



**Collegiate Alumni Association  
Board of Directors Meeting  
Monday, January 20, 2025  
Start: 5:30 p.m. CDT / 6:30 p.m. EDT**

**Location: Zoom & In Person**

**In Person:** Joshua Hood (Chair); Ayla Embury-Hyatt; Patricia Nosal (Recorder); Eliana Yonas Gebreselassie

**By Zoom:** Quinn Cove; Stacey Katz; Adam Pollock; Devyansh Sharma; Bob Stuebing

**Regrets:** Osaed Khan; Brandon Murdock; Javier Schwersensky

**1. Procedural**

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

**2. Approval of September 17, 2024, Minutes**

**MOTION: Approval of the September 17 Minutes**

**Moved – A. Pollock / Seconded – D. Sharma**

**VOTE / ALL IN FAVOUR / CARRIED**

**3. Election of Officers**

- a. The proposed appointments are as follows:
  - J. Hood, Chair
  - Q. Cove, Vice Chair
  - A. Pollock, Secretary
  - J. Schwersensky, Treasurer

**MOTION: Appointment of the Election of Officers****Moved - D. Sharma / Seconded – A. Pollock****VOTE / ALL IN FAVOUR / CARRIED****4. Quarterly Communications**

- a. October Newsletter Statistics: the newsletter was sent to 2,281 recipients, and 5 people unsubscribed.
- b. The Proposed January Newsletter content, will be launched at the end of January:
  - Collegiate Alumni Association News (Message from the Chair)
  - Dean's Corner
  - Alumni Spotlight – Amy Mann Rhodes Scholar
  - Faculty Spotlight – Christine M'Lot
  - Giving Back – Dr. Michael Lukie
  - 'Alumni Come Home' – Adam Pollock
  - Photos from Seasonal Reception
  - Ongoing List of Alumni News
  - Archives
- c. It was decided future 'Conversations with Alumni' events will be included in the Wesley Times. R. Stuebing noted that this is a way alumni give back to The Collegiate community by mentoring students, and proposed renaming these events 'Alumni Come Home'.
- d. The 'Giving Back' section will be inclusive of both large and small donors; it needs to be encompassing of all donors. R. Stuebing suggested writing about Bryce Douglas, as he has been very generous to The Collegiate.

**5. Financial Statements**

- a. Year to Date: The Association has a \$3,350 deficit year to date as distributions from the endowment fund will only be received on March 31<sup>st</sup>. The projection for the fiscal year ending March 31, 2025 is a \$4,091 surplus and a \$3,394 favorable variance to budget, the primary components of which are:
  - \$2,000 savings by issuing a fall newsletter and so avoiding the \$2,000 budgeted cost of a magazine.
  - \$645 favorable variance to budget for the AGM (Budget - \$1, (Budget - \$1,000; Actual - \$355).
  - \$485 favorable variance to budget for the December reception (Budget - \$3,500; Actual - \$3,015).

R. Stuebing noted that these are projections of our financials and may not be completely accurate. However, the largest events for the year are completed.

- b. The ultimate objective is to have a \$15,000 surplus at the April 1<sup>st</sup> start of each fiscal year after the March 31<sup>st</sup> distribution from the endowment fund so the Association will not have to rely on the Foundation for bridge financing. After that, the goal will be to have the Association utilize the surplus of Funds for scholarships such as the Dean's Continuing Scholarship Fund.
- c. At the next Board Meeting, the Board will need to create a budget for the year ending March 31, 2026. J. Hood expressed Board Directors are encouraged to think of events and ways in which the Association can use the funds now that we are no longer producing the magazine that will drive engagement and alumni involvement.
- d. A. Pollock suggested setting aside some funds to put towards reunions for class targeted events.

## **6. Webpages**

- a. The Board discussed updates to The Collegiate Alumni Association website which now includes six different subsections as follows:
  - Alumni Association – providing a brief overview of the functions of the Association along with a profile of each Board of Director.
  - Update your Profile – this allows alumni to easily access updating their profiles
  - Alumni Events – showcasing all the 'Conversations with Alumni' that have been held in the past along with a write up.
  - Association Documents: Bylaws, financial statements, minutes of Board Meetings.
  - Wesley Times – all the past editions of the newsletters
  - Alumni News – showcasing alumni news organized by their graduation year.
- b. In the past it was discussed to have a 'Notable Alumni' page. A future page will feature Notable Alumni, including a write up and a headshot.

## **7. Collegiate Activities**

- a. Collegiate Alumni Association Seasonal Reception
  - A total of 69 individuals RSVP'd 'attending' for the seasonal reception.
  - In total, 60 people attended the reception, including 30 alumni, 4 guests of alumni, 10 future alumni, 7 faculty and staff, and 6 Foundation/university staff members.
  - For future events, Board Members will contact their classmates from their respective graduation years. The Association believes that personalized messages from classmates may encourage higher attendance among specific

student cohorts. R. Stuebing recommends designating class representatives for each graduating year to reach out to classmates and collect their email addresses. The Association can then delegate the responsibility of inviting alumni to the class representatives. The Board discussed what form of a non-disclosure/non solicitation agreement the class representatives would be asked to sign before the Foundation provided them with email addresses for their classmates.

- A. Embury-Hyatt recommends reaching out to the Valedictorians of each graduating class to serve as class representatives.
  - R. Stuebing observed that the evening was highly successful. Moving forward, the Planning Committee could provide Diversity with more specific direction regarding catering preferences, rather than giving them multiple options. This would help ensure results align more closely with the Association's vision.
  - The feedback from future alumni indicates that they enjoyed the event, found it fascinating to access a space otherwise unavailable to them, and appreciated the opportunity to connect with alumni.
  - E. Yonas Gebreselassie proposed bringing back the art auction next year to showcase student artwork.
- b. Conversations with Alumni
- Alumnus Sarah Harris, a 2013 graduate and former Royal Winnipeg Ballet student, is scheduled to speak with students as part of the "Conversations with Alumni" series. Sarah is a biomedical engineer, and during her time at university, she founded an organization to support and connect women in the engineering field.
  - S. Katz suggested contacting the Royal Winnipeg Ballet to inquire if students can leave dance class earlier on the day of the event to attend the "Conversations with Alumni" session with Sarah Harris.
- c. Open House
- P. Nosal is speaking at The Collegiate Open House on behalf of the Alumni Association and the Foundation.
- d. Coffee House
- A. Embury-Hyatt suggested members of the Association attend Coffee House
- e. First Step.
- S. Katz and P. Nosal will be attending the Royal Winnipeg Ballet in support of the RWB Collegiate students.

## **8. Creating a Class Specific Reunion**

- a. Class of 2005

- A. Pollock discussed his 10-year post-graduation celebration, which was organized by Julie Rubinger. The event, held at King + Bannatyne prior to the formation of the Collegiate Alumni Association, was well attended by 30-50 people. This year marks their 20-year anniversary.
- S. Katz explained that communications for the event were conducted through Facebook Events, allowing members to see who was attending. Each attendee contributed \$20, and food was provided. Eventually, the information reached the Foundation, who subsequently supplied champagne for the reunion.
- R. Stuebing noted there has not been a sole class reunion in the past due to a lack of critical mass. However, given the strong attendance from the Class of 2005, he suggested this may present a wonderful opportunity. He asked A. Pollock to inquire about the cost of renting Nola for the entire evening to host a private, Alumni event as one of the owners of Nola is a classmate.
- It is decided to move forward with organizing a reunion specifically for the Class of 2005, contingent upon Julie or another member of the class being willing to take the lead. This would be the first such event since the establishment of the Association and offers a great opportunity to experiment with a different approach as a pilot project.

## 9. Membership

### b. 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 valid email addresses but does have physical addresses. Postcards have been prepared, but due to the postal strike, they were not sent out before the Christmas holidays. She expressed concern about sending them at the time of the meeting, as the postcards feature summer trees in the photographs, which may seem out of place in the winter.
- The Board decided to send the postcards just before the Easter holidays (April 1st), as alumni may be more likely to return to their parents' homes during that time, increasing the chances of the postcards being seen.

## 10. Other Business

### a. Pins for Class of 2025

- J. Hood remarked that in the past, there were discussions about creating pins for the graduating class. The feedback received suggested ~~that~~ something more memorable and of higher quality could be produced, rather than using the initial quotes provided.
- A. Pollock inquired about potential alternatives to a commemorative pin. The discussion included options such as t-shirts, pins, magnets, stickers, and iron-on patches.

- A. Embury-Hyatt and E. Yonas Gabreselassie indicated their class would be split on the value of pins versus other items.
  - R. Stuebing suggested creating a baseball cap featuring the graduation year, which would provide additional exposure for The Collegiate.
- b. Safe Grad
- A. Embury-Hyatt showed the new tier list for this year's Safe Grad with the top tier costing \$2,000.
  - B. Stuebing asked if a parent donated to Safe Grad, would they receive a tax receipt. P. Nosal will be look into this.
  - The Association has allocated \$750 as a Safe Grad contribution based on last year's donation. This year, given there is a surplus, the Association will commit to donating a minimum of \$1,000, with potentially more dependent on tax receipts for donors.
- c. Social Media Platform
- P. Nosal expressed concern about creating separate social media accounts for the Association, especially as interest and momentum are already building with the existing approach. She suggested it would be more beneficial to leverage The Collegiate's existing platforms, which already have an established audience. If the Association requests, The Collegiate will post on their behalf.
  - Q. Cove emphasized the importance of using social media to engage future alumni for upcoming events. She pointed out that more content for alumni is needed, rather than focusing solely on current students, and that the frequency of posts should increase. She stressed the need to provide more value to alumni to encourage them to continue following and engaging with the Alumni Association.

#### **11. List of Priorities:**

- a. Wesley Times January Edition
- b. Create/Establish Collegiate Alumni Association Logo
- c. Reunion Event for Class of 2005
- d. Post Card Mailout (Near Easter)
- e. Price for Baseball caps/t-shirt for graduates

**The Meeting Adjourned at 7:53 p.m.**

Submitted by:

