

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to Stakeholders: Priorities and Progress

January 2010





QUEEN'S UNIVERSITY
ALUMNI ASSOCIATION

Our last report to Stakeholders was in June 2009, and since then both the QUAA Board and the University have seen a change in leadership. In September, we welcomed Dr. Daniel Woolf, Queen's new Principal, to campus and in October, I took over from Sarah Renaud as the President of the QUAA. I am excited to be part of Queen's at this time of change and look forward to meeting many of you as my term continues. I also hope that you will have the chance to meet or speak to other members of the QUAA Board through your mutual connections to Queen's.

The QUAA Board has chosen for its theme this year "Connecting with Alumni Where They Are" and it underlies our 3 key priorities. Please take a few moments to review our progress against our priorities and discover where the alumni association continues to make progress in delivering relevant programs and services to alumni and the broader Queen's community.

In addition to this issue of our Report to Stakeholders, I encourage you to review our 2009-2010 Strategic Priorities document that highlights our areas of focus for the coming year. These priorities, developed in partnership with Alumni Relations, reflect the input and recommendations from you, our stakeholders, as well as from alumni around the globe.

I encourage you to reach out to us with feedback, questions or ideas by contacting me via email at: QUAA.President@queensu.ca, or by mail to Alumni Relations, Queen's University, Attention: Nikki Remillard, Kingston, Ontario K7L 3N6.

Talented and committed volunteers are one of the QUAA's greatest assets. Please contact myself or your local Alumni Branch to learn more about engaging with the alumni association.

Cha Gheill!!

A handwritten signature in black ink that reads "Heather Black". The signature is fluid and cursive.

Heather Black, Sc'80
President, Alumni Association
Chair, QUAA Board
QUAA.President@queensu.ca

What is the QUAA and what does it do?

The QUAA is the alumni association for Queen's. Its volunteers come from all faculties and generations, and from around the world. What they share is a great Queen's experience, and a desire to get involved and give their time and advice to the priorities of Queen's, its alumni and its students.

The mission of the QUAA is "to reach out and foster a lifelong association with Queen's, to engage our members in the life and work of the University and to serve the alumni community in all its diversity".

Highlights from May 1, 2009 – December 1, 2009

1. Engaging Current Alumni

Strategic Branch Plan rollout and Branches quarterly calls

At the 2008 Alumni Assembly, branch leaders, the QUAA Board and the Alumni Relations department recognized that the way the three groups interact needed to change to generate greater value from the collective expertise. The Strategic Branch Plan was designed to create a process to guide interaction between all three groups, share best practices and drive towards the common goal of *Connecting with Alumni Where They Are*. The Plan is now being executed, having been presented at the 2009 Alumni Assembly. Conference calls for all branch leaders are ongoing quarterly, useful and actionable information is being posted to the Branch's intranet and the Board's Branches committee and the Alumni Relations department are working closely to assist the branches in achieving their respective goals.

The success of the Alumni Association's 42 branches around the world is critical to ensuring Queen's remains top-of-mind for our alumni. We believe the Strategic Branch Plan will provide our branch leaders with better information and tools to drive greater commitment of the local alumni to Queen's.

Vanier Cup Viewing Parties

By all accounts, the Football Gaels' march through the playoffs and memorable victory in the Vanier Cup brought together thousands of Queen's Alumni – physically, technically and emotionally. Emblematic of this were the QUAA Vanier Cup Viewing Parties. Seven Canadian branches (Victoria, Vancouver, Calgary, Toronto, Ottawa, Kingston and Halifax) attracted over 460 alumni to viewing parties where rowdy Queen's alumni cheered and celebrated for their beloved Gaels. As the Vanier Cup was not shown in the US, the New York City branch hosted a post-Vanier Cup viewing party where Queen's alumni watched a taped version of the game. While the game's outcome was known, the New York alumni sat on the edge of their bar stools as the game ebbed and flowed towards Queen's victory.

MiniU

Planning is essentially completed and implementation is well under way for the third edition of **Queen's MiniU**. This weekend-long event, held on campus in the spring, is intended to attract alumni, parents, potential students and other friends of the University to campus, based on a shared passion for lifelong learning.

MiniU's specific goals continue to be:

- To respond to demand from alumni for educational programming;
- To introduce a second on-campus weekend for reunion purposes;
- To share the University's academic excellence and research strength with alumni and friends;
- To attract new audiences to campus;
- To generate positive community relations through partnership with local community leaders and by making the event open to the public; and
- To build an even stronger partnership with the Queen's University Alumni Association volunteer.

Queen's MiniU 2009 took place May 22-24 and was very well received, recording an 18% increase in paying participant numbers over last year and achieving 80% "top box" participant satisfaction. This increase has been attributed to a high retention of attendees from last year (38%) and also to the availability of a new 'à la carte' option which drew 65 participants from Spring Reunion alumni in addition to faculty, staff and local area residents.

The third MiniU session has been scheduled for May 28 through 30, 2010. Based on the success of the first two MiniU sessions, very little is being changed for MiniU 2010. Session topics are scheduled and speakers have been assigned. Some of the sessions are repeats of previous years, some have repeat speakers addressing different topics and some are completely new. Online registration opened in late November. The steering committee is actively promoting MiniU through all possible channels and anticipates a record enrolment.

Alumni Assembly/Gala Awards

Traditionally, Alumni Assembly has been held to coincide with Fall Homecoming. This past fall, Alumni Assembly was held as a stand alone event on Saturday, October 24th. Attendance decreased only slightly over Alumni Assembly 2008 (49 attendees and 15 branches represented in 2009 versus 55 attendees and 15 branches represented in 2008).

The weekend started informally on Friday night with a dinner for branch delegates and another for general assembly delegates. These two groups joined together for the "Welcome Home" Social hosted by the Kingston branch.

Saturday provided an action packed day for delegates including breakfast with the Principal, the final rollout of the Strategic Branch Plan, an amazing talk by Ann Browne outlining the ongoing renovations on campus, an interactive panel discussion addressing the question "Homecoming, Spring Reunion, MiniU – What's Best for Queen's?" and a virtual tour of the Queen's Centre. Assembly culminated in the Gala Awards Dinner at Grant Hall where 10 outstanding Queen's alumni were recognized for their remarkable achievements within both the Queen's and global community.

Planning is underway for Alumni Assembly 2010. Based on input from 2009 attendees, this year's Assembly will be a more "hands-on" event reinforcing the theme "Celebrating Branches". Increasing participation in Alumni Assembly is the main goal of the Assembly committee as we feel that this provides a unique opportunity for volunteers and alumni to re-engage with Queen's campus and students.

Spring Reunion

Spring Reunion will be held again this year to coincide with MiniU, May 28 – 30, 2010. 36 classes and 4 special interest groups have already confirmed to return and to date there are 114 registrants for the weekend. Sc'60 is the largest returning class so far with 23 registrants.

Spring Reunion will once again include the Re-convocation Ceremony followed by a lunch in Ban Righ. The Tricolour Guard Dinner will take place on Saturday evening, hosted by the Principal and Chancellor. Everyone is welcome to the Alumni Mixer Saturday evening at Alfie's.

2. Engaging Future Alumni

Alumni Card

The new Alumni Card can be best described as a well-designed promotional card that would provide alumni with special incentives with respect to household and entertainment purchases and needs. We are looking to pilot to a group of selected graduating students in the Spring. The Alumni Card objectives are:

- To deliver value;
- To provide solid discounts and savings;
- To provide a sense of pride; and
- To generate annual giving back to Queen's University.

The design for the pilot card is completed and contract negotiations are ongoing with our card provider partner. Committee members are being solicited to assist in the pilot activities, including pilot participant selection, mailings and monitoring.

Graduation Kit

Our Students and Young Alumni Committee has initiated development of a Graduation Kit that will assist our newest alumni to stay connected with Queen's and the Alumni Association.

The Graduation Kit will:

- Be personalized for each student (containing contact information for local branches, etc);
- Contain hyperlinks for easy access to other Queen's Programs (e.g., alumni card, insurance offers); and
- Include an address card – so that students can update their information with Alumni Relations and the University.

3. Promoting Annual Giving

Annual Giving

We had 100% QAAA Board participation in Annual Giving in 2009 and fully expect the same result for the 2010 Campaign.

We are also pleased to announce that we recently created the QAAA Projects Fund, as another destination for Alumni to direct their giving. The first donation was made as a parting gift by our past QAAA President, Sarah Renaud. Subsequently, we have seen many Alumni Assembly attendees choose to donate their travel expenses back to the fund, receiving a charitable donation receipt in return.

Summerhill Reception Pilot

Planning proceeds on our inaugural Summerhill Society Reception. Paralleling the Grant Hall Society Cocktail receptions, the intent is to ensure Summerhill Society members continue to participate in Summerhill or upgrade to Grant Hall Appreciation Societies. The pilot reception is tentatively planned for spring 2010, targeting Summerhill Members in the Greater Toronto Area.

4. Connecting with Alumni Where They Are

The QAAA Board continues to search for additional and meaningful ways to forge deeper and broader connections with our many fellow Alumni. Our method, given the current economic environment, is to exploit and refine existing communication channels (e.g., QAAA web pages, branch emails), as well as to extend where necessary, using widely

available social networking sites and mechanisms. We continue to explore use of web and video conferencing as potential enhancements to initiatives such as MiniU and Alumni Assembly. In addition, our QAAA Board members work actively to meet one-on-one with Alumni and Students and participate through attendance or speaking at as many local Branch and University events as possible.

QueensU Alumni Web Pages

We have recently begun a process of reviewing the existing site, hierarchy, and content to provide a stronger presence for the QAAA on the parent site. Initial recommendations include:

- Developing an annual plan of what to highlight each month, in conjunction with colleagues at Alumni Relations.
- Improving the Welcome page by:
 - Making it more welcoming and interactive;
 - Adding photos, to make it more personal; and
 - Increasing the size and visibility of the QAAA logo as an identifiable branding.
- Simplifying the Structure/Hierarchy by:
 - Creating an improved Site Map;
 - Adding more descriptive and informative Navigation Button Names;
 - Focus on creating content structure that is accurate and current; and
 - Consider reducing the number of sections.

We look forward to rolling out the revised QAAA pages, in order to serve you better.

5. Key Metrics

Measurement	May 1 – Dec 1 2009
Breadth and Strength of the QAAA Brand Average “top box” alumni satisfaction survey scores from key alumni events	63%
Engagement of Queen’s Alumni Unique number of alumni who have attended, participated or volunteered at an event	3842
Engagement of Future Alumni Unique number of future alumni who have attended, participated or volunteered at an event	1005
Success of Fundraising Revenue from Annual Giving	\$3.15M*

Note: “Top box” means 5 out of 5 on a 5-point scale. With “Top 2 boxes” measured, the event satisfaction score is 94%

*NB: As of Feb 10, 2010 Annual Giving has raised \$6.1M

QUAA Board of Directors 2009 - 2010



Heather Black, Sc'80
QUAA President



Lynne Bradley, Artsci'97, MA'98
Member at Large
Chair Communications Committee



Judith Brown, Artsci'76, MA'79
Associate VP (Alumni Relations)



Paul Glen, Sc'74
Executive VP, Leadership and
Nominating Committee



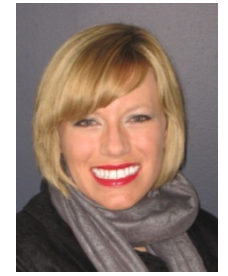
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Member at Large
MiniU Committee Member



George Jackson, Artsci'85
Executive VP,
Strategic Projects



Colin Joseph, MBA'02
Member at Large
Chair Alumni Card Committee



Jess Joss, Artsci'96
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Sarah Langstaff, PhD'98
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Lara Morgan, Artsci'92
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Annual Giving,
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Joshua Orzech, Com'96
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Natalie Patterson, Artsci'00,
Artsci'01, Ed'02
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Rob Pitt, MA'82
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Ron Weingust, MBA'92
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Student & Young Alumni,
Committee Member



Marcus Wong, Artsci'03
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Students & Young Alumni
Committee Member

Distribution:

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Vice-Principals	Board of Trustees	QSAA President
Deans	University Council	Rector
Office of Advancement	Senate	SGPS President

Do you want to volunteer? Need to know more? Have a question?

Visit: queensu.ca/alumni/

Or call: 1-800-267-7837

Or email: QUAA.President@queensu.ca



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