

Queen's Alumni and University Council

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

May 1, 2009





Agenda

- Outline the role and mandate of the QUAA
- 2008-2009 Highlights – A Year of Successes; A Year of New Challenges & Opportunities
- Outline 2009-2010 Priority Direction
- Key Engagement initiatives
 - MiniU and Spring Reunion
 - Strategic Branch Plan
- Next Steps – Getting 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 with Annual Giving – 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
 - QSAA, AMS and other student affiliated groups
 - Office of Advancement
 - Alumni – both directly and indirectly



What is our Mission Statement?

Queen's University Alumni Association Mission:

To reach out and foster a ***lifelong association*** with Queen's, to ***engage*** our members in the life of the University and to ***serve*** the alumni community in all its diversity.

Mandate:

Broad-based alumni engagement

Resources:

People, Time and Money



Alumni Association – Quick Facts

- 121,400 today; 4500 added each year, net annual gain of 3.7%
- 90% in Canada; 6% in the US; 4% international
- 78/22 % undergrad vs. graduate
- 60 Branches in 20 countries => huge opportunity to extend international reach
- Over 1,100 volunteers contribute to growth and development of Alumni Association and Queen's
- Wide-range of engagement activities – events, services, programs, hosting, recruiting of new students, advocating for alumni on relevant issues
- Graduates from 2000 or greater represent 29% of all active alumni (35,534)



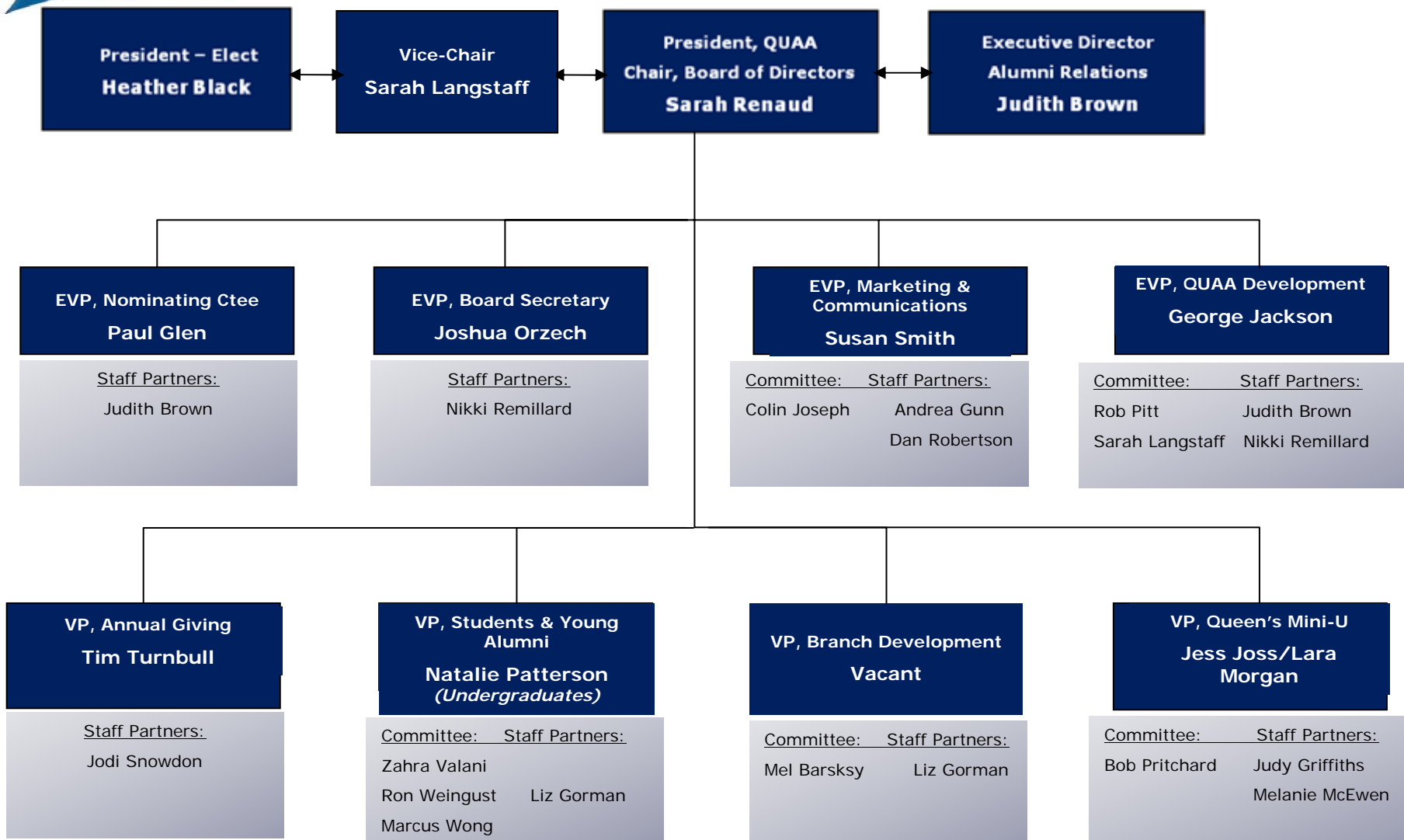
Alumni Observers

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

1. Sarah Renaud - President, QUAA and Chair, Alumni Board
2. George Jackson – QUAA Board, Vice President, QUAA Development
3. Lara Morgan – QUAA Board, Vice President, Education Programs (MiniU)
4. Rob Pitt – QUAA Board, University Council Committee
5. Bob Pritchard – QUAA Board, MiniU Committee Member
6. Colin Joseph – QUAA Board, Marketing and Communications
7. Sue Bates – Kingston Branch President
8. Ann Robinson – Past President, Kingston Branch
9. Cathy Tekamp – Brockville Branch Representative
10. Kim Bain – Kingston Branch Representative



Current QUAA Board Structure



The QUAA continues to grow, evolve and deepen its partnerships across campus and around the globe!



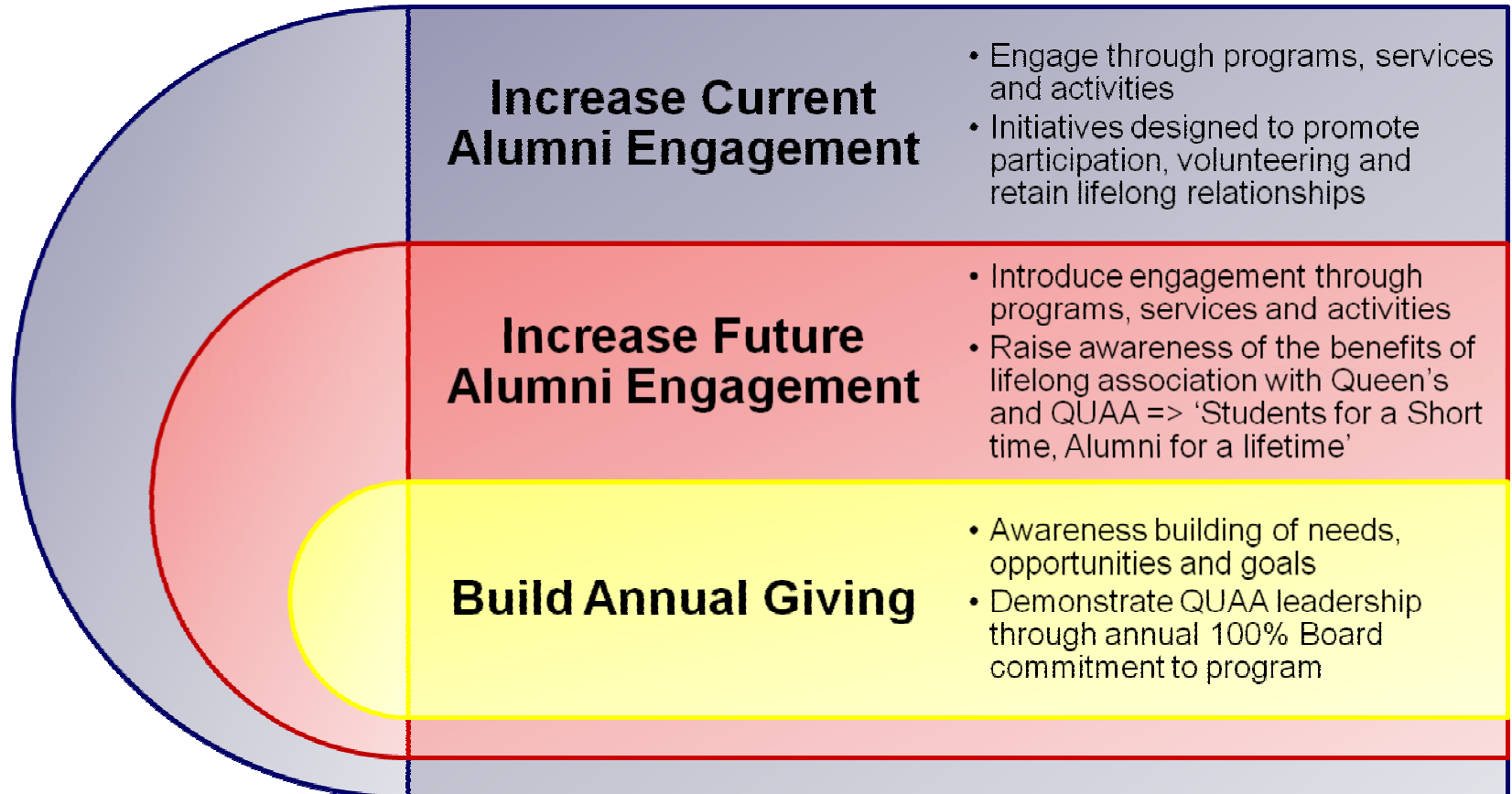


Highlights and Successes of 2008

- MiniU! – HUGE success with 434 attendees including 138 volunteers, 37 faculty presenters
- Annual Cha Gheill BBQ Welcoming newest Alumni
- Provision of Career Services Offering for Young Grads
- 100% Board Commitment to Annual Giving – record year with \$6.7 million raised
- 3 Grant Hall Society events in key markets – Toronto, Ottawa, Calgary
- Strong investment in succession planning and governance of Board
- Fostering of relationships with Graduate student body
- Formation of Strategic Branch Plan to formalize partnerships with international Branch network, Alumni Relations and QUAA Board
- 3rd annual QUAA Gala Awards recognizes alumni/volunteers with 10 prestigious awards



2009-2010 Priority Direction



Detailed Strategic Priorities to be shared with all Stakeholders in June



Key Challenges and Opportunities

Challenge

Relations with alumni have been affected (i.e. Homecoming)

Shift in culture of communication & social media

Significant budget constraints

Environment of unprecedented change

Opportunity

- Continue to deliver value-added services/programs; provide counsel for reinstatement of Fall Homecoming, preservation of MiniU and Spring Reunion
- Leverage technology to communicate and engage (video conferencing; podcasts; Facebook); extend outreach to alumni across all demographics
- Pursue alternative sources of revenue for QUAA; continue Annual Giving advocacy; leverage technology to promote giving
- Partner with other alumni associations to share best practices/lessons learned
- Survey! Garner feedback from all stakeholders



MiniU and Spring Reunion

MiniU

- Returning from last year: 70
- New attendees: 113

Spring Reunion

- 35 classes signed up to date

Weekend Program Highlights

- SOLD OUT! Queen's Observatory Open House: "What's the Matter with our Universe"
- Re-convocation Ceremony
- SOLD OUT! MiniU Field Trip to the Queen's University Biological Station Arts'49 Tree Planting Re-enactment
- SOLD OUT! Confederation Tour Trolley tour of Kingston and Queen's
- Alumni Smoker

Post-Event Evaluation

- Measures of success developed
 - Will include quantitative and qualitative aspects
 - Feedback of overall weekend plus individual events/panel discussions & classes



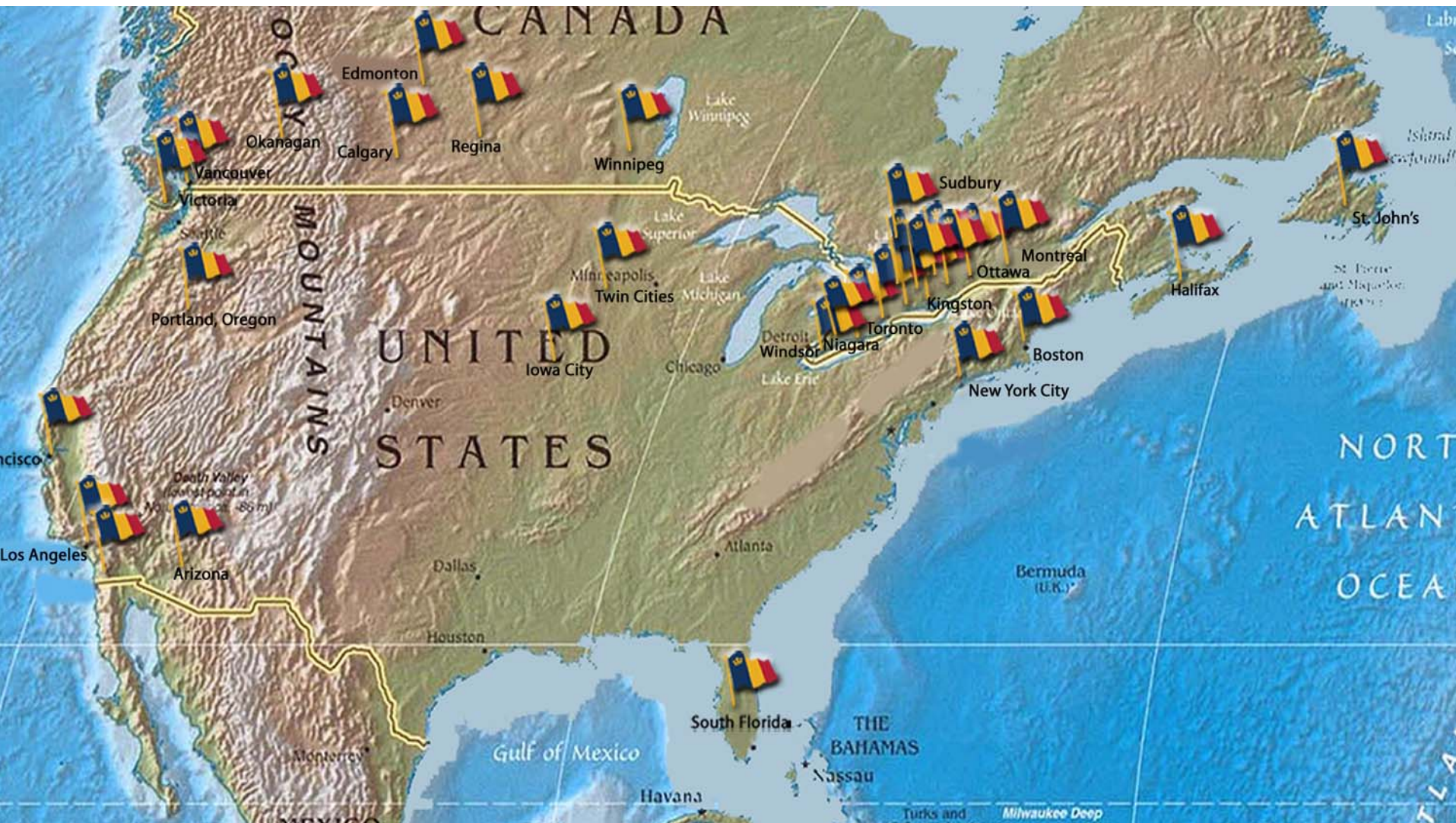
Strategic Branch Plan

A key Initiative in 2009 to develop stronger partnerships with Branches – the lifeblood of the Alumni Association:

1. Develop a formalized and consistent framework/model for the branches including recommended branch structure, terms of reference and engagement best practices
2. Clearly articulate the relationship of each Branch to the overall QUAA and to Queen's University
3. Ensure appropriate succession planning and volunteer retention efforts
4. Foster stronger cross-communication amongst branches and with the QUAA Board & Alumni Relations Department
5. Re-launch a streamlined branch toolkit that is easy to use and flexible to support the unique needs of branches in various markets
6. Ensure clear communication of roles, responsibilities and accountability of the volunteer



Branch Network – North America







How to Engage

The Alumni Association continues to DARE to EXECUTE in a BIG way!

- **D**elivery... of priorities in a challenging environment
- **A**wareness... of Association and profile-raising is paramount
- **R**elevancy... of programming and services to all alumni regardless of life stage
- **E**ngagement... of volunteers and alumni critical to get Queen's during this time of great transition



Your Engagement, Queen's Future

1. Continue to provide your feedback, opinions and ideas – online, via email, in person at events.....stay ENGAGED
2. Attend an Alumni event with your local Branch
3. Volunteer with your Branch and/or QUAA Board – the talents, experience and intellect of alumni are our best assets
4. Join us for Mini U and Spring Reunion!
5. Provide your perspectives and respond to surveys regarding future of signature Alumni initiatives – Spring Reunion, MiniU, return of Fall Homecoming
6. 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