter could be expanded if the Board deemed additional content was warranted. Producing the Newsletter is more time-efficient, as it doesn't rely on IT or third-party consultants.
- d. J. Schwersensky agreed to eliminate the Magazine, noting the shift in how people consume information. He proposed using the \$2,000 surplus for other media forms that align with consumer habits, which could be incorporated into the Newsletter.
- e. The Proposed October Newsletter content:
- Faculty Spotlight – Osaed Khan (New Acting Dean of The Collegiate)
 - Collegiate Alumni Association News (Message from the Chair)
 - Dean's Corner
 - Alumni Spotlight – Carrington Real Estate
 - Ongoing List of Alumni News
 - Giving Back

- Archives
 - This will be the first newsletter that will be sent out to current Collegiate students with the objective that they be fully engaged alumni once they graduate.
- f. The Michael Gray Donation is now documented in the Foundation's Annual Report. His introduction to becoming a major funder initiated through the Collegiate Alumni Association and our first newsletter. The Board discussed featuring Michael Gray in the 'Giving Back' section of a future Newsletter.
- g. R. Stuebing will write the "Giving Back" column for the fall Newsletter based on information included in the Foundation's Annual Reports. He estimated that 25% to 30% of all donations made to the University of Winnipeg are from Collegiate Alumni.
- h. J. Schwersensky agreed, historically The Collegiate Alumni have been very generous with donations. The inception of the Foundation was due in large part to Collegiate alumni.

5. Financial Statements

- a. R. Stuebing discussed the 2025 budget as previously distributed and specifically the annual distribution from the Endowment Fund.
- At the last Board Meeting, he questioned the Foundation's distribution policy whereby the Foundation paid 4.25% of the balance in the Endowment Fund as of April 1st, with payment made the following March 31st. This resulted in a one-year lag in payments and didn't account for any credits received during the year. He raised this issue with the Foundation Board and CEO J. Schwersensky. As a result, the Foundation revised its distribution policy to distribute 4.25% on the April 1st balance and 2.125% on donations made within the first six months of the fiscal year with payment issued the following March 31st.
 - This year, the Association anticipates \$10,000 in revenue and has budgeted \$9,500 in expenses. The Association will also have a \$2,000 savings from not producing the magazine, leaving \$2,600 to allocate toward other events and activities.
 - When the Association was established, the Foundation committed funding for five years. However, the Association expects to achieve self-sufficiency by the second full year of operation. Despite this, the Association will continue to rely on the Foundation's support, as it will incur expenses throughout the year but only receive funds on March 31st. The Foundation will front the expenses, and ~~we~~ the Association will repay the Foundation when it receives its distribution on March 31st. The long-term goal is to accumulate \$15,000 in cash reserves to eliminate the intra-year dependency on the Foundation.
 - Creating a budget must be an annual exercise conducted each March for the upcoming fiscal year. This is a crucial process to support the Association's plans and priorities for the year ahead.

MOTION: Approval of the Budget for the Year Ending March 31, 2025.

Moved – J. Hood / Seconded by Q. Cove

VOTE / ALL IN FAVOUR / CARRIED

b. Endowment Fund Report:

- R. Stuebing discussed the Endowment Fund report previously distributed. The Association has exceeded its goal of 300k, and is currently at \$308k. That will give the Association \$13,000 annually. R. Stuebing's vision is to continue soliciting and accept donations to the Endowment Fund. If the Association has extra funds it can donate those funds to Scholarships which would reflect well on the Alumni Association. In soliciting additional donations for the Endowment Fund, the Association can promote the additional donations are indirectly supporting scholarships and bursaries to students.

6. Webpages

a. The Board discussed updates to The Collegiate Alumni Association website with pages as follows:

- Alumni News segregated by decades of alumni graduation years.
- Notable Alumni which will be larger in length, highlighting the accomplishments of the notable Alumni along with a headshot.
- The Board Documents, Financial Statements, Minutes, etc.
- Conversations with Alumni highlighting alumni that have come to speak to students.

b. Collegiate Wikipedia Page

- J. Schwersensky noted The Collegiate Wikipedia page could use some editing, and that it could include the Notable Alumni and be linked to The Collegiate website. Artificial intelligence search engines use Wikipedia as an index, therefore it will give more exposure. Edits need to be brought to administration of The Collegiate.
- O. Khan will ensure more accurate information will be available on the Wikipedia page.
- J. Hood asked if there are any social media accounts set up for the Alumni Association (Instagram, X, Facebook). He stated that Instagram could reach many recent graduates, while LinkedIn may reach previous generations.
- P. Nosal responded that there are no social media accounts for the Alumni Association. If the Association needs to advertise events, she asks The Collegiate administration team to put it on their social media accounts.
- A. Embury-Hyatt noted that student clubs are not allowed to make social media accounts. The social media accounts need to be run either by administration or faculty.
- J. Schwersensky said that social media accounts with the name 'University of Winnipeg', need approval by the University's administration. He suggests the

Association engage in two platforms (such as Instagram and LinkedIn) and post regularly to maintain engagement with algorithms.

- The Association discussed consulting Brandon Boone, the manager of communications and stewardship at the University of Winnipeg Foundation, to assist in preparing the strategy for future communications on social media. P. Nosal will confer and report back to the Board.

7. Collegiate Activities

- a. The Board discussed holding an Information Session for grade 12 students in October. J. Hood and Q. Cove are willing to engage and speak to students-and welcome them into the Association. Snacks will be served.
- b. Student council
 - Once the student council is established, P. Nosal will be attending the weekly meetings. A. Embury-Hyatt is currently running as Deputy Minister for student council.
- c. Med4Youth
 - Through the survey conducted in the Spring, students are very interested in the medical field. This student group began this year, and the students invite professionals in the medical field to speak to them monthly.
- d. Delivery of the Association Newsletters to Collegiate Students
 - Moving forward, our newsletters will be sent out to current students via The Collegiate Times.
- e. Seasonal Reception
 - Grade 12 students will be invited to the seasonal reception.
 - R. Stuebing suggested holding the event at the University Club, as it would offer a more intimate environment.
 - The Board will form a committee (S. Katz, A. Embury-Hyatt, J. Hood, G. Dhlamini) to establish a date, aiming for a mid-week event, preferably during the first week of December, and plan the reception.
 - J. Schwersensky suggested timing the seasonal reception to coincide with a Jets home game. He proposed offering a raffle for alumni in attendance, with either a donation or ticket purchase. After discussion, the group decided not to hold the seasonal reception on the same night as a Jets game but to choose a different date.
 - The Association will email invitations to alumni at large and will include an invite in the October Newsletter. A reminder notice will be emailed in November before the seasonal reception.

8. Membership

a. Post Card Mail Out

- P. Nosal advised that the Foundation has the names of 837 Alumni from 2000 to 2022 for whom it does not have a valid e-mail address on file, but for whom it has physical addresses. She is in the process of preparing a postcard for mailing to these Alumni which will include a brief description of the Alumni association and a QR Code for Alumni to scan to update their personal information.
- Q. Cove noted an e-mail address for the Association should be provided.
- J. Schwersensky noted a phone number should be included on the post card.
- S. Katz commented on the difficulties of accessing the QR code if it is only accessible by smart phones. It is important to make it user-friendly.
- J. Hood questioned if the Collegiate Alumni Association has a logo. P. Nosal responded that one does not exist, and if we wanted to create a logo, we would have to go through the Office of the University President which would take a long time. R. Stuebing agreed that The Collegiate Alumni Association should have their own logo, and the Board should pursue this.

9. Other Business

- a. R. Stuebing attended the University of Winnipeg Alumni Association AGM, the first AGM chaired by Brent Corrigan. R. Stuebing also met with Danielle Dunbar, the University's Vice President, who suggested that the Collegiate Alumni Association Board should appoint a representative to attend the University of Winnipeg Alumni Association board meetings. He volunteered to take on that role and the Board concurred. Notwithstanding this, he advised that the Collegiate Association had to remain independent to maintain its visibility.

10. List of Priorities:

- a. October Newsletter
- b. Membership numbers and Mail out
- c. Webpages
- d. Info Session for Grade 12
- e. Seasonal Reception

The Meeting Adjourned at 7:09 p.m.

Submitted by: