

Minutes of the UOIT Alumni Association Council (AAC) Meeting December 10, 2018 from 7 to 9 p.m.

COUNCIL MEMBERS PRESENT (IN-PERSON)

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

COUNCIL MEMBERS PRESENT (PHONE)

R. Gomes.

REGRETS

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

ALUMNI OFFICE STAFF PRESENT

A. Broadworth and J. Goldsmith

1. CALL TO ORDER

A. Pineda called the meeting to order at 7:04 p.m.

2. APPROVAL OF THE AGENDA

Motion to approve agenda.

Moved by W. Lee.

Seconded by S. Farhan Rashid.

Carried.

3. APPROVAL OF THE MINUTES OF THE SEPTEMBER 5 MEETING

Motion to approve minutes.

Moved by W. Lee

Seconded by S. Farhan Rashid

Carried.

4. MESSAGE FROM SUSAN MCGOVERN

Vice-President, External Relations and Advancement

Susan McGovern was unable to attend the meeting. A. Broadworth delivered a message on her behalf. S. McGovern congratulated the AAC for the number of events held last year. She was pleased that the Council invited the President to speak and noticed the response from FBIT and FEAS was the highest. She encouraged the Council to work with each Faculty to encourage more alumni to come from the other Faculties. S. McGovern also suggested that the Council keep all of the programming together, rather than separating the AGM from the speakers and luncheon. The crowd just left following the lunch, which was a missed opportunity for the Award recipients and the AGM.

She will be meeting with each Faculty Dean, along with A. Broadworth to discuss how to increase alumni engagement.

S. McGovern encouraged the Council to continue to work on fundraising for an Alumni Fund that could be put towards an Alumni Hall or other priority. In order to build momentum we need to start small, but continue to build. Pi Day is the opportunity to get it started and build with each Pi Day. As we move into our Brave the Future campaign that was presented to Council, we have the opportunity show the world that our alumni are behind us every step of the way. Our alumni goal is participation in the campaign: a strong demonstration that our alumni are behind the university's ambitious plans for the future.

5. ITEMS FOR INFORMATION/DISCUSSION

a. Innovative Initiatives Fund (IIF) Application

The Alumni Office (AO) shared that they have been collaborating with the Alumni Office at Durham College to submit an application to the IIF, which is due February 1, 2019. The Durham College Alumni Office invited us to participate in the hiring of a RBC Career Launch Associate, who worked on preliminary drafts of the application, budget and planning documents during his internship from September to November.

Sources:

- [IIF website](#)
- [Notices of Intent](#) – see “Alumni Professional Development Project”

The AO asked the Council if they would like to be involved in the planning of this collaborative initiative in the event we receive funding. Consensus that they would like to be involved.

The AO shared that already the experience of working on the application with the Durham College Alumni Office has resulted in great collaborative work and discussion about shared challenges, goals and strategies. The Council indicated that they would be interested in meeting with Durham College's Alumni Association.

b. Pi Day Movie

The AO shared that the Office of Advancement and Alumni Relations has begun to plan for the Pi Day Movie Night and asks the AAC for their thoughts on the top choice movie, [Ralph Breaks the Internet](#) (sequel to Wreck It Ralph).

The Council agreed that the movie is a suitable choice because it is appropriate and interesting for various age groups. They also suggested Big Hero 6 if the decision to play an older movie instead arises.

c) Graduating Class Challenge (GCC)

J. Goldsmith shared that the format for GCC 2019 will differ from previous years in terms of timing. Previously, all of the GCC events were held within the same week. For 2019, they will be scheduled from January to March, finishing on Pi Day. Therefore, the Alumni Office is seeking the Council's feedback on the best week to hold the Student-Alumni Connect Happy Hour, which is typically the final event of the challenge.

The Council recommends end of February as first choice, early February as second choice. These preferences are reflective of their own schedules as well as their memory of coursework while they were students.

d. Receptions and Speaker Series Update

S. Farhan Rashid shared that the Speakers Series is moving along well.

S. Farhan Rashid recommends that we follow Susan McGovern's suggestion that any off-site speaker series sessions are hosted by the speakers' organization as a partnership.

W. Lee suggested that the Council can review FBIT's Distinguished Speakers Series to look for additional speakers. There was consensus that this would be a good strategy.

R. Gomes suggested the Council sell merchandise during speaker events to increase sales.

e. Online Portal testing

A. Pineda said he looked in to Net Directories and the layout has changed, and that the map function is not operational. He shared that the system makes individuals update your biographical information first, but even if you do, it doesn't work.

ACTION ITEMS – Section 5:

- AO to provide update on IIF at February meeting
- AO to email the Council with more information about Pi Day and how they can be involved
- AO to follow up with February speaker option regarding availability
- AO to issue invitation letter from Susan McGovern to potential speaker
- W. Lee to e-introduce his real estate contact, a potential speaker, to the AO and S. Farhan Rashid
- S. Farhan Rashid to follow up with his planned speakers regarding their availability
- AO to follow up with Net Directories about map function and other concerns

6. ITEMS FOR DECISION

a. Finish 2018-2020 Strategic Plan Discussion

A. Pineda walked Council members through the rest of the Strategic Plan beginning with item 4 and continued to 5/6. Discussion included promotion of the Alumni Achievement Awards; changing the Graduating Class Challenge timing to span January to March; and ideas to increase revenue generation for the Council.

b. Add Metrics to Goals Where Appropriate

Deferred to February 11 meeting. Council is to review notes and come prepared to discuss.

c. Changing AARAA Name

Deferred to February 11 meeting. Council is to review notes and come prepared to discuss.

ACTION ITEMS – Section 6

- S. Farhan Rashid will send J. Goldsmith an email, which outlines what the Chairs will need to do for their work back plans and calendars.
- J. Goldsmith to issue the email to the Committee Chairs, who are asked to complete their work back plans and submit to A. Pineda and S. Farhan Rashid by January 8, 2019.
- AO to set up Chairs meeting for the week of January 14 to evaluate and compare metrics, goals within work back plans so they are finalized for February 11 meeting.
- Chairs to finalize the work back plans.

7. OTHER BUSINESS AND ACTION ITEMS

The Council discussed ideas to improve engagement for Alumni Association Awards, including brief bios for each nominee, in the promotion of the Awards and Alumni Day Program; promoting nomination period for the awards to faculty members and Deans. It was noted that the Awards Selection Committee is to review applications prior to posting the nominees and bios.

W. Lee asked the Council how recruitment for the remaining three positions would take place. A. Broadworth suggested that this could be part of the discussions taking place with the Faculty Deans and will report back to the Council in February.

8. ADJOURNMENT

Motion to adjourn at 9:06 p.m.

W. Lee moved. S. Rashid seconded.

Carried.