

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to Stakeholders: Priorities and Progress

October 2008





Our fall edition of the *Report to Stakeholders* highlights excellent progress on the part of the QUAA. As we head into our final year of delivering the current 5 priorities, we are well on our way to achieving our key targets. The launch of MiniU, growth in annual giving and strategic developments to support students and young alumni represent tangible successes that we hope are relevant and compelling to all of our stakeholders.

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 & Annual Giving, 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, appearing to read "Sarah Renaud". The signature is stylized and cursive, with a large loop at the end.

Sarah Renaud, Artsci'96
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 2008 – September 30 2008

1. Grow the profile, awareness, and influence of the QUAA

- 22 member national board with a broad range of experience and effective succession planning: new President-elect, Heather Black, Sc'80 to take on President role for 2009-2011 and new Vice-Chair, Sarah Langstaff, PhD'98 steps into role effective Sept. 2008 for a two year term
- 2nd annual presentation to University Council continues awareness building of QUAA and possible areas for collaboration
- QUAA representation at Welcoming Ceremony for incoming students
- Successful QUAA Alumni Assembly with delegates from across Canada and internationally (Bermuda, Germany and the U.S.); program components geared towards building relevant branch content
- 3rd annual QUAA Gala Awards dinner recognizes and honours accomplished alumni and volunteers with 10 prestigious awards
- 89% of survey respondents are able to identify – unprompted -- the QUAA as the host of the inaugural Cha Gheill BBQ for graduating students
- First annual board assessment survey measuring board operations and effectiveness yields positive results – constructive feedback and meaningful participation continue to support efforts to raise profile of QUAA

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

- Increased contact with alumni through mentoring, job shadowing, career advice, networking
- QUAA representation at Spring Convocation
- New Marketing and Communications Committee Member, Colin Joseph, MBA'02, currently developing new and improved alumni card in spring 2009
- Development of Convocation package for graduating alumni in the works for launch in Spring 2009
- VP of Students and Young Alumni role split into two VP positions to support both Undergraduate and Graduate portfolios.
- Strategic partnership created with Society of Graduate and Professional Students (SGPS) to provide services and programming for graduate student body

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

- Record year for Queen's annual giving: \$6.7 million, surpassing target of \$6 million
- Trustee match successfully encourages first-time donors to Annual Giving
- Mike O'Connor leaves his role as Chair of Grant Hall Society with a gift: \$10k matching challenge for the graduating class of Sc'09
- Ottawa becomes latest venue for Grant Hall Society regional Receptions: hosted by Trustee Katie Macmillan, Arts '78, incoming Chair of the Grant Hall Society
- New incoming VP of Annual Giving is former committee member with sound knowledge of board activities

4. Provide support to Branch development

- Two Alumni Branch Award events held since May 1, in cities with high concentration of alumni: Kingston (Padre Lavery and Jim Bennett Award); Montreal (Stirling Award)
- Peter Milliken hosts Ottawa BBQ at Kingsmere Estate – over 200 attendees
- Toronto International Film Festival Gala Event attracts 100 alumni attendees; keynote address by: Peter Raymont, Artsci'72
- Annual Assembly adds a second day to facilitate and support branch networking and knowledge share
- Branch Best Practices exercise and Tool-kit for creating press releases presented to Branch Presidents at Assembly
- Branches provide input to University's branding exercise, facilitated by VP (Advancement), David Mitchell
- Four new branches join our network – Mississauga/Oakville, Portland, Oregon and United Emirates and Winnipeg, Manitoba

5. Launch Queen's Mini U May 23-25, 2008

- MiniU a resounding success: Over 400 attendees with highest-ever satisfaction (93% "very satisfied" – i.e. rated 5 out of 5 on a 5-point scale) as evidenced by survey respondents
- Volunteer Co-Chairs are honoured with the Herb Hamilton Award at Awards Gala Dinner
- Planning for 2009 well-underway with new program components: an active website, online registration and new marketing plans will support goal to increase participation by 10%

Queen's MiniU 2009 – May 22nd, 23rd, and 24th

Queen's Mini



Below are the key metrics that we use to assess our overall progress.

5 Key Metrics

May 1, 2008 ending September 30, 2008

<p>Breadth and Strength of the QAAA Brand -Average "top box" alumni satisfaction: survey scores from the 12 most attended events (MiniU, Grant Hall Society Toronto Reception, 2007 Padre Lavery and Jim Bennett Achievement Awards Dinner, 2007 Ottawa Summer Barbecue, QAAA Alumni Awards Gala, QAAA Assembly, Regional Grant Hall Society-Vancouver</p>	<p>80%</p>
<p>Engagement of Queen's Alumni -Unique number of alumni who have attended an event or volunteered or made a gift</p>	<p>3,469</p>
<p>Success of Fundraising -Revenue from Annual Giving</p>	<p>\$1.6M</p>

Note: "Top box" is a higher standard than "satisfaction"; it only counts *the most positive responses*.

If measuring total satisfaction, the event satisfaction score would be 94%

QUAA Board of Directors 2008 - 2009



Mel Barsky, MBA'92
Branch Development Committee



Sue Bates, Artsci'91
Vice President, Branch Development



Heather Black, Sc'80
QUAA President-Elect



Judith Brown, Artsci'76, MA'79
Executive Director, Alumni Relations
& Annual Giving



Karen Cordes, MA'05
Vice President, Students & Young
Alumni (Graduate)



Julie Filion, Artsci'05
Vice President, Students & Young
Alumni (Undergraduate)



Paul Glen, Sc'74
Executive Vice President, Nominating
Committee



George Jackson, Artsci'85
Executive Vice President, QUAA
Development



Colin Joseph, MBA'02
Marketing & Communications
Committee



Jess Joss, Artsci'96
Vice President, Queen's Mini-U



Sarah Langstaff, PhD'98
QUAA, Vice-Chair



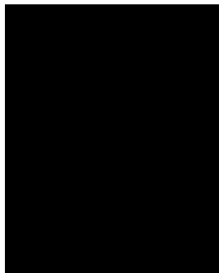
Sarah Renaud, Artsci'96
President QUAA



Lara Morgan, Arsci'92
Vice President, Queen's Mini-U



Joshua Orzech
Executive Vice President, Board
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Natalie Patterson, Artsci'00, Artsci'01,
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(Graduate)



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Council



Bob Pritchard, Sc'64
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Susan Smith, Artsci'91
Executive Vice President, Marketing &
Communications



Tim Turnbull, Artsci'79
Annual Giving, Committee



Zahra Valani, Sc'03, Ed'04
Students & Young Alumni, Committee
(Undergraduate)



Ron Weingust, MBA'92
Student & Young Alumni, Committee
(Graduate)



Marcus Wong, Artsci'03
Students & Young Alumni Committee
(Undergraduate)

Distribution:

Principal	Queen's Alumni Branch Presidents	AMS President
Vice-Principals	Board of Trustees	SGPS President
Deans	University Council	Rector
	Senate	Office of Advancement

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

Visit: alumni.queensu.ca/quaa/
Or call: 1-800-267-7837
Or email: QUAA.President@queensu.ca



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