

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to University Council: Priorities and Progress

May 2011

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”

What is the QUAA?

QUAA stands for Queen's University Alumni Association – the worldwide association for all Queen's Alumni. The organizations that support the QUAA – the QUAA International Board of Directors, the QUAA Branches and Queen's Alumni Relations – work together to further the mission of the QUAA.

How do you become a member of the QUAA?

An alumnus/a who has either received a degree or diploma from Queens's OR who has registered and attended classes for at least one full session (academic year or equivalent) and whose class has graduated *automatically* becomes a member of the QUAA.

What is the QUAA International Board of Directors?

The QUAA International Board of Directors runs the affairs of the Board, including:

- Setting direction and priorities for the Association;
- Establishing and maintaining a clear and comprehensive governance model;
- Identifying leaders for Branches, affinity groups and other volunteer leadership positions; and
- Developing a diverse and unified Board, representative of all alumni.

The QUAA Board works in partnership with the Branches and Alumni Relations to:

- Design, deliver and promote successful events and affinity programs for alumni; and
- Provide recognition to alumni who give their time, talent and resources to the University and to the QUAA.

The QUAA Board actively partners with the University by:

- Providing advice, feedback and support to the University and its priorities;
- Helping to identify, cultivate and solicit donors to the University; and
- Seeking to enhance the image and reputation of the Alumni Association and Queen's at every opportunity.

The QUAA International Board of Directors is considered a working board, with priorities and supporting action plans set and/or reviewed each year. The Board is made up of volunteers, who have chosen to dedicate some of their valuable time to further the mission of the QUAA, an amount of time that is variable depending on the individual and the role in which they serve.

In addition to the QUAA Board of Directors, QUAA Branches in many cities and countries across the world, serve to connect Alumni to each other and to the University.

On behalf of the QUAA Board, I am pleased to offer the following progress report on our key priorities and projects during the past year. Our planning for the 2011-2012 year started recently when your QUAA Board met in Toronto, along with staff from Alumni Relations, for a semi-annual planning session. In the next couple of months we will solidify our key projects for the coming year and will update all of you along with our other stakeholders.

As we approach University Council on May 7 in Kingston, I look forward to connecting with many of you in person and having an opportunity to discuss our progress and answer your questions.

Cha Gheill!!



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

Meet your QUAA Board Executive 2010-2011



Heather Black, Sci'80
Chair



George Jackson, Artsci'85
Vice Chair



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



Paul Glen, Sc'74 - Executive VP, Leadership and
Nominating Comm.



Jess Joss, Artsci'96 - Executive VP,
Marketing & Communications



Joshua Orzech, Com'96
Executive VP, Branches

And meet the other members of the QUAA Board of Directors



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



Ellen Hanbidge, Artsci'82
Member at Large
MiniU Committee Member



Mike Jakubinek, Artsci'03
Co-Chair, Alumni Volunteer Summit
Planning Committee



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



Lara Morgan, Artsci'92
VP, Awards and Recognition



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



Rob Pitt, MA'82
Member At Large
Sub-Committee Chair,
University Council



Bob Pritchard, Sc'64
Member at Large
Chair MiniU Committee



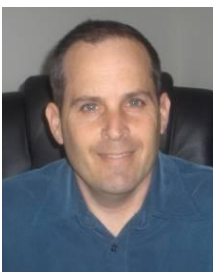
Tim Turnbull, Artsci'79
VP, Annual Giving



Tara Swords, Artsci'02, Ed'03
Co-Chair, Alumni Volunteer Summit
Planning Committee



Zahra Valani, Sc'03, Ed'04
Member At Large
Students & Young Alumni
Committee Member



Ron Weingust, MBA'92
Member at Large
Student & Young Alumni,
Committee Member



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



QUEEN'S UNIVERSITY
ALUMNI ASSOCIATION

1. Engaging Current Alumni

Queen's MiniU

The fourth MiniU session has been scheduled for **May 27 through 29, 2011**. Online registration is active and many new and returning alumni have already signed up for a rich variety of activities and event. A new event this year will be "Queen's at the Fort" with dinner under the stars and music to follow.

Queen's MiniU 2010 took place May 28-30, with 232 attendees and a top box satisfaction rating of 78% (top 2 boxes 98.6%). The lectures were inspiring and it is always noted that the lack of exams seems to create a wonderful classroom experience!

Spring REUNION

Spring Reunion will again be held to coincide with MiniU, May 27-29, 2011. Last year, 823 attendees, representing 45 classes and groups, including the Tricolour Guard, enjoyed a fun weekend. With the new option, continued for 2011, to choose certain MiniU activities or lectures of interest, many alumni were able to experience MiniU as they celebrated their reunion.

Alumni Assembly/Gala Awards - October 22 – 23, 2010

Our theme "Celebrating Branches" attracted new and old branch leaders to participate in lively discussions about our branch organization. The Principal's Breakfast was held on Saturday morning and as a new feature, we did a live webcast for those alumni up early enough to tune in on the internet. We received excellent feedback and expect to make more use of this approach in future years.

The 2010 Gala Awards Dinner was held in Wallace Hall and continues to be a highlight of the weekend. Listening to the achievements of the award winners is always inspiring. However it is often their personal stories about how Queen's made a difference in their lives that resonate most with the audience.

This year we will hold our **Alumni Volunteer Summit October 14 – 15** in Kingston and the planning committee is actively engaged in creating a compelling and full agenda.

Branches

With 239 branch events and over 4000 participants as of the end of March, our branch network continues to engage many of our alumni in various geographies. 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 encourage all of you to attend branch events in your geographical area and take the opportunity to connect with your fellow alumni.

The QUAA Board continues to hold quarterly branch calls that offer an opportunity for our branch leaders to receive updates on our initiatives and the University, as well as to share successes and best practices on an ongoing basis with their peer volunteers. We have a good mix of new and experienced branch leaders attending our calls and there are learnings on all sides each quarter. Our next calls are scheduled for July.

A new initiative this year has been to pair QUAA Board Members with Branch Leaders. In January, each Board Member reached out to 2 or 3 branch leaders across the world to wish them a happy new year and to thank them for volunteering for Queen's. We believe that creating a stronger personal connection will in turn create opportunities for exchanging ideas and gathering feedback. In April, in honour of National Volunteer Week, we again reached out to thank our branch leaders. It may be seen as a small step, but as volunteers ourselves, we realize how important it is to continue to acknowledge and thank, as well as to keep an open line of communication to our widespread volunteers and alumni.

2. Engaging Future Alumni

Grad Week and the Grad Bash! – April, 2011

In 2011, the Graduating Class was sent off with a week-long set of activities culminating in the Grad Bash in Grant Hall on Friday. Over 600 students munched popcorn and visited a variety of booths, set up to help the transition from student to Alum. One of our key challenges is to ensure our graduating students continue their connection to Queen's. The QSAA (Queen's Student Alumni Association) works throughout the year on campus to educate students about the QUAA and the different ways that they can stay involved with Queen's over their lifetime. Their enthusiasm and commitment is inspiring and we have seen the results of their work as many of our recent grads are actively engaged in our Branches and in other work of the QUAA.

Alumni Card ... Launched last April in Pilot



We have "sold out" our first batch of cards and are already taking orders for our second batch. During and following the Grad Bash, where the Alumni Card was again featured, we took over 600 registrations. The Committee has worked hard this past year to analyze survey feedback and to increase the value proposition for our card. Expect to see some announcements soon about YOUR 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. 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.

Graduation Kit ... Launched in July

Our Students and Young Alumni Committee initiated development of a Graduation Kit that will assist our

newest alumni to stay connected with Queen's and the Alumni Association. The first edition went out last summer to our 2010 grads and will be repeated again this summer for the class of 2011. This year we will be piloting more geographic personalization.

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 – The QUAA Board again challenges you to match our 100% participation

The QUAA Board has a commitment for 100% participation in Annual Giving and has been successful again in achieving that in 2010 – 2011. Our hope is that by the time we meet on May 7, 2011 in Kingston, just 7 days into the new fiscal year, that we will have achieved 100% participation in Annual Giving for 2011- 2012. As you know, these funds are critical to the University and I thank you all for considering joining us, if you haven't already, and choosing Queen's as one of your charitable donations.

QUAA Projects Fund

The QUAA Projects Fund, created as another destination for Alumni to direct their giving, had seed funding made as a parting gift by our past QUAA President, Sarah Renaud. Almost two years old now, we are starting to see many contributions being directed to this fund, including legacy contributions. The first project we selected for funding was our webcast last year of the Principal's Breakfast during Alumni Assembly. Given the positive feedback we received, we expect to dedicate additional funding to furthering our goal of using social media to increase our Alumni connections. The Fund will be run as a combination of endowment and operating, with up to 50% of the annual contributions funding QUAA projects that further the mission of the Alumni Association.

Thank You Calling

Paralleling the Grant Hall Society Cocktail receptions, we held our pilot Summerhill Reception in April 2010, sponsored by the QUAA Board. While the event did not attract as many 'in-person' attendees as we had hoped, through our use of personal calling, we did connect with a number of alumni and realized the power of the personal thank you from a "fellow Alum". As a result, we initiated a new program to make personal thank you calls to Alumni. Lists were generated with the help of Annual Giving and work is already underway to repeat this initiative again in the May time-frame.

4. Connecting with Alumni

The common thread we weave throughout all our priorities and projects is to continue to deepen and widen the Alumni Connections – with each other, with the Branch network, with the students and with the University professors and staff. Our QUAA Board is active in many ways throughout our Alumni community, participating in local Branch and University events, as well as meeting one on one with Alumni and Students. Significant work has been done in partnership with Alumni Relations staff to increase our social network presence (Facebook, Twitter, LinkedIn, etc.) , as well as to revamp the QUAA pages within www.queensu.ca. As much as possible, we also try to weave a 'green thread' through our connections – email, phone or in person – rather than a traditional paper mailing.

In closing, I would like to say thank you to all of you. Your time is valuable – and that you choose to share some of it to volunteer for Queen's is appreciated. My life has certainly become richer through my time volunteering for Queen's and I hope that each of you have been enriched as well.