

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to University Council: Priorities and Progress

May 2010

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".



On behalf of the QUAA Board, I am pleased to offer the following progress report on our key priorities. As many of you know, the theme for the QUAA Board this year is 'Connecting with Alumni Where They Are'. I look forward to connecting with all of you in Kingston on May 1 and having an opportunity to discuss our progress and answer your questions.

Cha Gheill!!

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President, Alumni Association
Chair, QUAA Board
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QUAA Board of Directors 2009 - 2010

What is the QUAA?

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.



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Chair, Alumni Assembly



Joshua Orzech, Com'96
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Ellen Hanbidge, Artsci'82
Member at Large
MiniU Committee Member



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



Lara Morgan, Artsci'92
Member at Large
Annual Giving,
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Natalie Patterson, Artsci'00,
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VP, Students & Young Alumni



Rob Pitt, MA'82
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Sub-Committee Chair,
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Tim Turnbull, Artsci'79
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Students & Young Alumni
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Ron Weingust, MBA'92
Member at Large
Student & Young Alumni,
Committee Member



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



1. *Engaging Current Alumni*

Queen's MiniU

The third MiniU session has been scheduled for **May 28 through 30, 2010**. Online registration opened in late November, with 137 registrants to date.

This weekend-long event, held on campus in the spring, is intended to attract alumni, parents, potential students and other friends of the University to campus, based on a shared passion for lifelong learning.

MiniU's specific goals continue to be:

- To respond to demand from alumni for educational programming;
- To introduce a second on-campus weekend for reunion purposes;
- To share the University's academic excellence and research strength with alumni and friends;

- To attract new audiences to campus;
- To generate positive community relations through partnership with local community leaders and by making the event open to the public; and
- To build an even stronger partnership with the Queen's University Alumni Association volunteer.

Queen's MiniU 2009 took place May 22-24 and was very well received, recording an 18% increase in paying participant numbers over last year and achieving 80% "top box" participant satisfaction. This increase has been attributed to a high retention of attendees from last year (38%) and also to the availability of a new 'à la carte' option which drew 65 participants from Spring Reunion alumni in addition to faculty, staff and local area residents.



Spring Reunion will be held again this year to coincide with MiniU, **May 28 – 30, 2010**. To date, 44 classes have confirmed to return. Formal registration for Spring Reunion General is at 144 (total of 130 in 2009) and 169 TriColour Guard (versus 108 in 2009).

Spring Reunion will include the Re-convocation Ceremony followed by a lunch in Ban Righ. The Tricolour Guard Dinner will take place on Saturday evening, hosted by the Principal and Chancellor. Everyone is welcome to the Alumni Mixer Saturday evening at Alfie's. In addition, Spring Reunion attendees can take advantage of the MiniU day pass or single session purchase to further enhance their time on campus.

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

Based on input from 2009 attendees, this year's Assembly will be a more "hands-on" event reinforcing the theme "Celebrating Branches". Increasing participation in Alumni Assembly is the main goal of the Assembly committee as we feel that this provides a unique opportunity for volunteers and alumni to re-engage with Queen's campus and students. Assembly will run for a day and a half of meetings and networking opportunities for our Branch delegates and general Assembly delegates and wrap up with our Gala Awards dinner where we will again honour outstanding Queen's alumni within both the Queen's and global community.

Traditionally, Alumni Assembly has been held to coincide with Fall Homecoming. For the first time last year, Alumni Assembly was held as a stand alone event on Saturday, October 24th. Attendance decreased only slightly over Alumni Assembly 2008 (49 attendees and 15 branches represented in 2009 versus 55 attendees and 15 branches represented in 2008).

Strategic Branch Plan rollout and Branches quarterly calls

The Strategic Branch Plan was designed to create a process to guide interaction between branch leaders, the QUAA Board and the Alumni Relations Department to share best practices, generate greater value for

our Alumni from our collective expertise and drive towards the common goal of *Connecting with Alumni Where They Are*. Conference calls for all branch leaders are ongoing quarterly, useful and actionable information is being posted to the Branch's intranet and the Board's Branches committee and the Alumni Relations department are working closely to assist the branches in achieving their respective goals.

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.

2. Engaging Future Alumni

Cha Gheill! BBQ – April 7, 2010

The 2010 Graduating Class will be hosted at the Annual *Cha Gheill! BBQ* on April 7th at the Queen's Centre. Last year we had over 600 students in attendance and we look forward to hosting a comparable group again this year. This signature event transitions our newest graduates to the QUAA, and is an important step in the development of a lifelong connection to Queen's.

Alumni Card ... Launching in April



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. Our pilot will be launched in April at the *Cha Gheill! BBQ* where graduating students will be offered one of our new cards. 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 ... Launching in July

Our Students and Young Alumni Committee has initiated development of a Graduation Kit that will assist our newest alumni to stay connected with Queen's and the Alumni Association.

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 challenges you to match our 100% participation

As of Feb 2010, Annual Giving had already raised \$6.1M. The QUAA Board has a commitment for 100% participation in Annual Giving and has been successful in achieving that this year. We fully expect to continue with that commitment and have recently issued challenges to our Branch Presidents and University Council members to match our achievement. 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.

The QUAA Projects Fund, recently 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. Subsequently, we have seen many Alumni Assembly attendees and other QUAA Board members choose to donate their travel expenses back to the fund, receiving a charitable donation receipt in return. 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.

Summerhill Reception Pilot – April 14 in the GTA

Our pilot Summerhill Reception is scheduled for April 14, 2010. Paralleling the Grant Hall Society Cocktail receptions, the event was created to provide an avenue to thank in person our Summerhill Society members in the Greater Toronto Area. As a pilot project, initiated by the QUAA Board, we wanted to focus our efforts on increasing the pool of people who not only get thanked in person, but who will then also have another opportunity to connect with other Queen's alumni and supporters in their geographical area.

4. *Connecting with Alumni Where They Are*

The QUAA Board continues to search for additional and meaningful ways to forge deeper and broader connections with our many fellow Alumni. In late March, we convened for a face-to-face all day meeting and dedicated most of our time to discussing uses of social media to further our reach and impact to Queen's Alumni. We continue to explore use of web and video conferencing as potential enhancements to initiatives such as MiniU and Alumni Assembly. In addition, our QUAA Board members work actively to meet one-on-one with Alumni and Students and participate through attendance or speaking at as many local Branch and University events as possible.