

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to Stakeholders: Priorities and Progress

June 2009





QUEEN'S UNIVERSITY
ALUMNI ASSOCIATION

The start of 2009 has been a positive one in a sea of great change and challenging times at Queen's. We hope you will take a few moments to review our progress 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. This document will be emailed to you in the coming weeks.

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, appearing to read 'Sarah Renaud'.

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 October 1, 2008 – May 1, 2009

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

- 2009-2010 priorities identified with a focus on three broad goals – engage current alumni, engage future alumni and build annual giving.
- 2009 QUAA Award Recipients selected, recipients include Linda Locke, Law'88 (Alumni Achievement Award), Dr Les MacKenzie (Alumni Award for Excellence in Teaching), Leora Jackson, Artsci'09 (Outstanding Student Award).
- 7 QUAA grants awarded to emerging campus initiatives.
- New QUAA President editorial column in Alumni Review outlining key activities, trends and issues that are of relevance to alumni.
- Alumni Town Hall held to provide an open forum for alumni to further understand Homecoming decision including the consultative process and context for decision.

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

- Increased contact with alumni through mentoring, job shadowing, career advice, networking.
- Official launch of Career Joy – a formal career networking service providing discounted services and programs to new graduates.
- QUAA representation at Spring Convocation.
- 2nd Annual Cha Gheill BBQ for graduating students continues success with attendance of more than 640 students.

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

- Queen's annual giving: \$6.4 million, surpassing target of \$6.3 million.
- Four Grant Hall Society Receptions held in key alumni markets (Toronto, Vancouver, Calgary, Ottawa), and Grant Hall Society Dinner held in Kingston.
- Tim Turnbull, Artsci'79, new VP of Annual Giving is former committee member with sound knowledge of Board activities.
- 79% QUAA Board commitment to Annual Giving.
- QUAA President appointed as member of Queen's Capital Campaign Cabinet.

4. Provide support to Branch development

- 5 Alumni Branch Award events held since October 1, in cities with high concentration of alumni: Calgary (Johnson Award Dinner), Toronto (John Orr Dinner), Ottawa (Grunnan Onarach), Kingston (Padre Laverty and Jim Bennett).
- Strategic Branch Plan in "build" mode; iterative meetings with Branch Presidents and Representatives to build a formalized branch network and forge a new partnership with 42+ Branch Network, the QUAA Board, and Alumni Relations. Official rollout of the plan at Alumni Assembly - October, 2009.

5. Queen's Mini U May 22-24, 2009

- MiniU 2009 a resounding success: Over 230 paying attendees, 78 staff and over 100 student volunteers, 52 faculty, student and alumni speakers.
- More than 200 attended Last Lecture on Earth session at MiniU.
- Inaugural Spring Reunion attracts 767 participants including 614 alumni and 153 guests.
- Re-convocation ceremony hosted by Principal Williams and Chancellor David Dodge. Special tributes made to: Graham Thomson, Arts'34, who will celebrate his 100th birthday in August and to War Veterans in honour of the 60th anniversary of the graduation of Queen's war vets.

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

3 Key Metrics

May 1, 2008 ending April 30, 2009

Breadth and Strength of the QAAA Brand -Average "top box" alumni satisfaction: survey scores from 10 key events: Queen's MiniU 2008, Ottawa BBQ, John B Stirling Award Dinner, Alumni Assembly, Gala Awards Dinner, Homecoming 2008, Johnson Award Dinner, John Orr Dinner, Grunnan Onarach, and Cha Gheill BBQ	59.6%
Engagement of Queen's Alumni -Unique number of alumni who have attended, participated or volunteered at an event	5,096
Engagement of Future Alumni -Unique number of future alumni who have attended, participated or volunteered at an event	2,999
Success of Fundraising -Revenue from Annual Giving	\$6.4

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 **93.9%**

QUAA Board of Directors 2008 - 2009



Mel Barsky, MBA'92
Branch Development Committee



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QUAA President-Elect



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



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Member at Large



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Executive VP, Nominating
Committee



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Colin Joseph, MBA'02
Marketing & Communications
Committee



Jess Joss, Artsci'96
VP, Queen's Mini-U



Sarah Langstaff, PhD'98
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Lara Morgan, Artsci'92
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Joshua Orzech, Com'96
Executive VP, Board Secretary



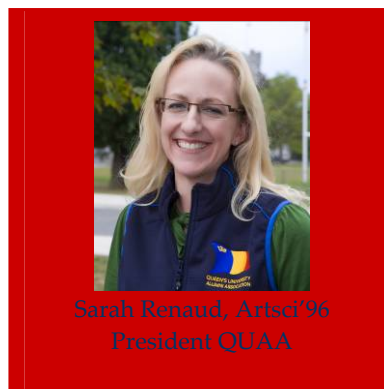
Natalie Patterson, Artsci'00,
Artsci'01, Ed'02
VP, Students & Young Alumni



Rob Pitt, MA'82
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Bob Pritchard, Sc'64
Queen's Mini-U, Committee Member



Sarah Renaud, Artsci'96
President QUAA



Susan Smith, Artsci'91
Executive VP, Marketing &
Communications



Tim Turnbull, Artsci'79
VP, Annual Giving,



Zahra Valani, Sc'03, Ed'04
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Student & Young Alumni,
Committee



Marcus Wong, Artsci'03
Students & Young Alumni
Committee

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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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