

Queen's Alumni and University Council
'A Partnership of Opportunity'

Presented by:
Queen's University Alumni Association (QUAA)
Sarah Renaud, President

May 2, 2008





Goals from this Session

- Ensure an understanding of what the QUAA is all about including our organizational structure and priorities
- Share our progress to date
- Highlight ways in which you can get involved



What is the QUAA?

- Queen's University Alumni Association (QUAA) is the official alumni association for Queen's
- Formal working Board of over 20 national volunteers from various faculties and years
- Direct partnership with department of Alumni Relations and Annual Giving (AR&AG) – together we develop and execute on strategic priorities that benefit both Queen's and Queen's Alumni
- Collaboration with other bodies at Queen's
 - Board of Trustees / Advancement Committee
 - University Council
 - AMS and other student affiliations
 - Office of Advancement



Alumni Association – Quick Facts

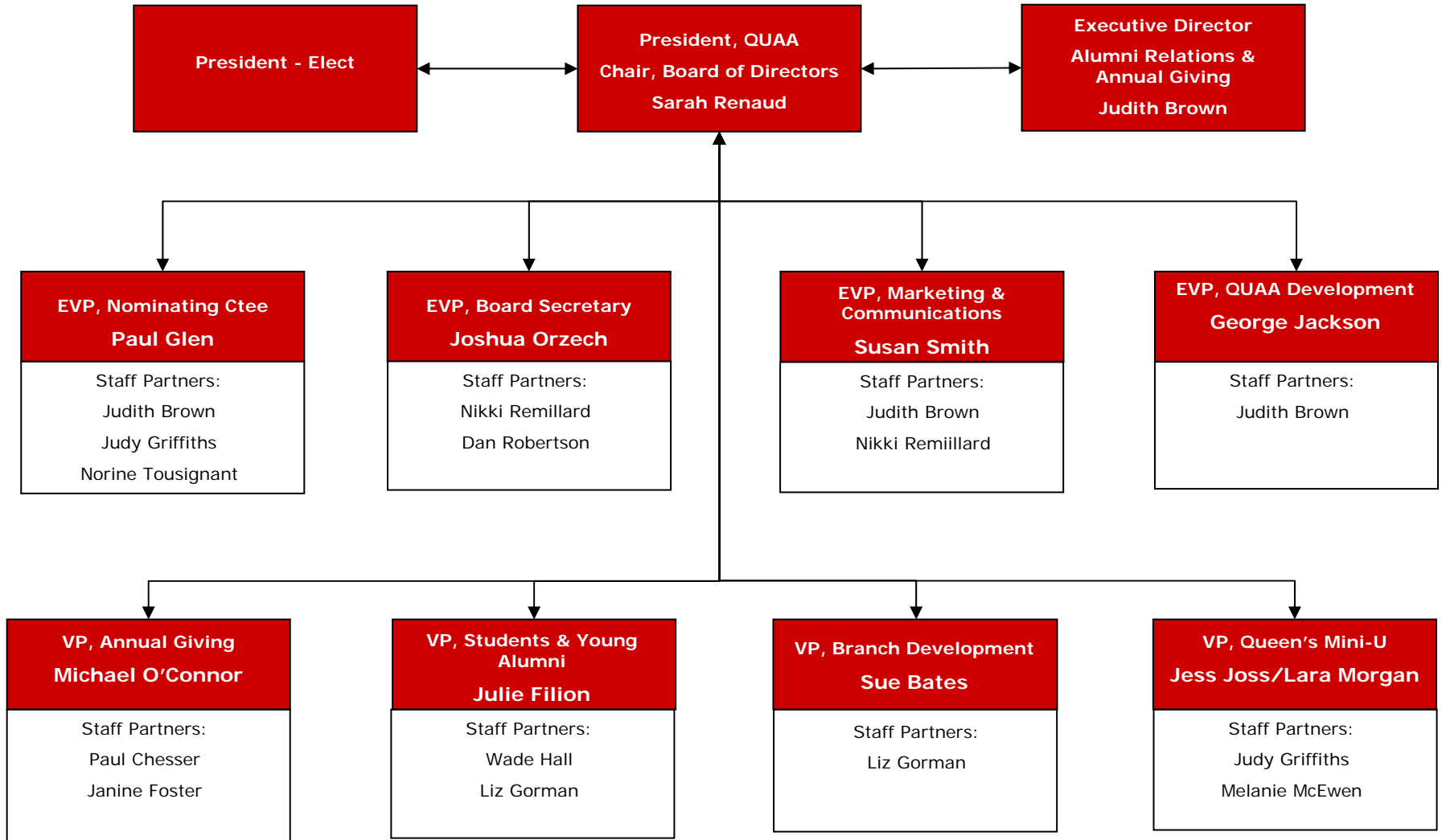
- 120,000 today; 3,500 added each year, net annual gain of 3%
- 90% in Canada; 6% in the US; 4% international
- 81% undergrad and 19% graduate
- 60 Branches in 27 countries (25 Canadian, 25 International, and 10 US Branches)
- Over 1100 QUAA volunteers



Partnering Opportunities

- Build on the momentum of developing a formal relationship between the Alumni Association and University Council
- Share our ideas, challenges, and experiences to deliver more to Queen's and Queen's alumni

Queen's Alumni Association – Current Board Structure





Alumni Observers

A combination of Alumni representatives including QUAA Board Chair, Board Members and Branches.

Sarah Renaud - President, QUAA and Chair, Alumni Board

George Jackson – Vice President, QUAA Development

Lara Morgan - Vice President, Education Programs (MiniU)

Rob Pitt – Sub-Committee Chair, University Council

Bob Pritchard – MiniU Committee Member

Kim Bain – Kingston Branch

Cathy TeKamp – Brockville Branch



University Council Representatives

University Council appointed representatives who serve as Alumni Assembly voting members

Philippe Bernier – University Council Representative

Jean Bruce – University Council Representative

Don Cameron – University Council Representative

Cheryl Johnston – University Council Representative

David Pattenden – University Council Representative

Andrew Weeks – University Council Representative



What is our Mission Statement?

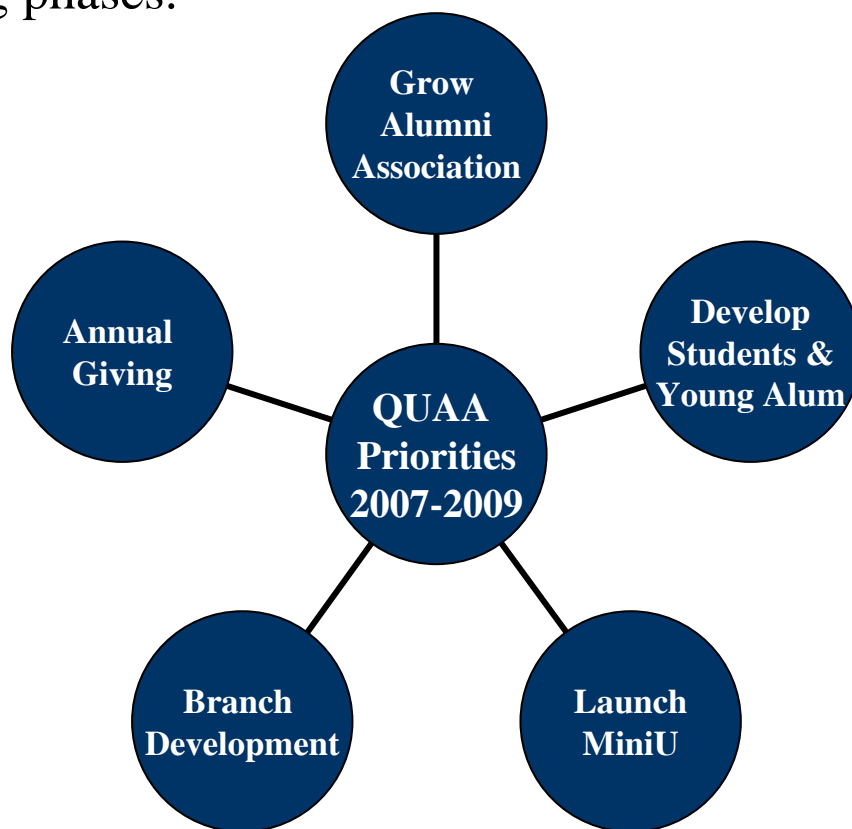
Queen's Alumni Association Mission:

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.



2008 Strategic Priorities

Priorities have a two-year horizon with some priorities well into execution phase and some priorities in strategy and planning phases.





2008 Strategic Priorities

Priority	Key Progress to Date	Challenges & Opportunities
1. Grow Profile of the Alumni Association	Signature events; high-profile honorees and gala awards ceremony; grants to assist promising initiatives	Further opportunities to raise awareness and profile of Alumni Association – relevancy for ALL alumni.
2. Build Sustainable Annual Giving Platform	100% Board participation with peer initiative underway.	Consistent need to deliver message that Queen's needs alumni support to ensure levels of excellence.



2008 Strategic Priorities

Priority	Key Progress to Date	Challenges & Opportunities
3. Support Students and Young Alumni	First QUAA BBQ for graduating students about to become alumni – over 700 heard QUAA message	Looking to develop more active and meaningful transition into membership in Alumni Association to replace current “de facto” membership.
4. Support Branch Development	One-on-one networking with branch Presidents; tool kit to assist in promoting their events	Different sized branches with differing needs and experience necessitate strategic support.
5. Launch MiniU (Inaugural Education Weekend)	Pilot ready to launch; enthusiastic response from faculty recruited to deliver lectures; strong marketing to engage Kingston community.	Programming efforts will evolve as committee has opportunity to execute and measure results, conduct lessons learned.

Queen's MiniU

1. Creating a complement to Homecoming weekend, pilot event on campus for Alumni
2. Reaching new alumni audiences through educational offerings
3. Promoting life-long learning
4. Support town/gown relations and build awareness and participation within the Kingston community
5. Attracting 300 people to the Pilot MiniU weekend





Key Messages

The Alumni Association DAREs to EXECUTE in a BIG way!

- **Delivery...** of priorities in a fast-paced environment
- **Awareness...** of Association and profile-raising is paramount
- **Relevancy...** of programming and services to alumni regardless of life stage
- **Engagement...** of volunteers and alumni critical to get Queen's to the next level



Next Steps

1. Attend an Alumni event with your local Branch
2. Volunteer with your Branch and/or the Alumni Board
3. Reach out to Queen's with feedback; ideas so we can continue to 'raise the bar'
4. Join us for Mini U!
5. Add Queen's to your list of charities – *any* amount *does* make a difference



Thank You

Please see Sarah Renaud or any QUAA observers for additional comments and/or questions

REMEMBER: PAY IT BACK; PAY IT FORWARD!
Your Annual gift to Queen's will empower our next generation of alumni