

Minutes of the UOIT Alumni Association Council (AAC) Meeting August 1, 2018 from 7 to 9 p.m.

COUNCIL MEMBERS PRESENT (IN-PERSON)

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

COUNCIL MEMBERS PRESENT (PHONE)

S. Kell, M. Riseley, W. Lee, R. Gomes (at 8 p.m.)

REGRETS

J. Seres, T. Bailey

UOIT STAFF PRESENT

A. Broadworth and J. Goldsmith

1. Call to order

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

2. Approval of the agenda

- S. Rashid requested additional time to discuss the guest speakers for upcoming alumni events. A. Broadworth suggested adding it to Receptions Update (5.c).
- K. Gambier added the following items to the agenda under Other Business (7):
Merchandise Photo Shoot, September Meeting and Ijlal Gondal.

Motion to approve agenda with these amendments.

Moved by M. Riseley.

Seconded by S. Rashid.

Carried.

3. Approval of Minutes of the June 20th meeting

Motion to approve minutes.

Moved by A. Pineda

Seconded by S. Rashid

Carried.

4. Items for Decision/Action

a. Council Rotation Correction and TOR Updates (S. Kell)

- S. Kell presented new wording for Schedule A: Council Rotation Correction Proposal for the TOR: Change the reference to 11 members to 9 members.
- S. Kell stated that the revised wording does require a motion at the Annual General Meeting.

b. Alumni Day Program

- K. Gambier asked group to fill out Doodle poll re: Alumni Day prep meeting schedule by Friday Aug 3.
- K. Gambier started drafting what ideas people have shared and has saved the document on the Google drive.
- K. Gambier presented the draft agenda to the group. It was noted that Alumni Day occurs during Fall Reading Week; there is no identified theme, but day will surround 'innovation'.
- The Council discussed possible speakers.
 - i. Award nominee
 - ii. External guest
 - iii. Faculty lecture or influential alumni
 - iv. Idea: ask C&M to create separate Facebook events for each speaker based on interest.
- A. Broadworth shared logistical updates:
 - i. Alumni Day, from 11:30 a.m. to 2:30 p.m. is confirmed in President Murphy's calendar, with the invitation to speak at the Faculty Lunch.
 - ii. UB Atrium, Mezzanine and UB 2080 are booked.
 - iii. Suggestion: Alumni office to invite deans and request that they share the invitation with faculty at their meetings.

5. Items for Discussion

a. AAC Elections – 2018-2019 Slate

- Four nominations have been received. The Council agreed to extend the deadline by 3 weeks. Decision to implement section Schedule A.1 to extend a Council members' term by one year if needed.
- K. Gambier shares that Ijlal Gondal has resigned. K. Gambier thanked him for his time on the Council and his years involved as a student in leadership. The Council look forward to seeing him at future events.
- This leaves an open seat on Council. The Council discussed how many seats remain.
- A. Broadworth noted that five people are needed for every meeting to have quorum (half rounded up).

Motion:

S. Kell moved that K. Gambier assume the role of Elections Committee Chair for the 2018-2019 elections due to the newly created conflict of interest by his nomination.

S. Rashid seconded. Carried.

Alumni office to coordinate interviews with Electoral Officer and K. Gambier.

Motion to proceed as discussed.

Moved by S. Kell. Seconded by S. Rashid.

Carried.

b. Council Assessment

- K. Gambier reported that she will send all Council members the survey for self-assessment and requested that it be completed prior to the end of the month. K. Gambier requested all members answer questions in full honesty and email their completed results to the Alumni Office.
- A. Broadworth will remove all names and send the information to K. Gambier to create the presentation.

c. Receptions Update

- No meeting in July but events included Salsa on St. Clair (10 alumni attended) and Jays Game (36 tickets sold; many alumni; good crowd). One of the most diverse alumni network groups. Overall, on the right strategy for increasing alumni engagement
- K. Gambier and S. Rashid attended iBegin - noted that there were many interested parents and engaged students. Giveaways were a great conversation starter.
- Upcoming iBegin dates – August 2nd and 15th – looking for AAC members to attend – W. Lee and S. Rashid volunteered for August 15th
- S. Rashid asked if the Alumni Office had approached guest speakers for Alumni Day yet, and/or for future Alumni Association Speaker Series
- Going forward into the next year – community events – such as Nuit Blanche - lots of activities, good way to engage alumni. Becoming apparent that hosting typical receptions does not increase alumni attendance or participation.
- Mud Hero – August 25th and 26th – A. Pineda and K. Gambier representing alumni
- S. Rashid shared proposal: to have a guest Speaker Series, TedTalk/Freeform style, continue to invite influential members of alumni community, launch at Alumni Day (ask at Alumni Day via poll about types of speakers, timing)
 - November, January
 - Possibility of alternative locations (Toronto, Mississauga, speaker's choice)
 - Digital offerings
- S. Rashid has spoken to potential speaker candidates. Additional speaker ideas to be sent to S. Rashid.

- R. Gomes suggested a fun and active engagement event –similar to the CultureShock Canada program.
 - i. Simple dance class so people can do something physical and learn choreography.
 - ii. Note: cost for renting the space and the cost for the instructor would need to be covered. No cost estimate from CSC. R. Gomes will share the contact information if Council decides to proceed with this idea.
 - iii. J. Goldsmith suggested finding out if the UOIT Dance Team would be interested in leading this sort of class.
- A. Broadworth suggested the Council could ask the UOIT golf team to give alumni a golf lesson: golf etiquette and basic rules for the clubhouse, etc. Between this and dance team idea, there was discussion about a varsity event series. S. Rashid will follow up.
- K. Gambier inquired about emailing thank you notes to alumni who attend community events. A. Broadworth indicated if they are in the database and they came to the event that the Council advertised to meet the AAC specifically, then they could be contacted.
- K. Gambier inquired about utilizing the UOIT Alumni social media accounts for Instagram Live and Facebook Live at events. A. Broadworth will investigate.

ACTIONS/NEXT STEPS

1. Alumni Office to check with Marie Harvey about social media protocols
2. Alumni Office to send formal invitation to Council's guest speaker choice for Alumni Day speaker on October 13th.
3. Council members to send additional speaker ideas for the Speaker Series to S. Rashid.

d. Strategic Plan Review

- K.Gambier reported that the Council had started thinking about how to proceed on Alumni Hall and requested A. Broadworth discuss the possibility for Alumni Hall in the new building with VP External Relations. Once this occurs, a new survey may be drafted; Council will need to determine how much funding will be needed, set up donation fund and identify fundraising channels. Building plans to be finalized by end of March 2019.
- K. Gambier requested that the digital map of alumni around the world be updated before Alumni Day.
- K. Gambier is planning an alumni event in Michigan for September 20th with the Alumni Office.

d. AARAA Funding Update

M. Riseley reported that the Alumni Association Returning Alumni Award (ARAA) will disburse a \$500 award for 2018/2019. A. Broadworth circulated the report on the student recipient of the award and thanked members for their personal contributions and budgeted contribution from the AAC.

6. Items for Information

a. Connected Summer Issue/ Fall issue

- A. Broadworth shared that the last full issue was early May. An e-blast was sent in June, which had a very high open rate. This was higher than the past issue of Connected at 62 percent, which was most likely because the subject line congratulated the Class of 2018 and the new graduates had just been added into the system.
- The Alumni Office scheduled the next Connected to go out in mid-September to help promote Alumni Day.
- Communications proposal for 2018-2019 schedule:
 - September issue of Connected
 - December e-blast about AAC activities
 - January Connected (Pi Day)
 - March e-blast
 - April Connected
 - Late June/early July Connected
 - September 2019

7. Other Business

- K. Gambier reported that she created a Doodle poll for merchandise photo shoot in September. Once date is decided, there will be two alumni photographers taking the photos. At the next meeting, it will be decided what their 'thank you' gift should be.
- Group consensus that the September meeting will not be livestreamed due to elections.

8. Adjournment

The meeting was adjourned at 9:07 p.m.

Motion to adjourn.

S.Rashid moved. A. Pineda seconded.

Carried.