

## Minutes of the UOIT Alumni Association Council (AAC) Meeting

January 10, 2018  
7 to 9 p.m.

### COUNCIL MEMBERS PRESENT (IN-PERSON)

A. Pineda (Vice-Chair), J. Seres, W. Lee, S. Rashid

### COUNCIL MEMBERS PRESENT (TELECONFERENCE)

T. Bailey, K. Gambier (Chair), I. Gondal, S. Kell

### REGRETS

C. Mazza, M. Riseley

### UOIT STAFF PRESENT

A. Broadworth, M. Picard (Recording Secretary)

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#### 1. Call to order

K. Gambier called meeting to order at 7:06 p.m.

#### 2. Approval of the agenda

Motion to approve agenda (with amendments to order of items).

Moved by A. Pineda

Seconded by S. Kell

#### 3. Approval of Minutes of December 6, 2017

Motion to approve minutes.

Moved by S. Kell

Seconded by W. Lee

#### 4. Items for Information

- K. Gambier confirmed she distributed final Strategic Plan and Council Work Plan via email prior to the meeting. No questions pertaining to these plans.
- K. Gambier proposed a Council team-building activity for February or March. Council members are asked to forward ideas to her; she will then create poll for voting.
- M. Picard provided update on Graduating Class Challenge. Reminded Council members to attend January 22 Wing Fling (afternoon) and January 25 Student-Alumni Connect event (evening).
- M. Picard received notice from Athletics that dates for Varsity games for next year will not be confirmed until May. Athletics noted that early to mid-October would be a safe timeframe to plan for 2018 Alumni Day.
- M. Picard informed Council that the Career Centre will be hosting their

next Job Fair on Wednesday, February 7. There will be an alumni networking hour following the event. The Alumni Office will provide a prize package for a draw that will be held during the networking session.

- M. Picard distributed Facebook Live results from December's public meeting. Key points:
  - 903 people reached
  - 364 video views (344 unique viewers)
  - 21 reactions
  - 105 post clicks
  - average video watch time: 0.28 seconds
  - top audience: Men, 25 to 34 (46% Women, 50 % men)
- A. Broadworth thanked Council for contributions to Alumni Association Returning Alumni Award.
- A. Broadworth presented information about the institution's first Pi Day campaign (Wednesday March 14) – a day of giving with the main goal being participation; building awareness and engagement, especially within our alumni community. Looking for participation from Council: social media, spreading awareness, events. Council are invited to host a Family Movie Night at the Regent Theatre (Tuesday March 13); all members agreed they are open to hosting this event. There is also the possibility of running an event around a Marlies game with the potential for a reception hosted by Council immediately before the game; all members confirmed interest.

**Next steps:**

- All members to forward ideas for team building activity to K. Gambier.
- Engagement team to start working out details for Family Movie Night.
- A. Broadworth to work with Marlies representative for potential dates and discounts.

**5. Items for Discussion**

- K. Gambier created an individual goal setting sheet for Council members which was sent electronically to members prior to the meeting. Hard copies were provided to those attending in person. Members asked to complete and return to K. Gambier by January 17. Questions can be directed to K. Gambier.
- S. Rashid invited Council members to sit on the Alumni Awards 2018 Sub-Committee. The following members volunteered: K. Gambier, S. Kell, W. Lee, A. Pineda, S. Rashid. S. Rashid questioned the process for the Alumni Awards. M. Picard to research timeline and procedures.
- S. Kell provided brief overview on elections timelines. He will send out an invitation to the Council for sub-committee membership.
- M. Picard distributed merchandise inventory sheet. Discussion around the possibility of including limited-edition, seasonal items into the mix.

K. Gambier will work with M. Riseley to determine needs for future ordering.

- M. Picard distributed list of potential stationary items for consideration (after last month's suggestion from a general member that the Council consider adding stationary items to the merchandise list).
- M. Picard reviewed proposed editorial for the February issue of Connected. Planned deployment date is February 22. Council asked to write two articles. The following has been confirmed:

W. Lee

Article: What do you want in your alumni magazine?

A. Pineda

Article: Alumni Merchandise

**Next steps:**

- Members to send individual goals to K. Gambier (due January 17).
- M. Picard to provide information to S. Rashid on Alumni Award process.
- S. Kell to send invitation to Council members for Elections sub-committee.
- M. Picard to source branded light-up pens.
- M. Picard to inquire about possibility of using vendors other than the institution's preferred vendor.
- A. Pineda and W. Lee to work on articles for Connected. Submit to M. Picard by February 2.

## 6. Items for Decision/Action

- S. Rashid updated Council regarding the Engagement Committee's progress with event planning for this year. Many of last year's events will continue this year. Planning in development. An event calendar will be completed and reviewed at the February meeting.
- Discussion around adding a potential ski/snowboarding event for February. General interest among all members. S. Rashid will connect with M. Picard regarding logistics.

Motion to consider Ski/Snowboarding event for February.

Moved by A. Pineda      Seconded by W. Lee

- Discussion around timing of Toronto Blue Jays game for this year. A. Broadworth working with her contact. Council consensus that a weekday evening game in July would work well. A. Broadworth will bring options and discount rates to February meeting. K. Gambier has updated Council calendar with all game dates.

Motion to approve Toronto Blue Jays game in July.

Moved by A. Pineda      Seconded by S. Kell

**Next steps:**

- M. Picard to contact Risk Office regarding potential ski/snowboarding event.
- A. Broadworth to work with Toronto Blue Jays contact for dates and discounted rates.
- A. Broadworth to provide copy of Advancement Calendar of Events to Council.

## 7. Other Business

- M. Picard would like to feature each Council member on social media with a few fun facts and a fun image, beginning in February. Council members open to this new initiative.

**Next Steps:** M. Picard to send information via email with questions, etc. for new social media initiative.

## 8. Adjournment

The meeting was adjourned at 8:40 p.m.

Motion to adjourn.

Moved by S. Rashid

Seconded by W. Lee