



QUEEN'S UNIVERSITY  
ALUMNI ASSOCIATION

## **Strategic Priorities for 2007**

Approved by Alumni Assembly on September 15, 2006

## **The Queen's University Alumni Associations' Strategic Priorities for 2007.**

We propose five priorities to focus on the opportunities we see next year. Three continue from last year since they deserve a multi-year commitment to ensure a strong footing as we execute over the next twelve months.

Specifically, we propose our continued commitment to:

1. **Grow the QUAA**
2. **Support Students and Young Alumni** and
3. **Build Annual Giving**

Along with two new priorities, to:

4. **Develop Specific Branches** and
5. **Design Spring Reunions.**

### **1. Grow the profile, size, diversity and influence of the QUAA.**

- Broadly communicate a clear story about the QUAA. Launched under the new look of our alumni flag, this "story" will be a verbal expression of our purpose. This should enable people to easily talk about and understand what we are all about at a high-level, hopefully motivate alumni to volunteer, and will be published in November, 2006.
- Build direct and formal links to other important alumni and student bodies, notably University Council, the Board of Trustees and the undergrad and graduate student societies. Changes in governance and selection of people will be first steps.
- Publish an Alumni Report on Priorities & Progress to inform key players in the University, the extensive Branch and Class volunteer network and all alumni about the QUAA's direction and wins. This will be distributed in May, 2007 as part of a mid-year QUAA report and to coincide with Queen's fiscal year-end.
- Establish a taskforce of key alumni constituents to take better coordinated advantage of the many alumni "associations" that exist, in part to determine how best to place the QUAA as the umbrella organization for these groups (for example: Queen's Football Club; Parent's Association; Queen's Player's; AMS Alumni Council). The QUAA needs to be the over-arching alumni body, but to do so it must earn that position in part by bringing these groups together, facilitating direction and providing value. A conceptual model will be developed and explored with key groups throughout the year for presentation to Alumni Assembly.



## 2. Ensure a **motivating transition for students as they become young alumni.**

- Roll-out an enhanced QUAA communication plan aimed at raising awareness of our resources and support, complete with hand-out materials, distribution of the Alumni Review, personal emails and face-to-face presentations and sessions with student leaders (undergraduate, graduate and within the faculties). This has already begun via a welcome email to all students and alumni calls to some first year students, and through contact with students and alumni to help mitigate a repeat of Aberdeen 2005. The communication will continue through 2007, and be measured to ensure it is effective.
- Extend the target market to include graduating “graduate and professional students”, consistent with the Principal’s Alumni Taskforce and given Queen’s commitment to grow its graduate student body.
- Help set the direction and tone for future Convocations, including a growing role for alumni, via the new Principal’s Taskforce scheduled to launch in September, 2006.
- Continue to recruit and support alumni and the Registrar’s Office in Student Recruitment, following learnings from the pilots in Calgary, Halifax, Moncton, Victoria and Vancouver.
- Provide Branch leaders with tools, techniques and information to aid in the early recruitment of young alumni to local Branches, since they are so often key drivers of Branch activity and attendance, and represent good new volunteer leader potential.

## 3. **Build a sustainable platform for Annual Giving** as part alumni engagement.

- Begin to identify and recruit alumni to form a peer-to-peer network to steward leadership donors, and do so in concert with Annual Giving staff and Chair, QUAA Annual Giving committee.
- Improve awareness of the need for alumni support through increased presence at alumni events, including Branches, and increased marketing in the Alumni Review magazine.
- Increase and improve the recognition of alumni donors through special events across the country, either as part of existing events, or as stand-alone events. This will be piloted in Calgary in October with a “Grant Hall Society West” reception for Grant Hall donors, hosted by Mike O’Connor the volunteer Chair of Annual Giving. Another similar event is being planned in Toronto for the spring of 2007.
- Complete a “communications roll-out” introducing Mike O’Connor to alumni through Grant Hall mailings and events this fall, the “Thanks Big”



- Report to Donors, the Report on Contributions and as the signatory on the first solicitation for Think Big 2006/07 on September 29, 2006.
- Report to QUAA on fundraising efforts and participation figures throughout the year.

**4. Provide support to seven specific “existing & new” Branches.**

- Three existing Branches will be chosen in Canada (in addition to Toronto) to receive additional support from Queen’s and the QUAA to grow either from small to medium, or medium to large. A Branch-specific action plan will focus activities and resources to help with growth. Meaningful progress is planned for September, 2007.
- For small and emerging Branches outside Canada, three will be chosen to firmly establish then grow the Branch. Planning, support, activities and resources should help. Again, progress is expected by September, 2007.

**5. Develop and test Spring Reunions in May 2007, to be rolled-out in 2008.**

- We are looking to establish a new tradition of holding Class Reunions in the Spring and will begin by targeting “young alumni and affinity groups”, with a focus on the 10<sup>th</sup>, 25<sup>th</sup> and 40<sup>th</sup> reunion classes. Most activities will be on campus, such as accommodation in residences, class headquarters, social and educational events.
- Positioning of this new programming will be *as a complement to fall Homecoming*, featuring educational, cultural and family programming.
- Proposed timing is: feedback from Alumni Assembly (Sept 06); awareness building (Nov 06 – May 07); confirmation of program design (Feb 07); plan implementation (through to May 07).

In addition to these five priorities, we will continue to a) have a hand in the design and planning of Homecoming, b) ensure we play an active role in helping to mitigate the events on Aberdeen Street, and c) implement and support the key recommendations from the taskforce to revitalize alumni in Toronto.

To keep us focused, over the next two months we will develop plans and targets for each of our top five priorities. Progress at the plan-level will also be evident in our overall metrics for the QUAA. These metrics and targets will be published online for all alumni in November, as a companion to this priorities document. Progress and issues will be communicated mid-year through the Priorities and Progress report.



I look forward to working together with everyone to build on what has gone well to ensure that next year we will all look back on an exciting and rewarding slate of accomplishments.

Thank you everyone for your help and support. Your contributions to Queen's are vital for maintaining its excellence – for current and future students, all alumni, and for the faculty, staff and community who help make it all possible.

If you would like to volunteer and help ensure the Queen's experience is first-rate, please email me. Volunteers make our work possible, volunteers help make Queen's successful.

A handwritten signature in black ink that reads "Dan Rees". The signature is fluid and cursive, with the first letters of "Dan" and "Rees" being capitalized and prominent.

Dan Rees  
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