



**Collegiate Alumni Association Board of Directors Meeting**

**Date: Thursday, April 3, 2025**

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

**Location: Zoom & In Person (901 – 491 Portage Ave, UW Foundation Boardroom)**

**In Person:** Joshua Hood (Chair), Patricia Nosal (Recorder)

**By Zoom:** Quinn Cove; Stacey Katz; Adam Pollock; Javier Schwersensky; Devyansh Sharma, Ayla Embury-Hyatt, Bob Stuebing, Eliana Yonas Gebreselassie

**Regrets:** Osaed Khan, Brandon Murdock

**1. Procedural**

- a. Notice and Quorum
- b. Approval of Agenda

**2. Approval of April 3 Minutes**

**MOTION: Approval of January 20, 2025 Minutes**

**Moved – A. Pollock / Seconded – Q. Cove**

**VOTE / ALL IN FAVOUR / CARRIED**

**3. Quarterly Communications**

- a. The newsletter was sent to approximately 2200 recipients, with an open rate of 54.1%. The next one is scheduled for June.
- b. The proposed June newsletter content will be as follows:
  - Chair's message
  - Dean's message
  - Potential profile on Ash Modha of Mondetta
  - Faculty Spotlight: Bonnie Talbot
  - 'Giving Back' section, Bryce Douglas (1963), a renowned philanthropist in Winnipeg and Kenora, to write an article on him. We will feature Dr. Carol Harvey in the next issue.
  - *Conversations With Alumni* is changing to *Alumni Come Home*: Profiling Sarah Harris (former RWB dancer). Request a quote from Sarah, and all subsequent presenters, saying what it was like coming back and talking to the students.
  - It was discussed, the June newsletter is a convocation and graduation edition, there should be more content about the upcoming graduating class.

- The Alumni Association has been producing three newsletters annually, rather than four. At the next Board meeting there will be a proposed schedule for the newsletter. Suggestions were made that perhaps students can help create some of the content. The Alumni Association is keen to increase the bond between Alumni and The Collegiate so that when we approach people with a campaign to raise money, Alumni are more incentivized to give back. Newsletter is seen as integral to the process of raising awareness and providing a connection.
- Mayor Scott Gillingham spoke to students, and he was impressed with the calibre of work. The Mayor was invited by Mrs. Janzen's Canadian History class, during the postal strike, students wrote postcards about issues they see in the city, and Mrs. Janzen hand delivered them.

#### **4. Financial Statements**

- A preliminary budget was presented to the Board. The Association has a surplus subject to further discussion regarding disposition of the funds. Two things to consider: ensure revenues are clearly defined and discuss how to spend the money. It was presented that the Association should build the balance to have \$15,000 to \$20,000 cash that would wean us off bridge financing from the Foundation (Foundation would be banker).
- The Foundation is supporting the Association for 2026-2027, then the Association must be independent. One member wants to donate \$15,000.00 to the Association to fund working capital so it will be independent. The fall newsletter should mention financial solvency once established. Receptions are seen as a good way to spend surplus. Other ideas included putting more money into receptions and giving back to alumni and supporting new graduates.
- A feasible idea for Grad 2026 could be to donate and host a cocktail/mocktail party prior to grad and open it up to alumni.
- Table the budget at the next meeting and add a topic to the agenda for the spring/graduation reception to start talking with administration months in advance.
- The Association has tabled the preliminary budget for further discussions on the disposition and surplus.

#### **5. Webpages**

- Last meeting unveiled newest edition of alumni section of website. Comments were made to update our output.
- Last year's grad gown forms asked grads where they will be attending school the following year. We received 102 responses. This year, the survey was not included in the grad gown form and as a result there were only 52 responses. It is integral to gain an understanding of where students will go post-graduation. It is important to receive active support from administration to obtain information. Currently, the data collected only has about 50% of where the graduates will be attending next year.

## **6. Collegiate Activities**

- a. A \$2,000.00 donation to 2025 Safe Grad will be made on behalf of The Collegiate Alumni Association. Two representatives from the Association will speak to graduates. It was discussed to proudly display the Association's logo at the graduation reception. Once the logo is decided upon, billboards/back drops can be created. The Development Officer will find out if printing convocation handbook/programs with logo on it.

## **7. Membership**

- a. The postcards will be mailed out in the following week. Data will be collected to see how many alumni have scanned the QR Codes and how many updated their profiles.

## **8. Other Business**

- a. The Development Officer spoke with Hilary Druxman, who provided examples of different rings we could give to graduating students. She pointed out rings can be problematic because of different ring sizes. Hilary also suggested a pendant resembling Wesley Hall. If we choose jewelry, it will have to be subsidized. Other gift suggestions included water bottles, key chains, baseball caps, toques and bracelets. Must be sure everything is Canadian made and owned. Consensus around being branded as the Alumni Association, and like the idea of Collegiate and alumni connection being presented. Will proceed in the direction of items that aren't size dependent.
  - One board member spoke to his father, whose company makes goods such as baseball caps and water bottles and got a rough quote of \$18.00 plus or minus \$5 for caps and water bottles.
- b. Received an update about Nola and Mike (Class of 2005), they are open to attending. GM will reach out to board. The Collegiate's Development Officer reached out to Julie for the Class of 2005 but received no response. Another board member will try to contact her.
- c. Alumni Association's logo: Devise a logo in line with UWC, the Alum Association should be dovetailing branding design with what administration of the UWC is doing. Decision to be made on logo, with several Board members expressing interest in the rectangular one.
- d. Volunteers for the seasonal reception committee are as follows: Quinn, Stacy, Elyana and Ayla. The Development Officer will speak to Osaed about next Grade 11 Alumni board member.

## 9. Summary of Priorities

- April Newsletter
- Post Card Mail Out
- Safe Grad Contribution / Logo
- Three directors up for election: Josh, Dev and Quinn
- Seasonal Reception Committee

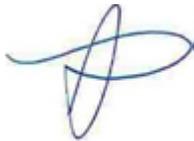
## 10. Termination

Next meeting will be held at the end of June.

**The Meeting Adjourned at 7:37 p.m.**

Submitted by:

Adam Pollock  
(Secretary)

A handwritten signature in blue ink, consisting of several overlapping loops and a horizontal stroke, positioned to the right of the name Adam Pollock.