



QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Strategic Priorities for 2008

Approved by the Queen's University Alumni Association (QUAA) Board and effective from May 2008 - May 2009

The QUAA Board continues to execute on its two-year mandate of five priorities that aim to serve alumni and the broader Queen's community.

The mandate of the Board is to continue to focus on the following:

1. **Grow the QUAA**
2. **Build Annual Giving**
3. **Support Students and Young Alumni**
4. **Promote Branch Development**
5. **Deliver Alumni Programming**

The purpose of this report is to outline to the stakeholders of the Alumni Association the goals of the QUAA for 2008 and how we intend to deliver on our stated objectives.

Embedded within each of the priorities is our central theme for 2008: '*student engagement*'. Part of our mission for alumni relations is to engage alumni in the life of the University starting from their earliest experience with Queen's (as prospective students) and extending this relationship throughout their lives. With this in mind, the QUAA endeavors to build awareness of the QUAA to students, support both graduate and undergraduate students as they transition to alumni, and ensure that the services and programming offered from the QUAA are compelling and relevant. We are confident that this ongoing commitment to students and young alumni will translate into strong alumni relations including the implied responsibilities as a lifelong citizen of Queen's University.

Efforts to Support Priorities

1. Develop the profile and influence of the QUAA

- Promote the value of the QUAA to members. Leverage the *Alumni Review*, alumni websites, and appropriate events to highlight our mission, purpose, and services.
- Promote the QUAA “brand” in all communications.
- Collaborate with the AMS and SGPS to develop awareness of the QUAA on campus to the student body
- Continue to build direct and formal links to other groups and organizations within the University most notably the Board of Trustees, University Council and the undergraduate and graduate student societies. Ensure meeting outcomes include opportunities to take action to further engage and partner with these groups.
- Provide timely communication on progress and activities of the Board and the Association as a whole via quarterly *Reports to Stakeholders* and strategic presentations at key meetings throughout the year.
- Increase the visibility of the QUAA President in the *Alumni Review*.
- Develop processes and best practices to support effective operations of the Board both tactically and strategically.
- Ensure optimum Board performance by maintaining a balance of new and returning Board members.

2. Engage students through relevant programs and services

- Continue to strengthen communication efforts via working sessions with student leadership bodies on campus. Identify new opportunities for the QUAA to serve this important market including attendance at campus events, QUAA communication in campus media and targeted online messaging to first-and-upper year students.
- Ensure that our upper year students’ first touch point with the Alumni Association is timely, relevant and of value. Deliver personalized emails near the holiday season, during exam periods and as students convocate in order to raise awareness and build the profile of the QUAA.
- Host a ‘Welcome’ BBQ for both undergraduate and graduate students in their final year. Ensure event helps to build awareness of the QUAA and the value of its lifelong membership.
- Partner with the graduate and professional student leadership team to develop opportunities to engage graduate student body and deliver targeted services and events.
- Harness the formal opportunity to officially welcome students to the Alumni Association by having a more meaningful role at convocation. Build a ‘Welcome’ package for our newest alumni to be presented at convocation by alumni volunteers.
- Support Career Services and Alumni Relations in launch of career services for alumni.
- Provide Branch leaders with tools, techniques and information to aid in the early recruitment of young alumni to local Branches.

3. Build a sustainable platform for Annual Giving

- Continue to participate in the recognition of alumni donors at special events on campus, in branches, and across the country. Support regional Grant Hall Society receptions, held currently in Calgary, Vancouver, Toronto and Ottawa.
- Empower Board members to champion the need for alumni support through creation of an Annual Giving toolkit.
- Serve as stewards of the Annual Giving program by raising awareness of the need for annual giving, promoting alumni ownership of Queen's Annual Fund, identifying volunteers and potential leadership level donors.

4. Strengthen Branch Development

- Increase communication between the QUAA Board and the Branches by introducing i) QUAA Board updates in the Tricolor Splash and ii) quarterly conference calls with key Branches.
- Ensure Branch sustainability by: i) identifying, recruiting and retaining strong branch leadership; ii) establishing a reporting relationship with the QUAA; iii) promoting worldwide branch network to upper year students and our newest alumni.
- Introduce Branch working groups to share knowledge, provide support on key aspects of branch growth and development, and solicit input into future programming initiatives. Working group activities will include:
 - Update of Branch Handbook
 - Investigation of options for better Branch to Branch communications
 - Shared planning of Alumni Assembly programming
 - Messaging for Branches around Recruitment and Annual Giving

5. Deliver Alumni programming through launch of Spring Educational Weekend (MiniU)

- In response to requests for additional learning opportunities on campus, introduce Mini U weekend (May 2008). Target audiences to include alumni, faculty, friends, the extended Queen's community, and the Kingston community.
- Provide volunteer support for this initiative by assisting in planning, staging, identifying potential speakers, debaters, and encouraging attendance.
- Conduct thorough analysis of pilot program in the summer of 2008 to build on experience and develop this into an annual signature event that complements Fall Homecoming.

The QUAA Board

Effective board management is a significant component in gaining and maintaining stakeholder confidence. As a formal, working volunteer Board, the QUAA continuously holds itself accountable to our stakeholders. We are committed to practicing effective Board governance via the following:

1. Attraction and retention of high-caliber Board members
2. Planned succession management
3. Comprehensive orientation of new members to allow them to immediately engage in their role and deliver value to the Association

4. Effective communication plans and practices both within the Board and across University departments
5. Assessment of board executive performance through formal and informal feedback

Connecting with the QUAA

The QUAA is always looking for the next opportunity to be more relevant and more valuable in the eyes of our stakeholders - you.

QUAA highlights and metrics are available online - <http://alumni.queensu.ca/quaa/>.

We encourage and thank you for your ideas, feedback and support. Giving of your time to Queen's is an incredible way to carry on the legacy and rich spirit of our institution.

Cha Gheill!

A handwritten signature in black ink, appearing to read 'Sarah Renaud', with a stylized flourish at the end.

Sarah Renaud
Artsci'96
President, QUAA

QUAA.President@queensu.ca

PS: Interested in becoming a Board member? Have the next great idea to further engage and connect our alumni community? Please email me to discuss volunteer opportunities or to share ideas on helping to maintain Queen's reputation of excellence.