

Minutes of the UOIT Alumni Association Council (AAC) Meeting

April 3, 2018
7 to 9 p.m.

COUNCIL MEMBERS PRESENT (IN-PERSON)

K. Gambier (Chair), A. Pineda (Vice-Chair), S. Rashid, J. Seres

COUNCIL MEMBERS PRESENT (TELECONFERENCE)

T. Bailey, R. Gomes, S. Kell, M. Riseley

REGRETS

I. Gondal, W. Lee, A. Broadworth

UOIT STAFF PRESENT

M. Picard (Recording Secretary)

1. Call to order

K. Gambier called meeting to order at 7:08 p.m.

2. Approval of the agenda

Motion to approve agenda with minor amendment:

Change 'Q3' Financial Results to 'Q4' Financial Results under Items for Decision/Action.

Moved by S. Rashid

Seconded by M. Riseley

3. Approval of Minutes of March 7, 2018

Motion to approve minutes.

Moved by A. Pineda

Seconded by S. Kell

4. Items for Decision/Action

a) 2018 Elections Package (S. Kell)

- o Elections Package has been updated with 2018 dates:
 - Tuesday, May 8: Nomination period opens
 - Tuesday, July 10: Nomination period closes
 - Friday, July 13: Candidate interviews begin
 - Wednesday, August 1: Governance committee to present slate
 - Friday, August 10: All candidates notified of status
 - Wednesday, September 5: Online voting opens
 - Thursday, September 27: Online voting closes
 - Saturday, October 13: Results announced at 2018 AGM
- o This year a description of the Council will be added to the website, so processes and member responsibilities are clear.

Motion to approve 2018 Elections Package.

Moved by M. Riseley

Seconded by J. Seres

- b) TOR: Schedule A: Council Rotation Correction Proposal
 - o Governance committee will reword Option Two so it reflects correct messaging for this year's rotation.
 - o Revised TOR will be added to the website.

Next steps:

1. Governance committee to reword Schedule A, Option Two in the TOR
2. M. Picard to upload revised TOR to website.

5. Items for Discussion

- a) Q4 Fiscal Year Financial Results (M. Riseley)
 - o 2017-2018 budget wrapped up (fiscal end March 31); everything is in good shape.
 - o Q4 revenue transfer to operating: \$13,000
 - o Opening balance in revenue account on April 1, 2018: \$22,899
 - o Council should continue to focus on building alumni engagement through receptions; funds are available.
 - o Budget results will be distributed to Council members.
- b) Student Outreach (K. Gambier on behalf of W. Lee)
 - o Sponsorship is not typically given to student groups because this does not align with Council's mandate; however, Council does recognize the importance of engaging with students, especially those who are graduating.
 - o Possibility of starting small by offering giveaway packages of alumni merchandise.
 - o Given the timing, sponsorship for this year is not feasible. Council will connect with student groups earlier next year to discuss opportunities.
 - o Student engagement opportunities should continue to be recorded in the Google Drive for tracking purposes.
- c) Strategic Plan Update (K. Gambier)
 - o Council is further ahead this year with engagement receptions than last year and has achieved many strategic plan targets; however, there are a few priorities that still need to be addressed.
 - o A list of outstanding priorities will be circulated to Council members. Members will have an opportunity to volunteer for projects.

Next steps:

- o K. Gambier will circulate budget results to Council.
- o K. Gambier will circulate outstanding Strategic Plan priorities to Council.

6. Items for Information

- a) Pi Day Results (M. Picard on behalf of A. Broadworth)
 - Thank you to all Council members who helped spread the word about our first-annual Pi Day of Giving and to all who participated on March 14.
 - Free Community Movie Night was a huge success with more than 400 attendees. Thank you to all Council members who came out.
 - We generated amazing buzz on campus with pie parties happening across both locations; many faculty, staff, and students were involved. 1,700 pieces of pie were enjoyed.
 - \$28,000 raised.
 - Social media engagement was good; however, we found it difficult to track as not all posts were made public.
 - A goal for next year will be to increase alumni involvement through giving, attending our events, and engaging in social media activity.

- b) Toronto Blue Jays Update (M. Picard on behalf of A. Broadworth)
 - Internal approval forms are awaiting sign-off, once approved tickets will be purchased.

- c) Alumni Receptions Planning Update (M. Picard)
 - **Tuesday, April 24 (Alumni Night at Riley's)**
 - Venue booked.
 - Menu selected.
 - Website updated.
 - Promotion has started via social media, Facebook event page will be created and boosted.
 - Invitation will go out via Connected.

 - **Friday, May 25 (Toronto FC)**
 - M. Picard working with MLSE on pricing options, tickets with suite access may be too expensive.
 - M. Picard suggests hosting an informal gathering before the event, not an official reception.
 - Discussion that another game-related event could cause concerns around a lack of variety in Council programming; however, majority of Council members feel there would be enough interest in this type of event.
 - M. Picard will provide update when ticket options have been received.

 - **Wednesday, June 13 (Rivoli)**
 - Venue booked.
 - Menu and other logistics to be worked out. M. Picard will work with

- event coordinator at Rivoli.
 - M. Picard will provide updates as planning progresses.
- **Tuesday, July 24 (Blue Jays Game)**
 - A. Broadworth will secure tickets.
 - M. Picard is working with Steam Whistle on the possibility of a tour and reception prior to the game. If Steam Whistle will not work, M. Picard will suggest other options to Council.
 - M. Picard will update Council when tickets have been secured.
- **Wednesday, August 8 (401 Indy)**
 - M. Picard has contacted company and is waiting for a response. Will provide details to Council as they become available.
- **Thursday, September 20 (Michigan Reception)**
 - M. Picard has connected with alumnus, Jash Patel, in the Michigan area. He has agreed to take the lead on helping us organize this event from his end.
 - M. Picard will make electronic introduction (J. Patel and K. Gambier) closer to the date.
- c) Regional Alumni Engagement (M. Picard)
 - Alumni Office is working with Recruitment Office to provide alumni support for regional recruitment fairs in March and April.
 - Good success so far; some great connections have been made.
- d) Connected (M. Picard)
 - Connected articles have been approved, the next issue should be deployed within two weeks.
 - Promotion for Alumni Awards and Alumni Night at Riley's will be included in this issue.

7. Other Business

- a) K. Gambier has been approached to speak on behalf of alumni at the President's Installation on Tuesday, May 8. She has accepted. Alumni Office will work with Communications + Marketing team to produce speech.
- b) T. Bailey had a discussion with a class of 2007 alumna. Alumna expressed concern that Council may not be doing enough to engage with the first graduating class. Suggestion to do a story on this group in the next issue of Connected, or organize something for this group on Alumni Day. In the meantime, M. Picard will connect with this graduate for a profile.
- c) M. Picard asked for volunteers for speeches at Convocation. The following was confirmed.
 - Thursday, June 7 (morning ceremony): S. Rashid (K. Gambier back up)
 - Thursday, June 7 (afternoon ceremony): J. Seres

- Friday, June 8 (morning ceremony): K. Gambier
- Friday, June 8 (afternoon ceremony): A. Pineda

d) K. Gambier reminded Council members about the Engagement folder on Google Drive, it will continuously be updated as engagement events are planned.

Next steps:

- M. Picard to reach out to alumna M. Galla for profile.
- Alumni Office to work with Communications + Marketing to prepare Council speeches for President's Installation and Convocation, drafts to be provided to individual speakers for their review and input.

8. Adjournment

The meeting was adjourned at 8:55 p.m.

Motion to adjourn.

Moved by S. Rashid

Seconded by A. Pineda