

QUEEN'S UNIVERSITY ALUMNI ASSOCIATION

Report to University Council: Priorities and Progress

May 2012

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”





Cha Gheill!

Jess Joss, Artsci'96
President, Alumni Association
Chair, QUAA Board
QUAA.President@queensu.ca

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 2012 – 13 year started in January when your QUAA Board met in Toronto, along with staff from Alumni Relations, for a semi-annual planning session. Later in May, and also in November, we will have two more planning sessions, to continue to develop our main projects, and refine our key priorities for this year and next. During this process, we will update all of our stakeholders, and look forward to your insights.

As we approach University Council on May 5 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.

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

Who is part of the QUAA?

An alumnus/a who has either received a degree or diploma from Queen'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, shared interest groups and other volunteer leadership positions; and
- Developing a diverse and unified Board, representative of all alumni.

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

- Design, deliver and promote successful events and 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;
- Promoting alumni annual giving 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.

Meet your QUAA Board Executive 2011-2012



Jess Joss, Artsci'96
QUAA President
Chair, Board of Directors



George Jackson, Artsci'85
Vice Chair



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



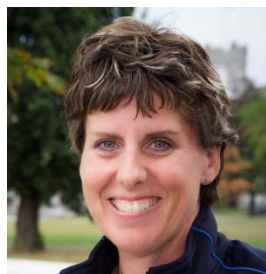
Lynne Bradley, Artsci'97, MA'98
Executive VP,
Marketing & Communications



Tim Turnbull, Artsci'79
Executive VP,
Annual Giving



Lara Morgan, Artsci'92
Executive VP,
Awards and Recognition

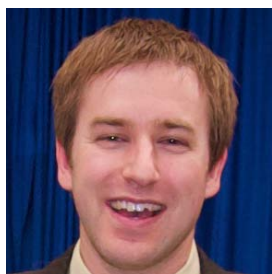


Heather Black, Sc'80
Interim Executive VP
Branches



Josephine Tsang, PhD'06
Executive VP,
Branches

And meet the other members of the QUAA Board of Directors



Mike Jakubinek, Sc'03
Co-Chair
Alumni Volunteer Summit



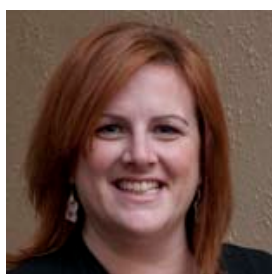
Colin Joseph, MBA'02
Member at Large
Chair Alumni Card Committee



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



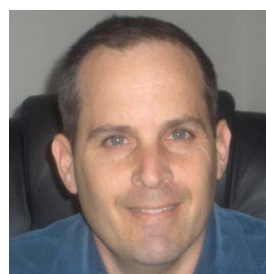
Bob Pritchard, Sc'64
Member at Large
Chair MiniU Committee



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



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

1. Engaging Current Alumni

Queen's MiniU

The sixth MiniU session has been scheduled for **May 25 through 27, 2012**. Online registration is active and many new and returning alumni have already signed up for a rich variety of activities and events. And you can too - <http://queensu.ca/alumni/learning/miniU/programme.html>. Features include fascinating talks by the Executive Director of *Medicins Sans Frontieres*, a Last Lecture on Earth with Chancellor David Dodge, Arts'65, LLD'02 "*Incentives, Risk and Innovation: On the Importance of the Freedom to Fail*", as well as hand-on sessions, a variety of lectures and field trips.

Queen's MiniU 2011 took place May 25-27, with 200 attendees and a "Top Box" satisfaction rating of 76% ("Top 2 Boxes" satisfaction rating was 93.9%). This is an annual event for many - alumni and non-alumni alike. The lectures were riveting and learning without looming exams is always enjoyable!



Spring Reunion will again be held to coincide with MiniU, May 25-27, 2012. Last year, 649 attendees, representing many classes and shared interest groups, including the Tricolour Guard (alumni who graduated 50 or more years ago), enjoyed a fabulous weekend. With the option to choose certain MiniU activities or lectures of interest, many alumni were able to experience MiniU as they celebrated their reunion. As of the beginning of April more than 40 classes and groups were registered for Spring 2012!

Alumni Volunteer Summit/Gala Awards - October 12 – 13, 2012

In 2011, over 70 participants connected and shared during the lively session of AVS. Top events included an update from the Principal, which was live webcast for the second year in a row, special guest speaker Peter Milliken, Arts'68, and workshop-style sessions focusing on many topics including Branch development.

The key directions and highlights for AVS 2012 will be:

- the Principal's "State of the University" update,
- "Winning with Alumni Sports Symposium",
- emphasis on volunteer recognition/appreciation, and
- a broadened scope of workshop-style sessions. Session topics include: Branch volunteer training/development; sessions introducing a range of volunteer opportunities for alumni who would like to volunteer; and training, such as motivating volunteers or running efficient meetings.

Plan to attend. All are welcome! To learn more: <http://www.queensu.ca/alumni/quaa/summit.html>

Also mark your calendar for the Alumni Awards Gala, Saturday October 13, 2012. Last year, over 100 people were fortunate to attend the Gala Dinner and, as always, it featured inspiring alumni winners, who spoke of their journeys, and the role Queen's played for them. These dynamic

winners included Peter Milliken and Alumni Humanitarian Award winner Debra Pepler, Arts/PHE'73, Ed'74 and many more (www.queensu.ca/alumni/quaa/gala.html) And next year don't forget to nominate fellow alumni for their achievements!
<http://www.queensu.ca/alumni/quaa/awards.html>

Branches

Queen's alumni span the globe, as does the QUAA Branch network. With interesting events, and opportunities to connect with fellow alumni, and representatives from Queen's (the Principal attended 9 events during his travels including Beijing, Shanghai and San Francisco), the Branches are a great way to stay connected. The Branch network continues to grow, with 5 new locations represented, for a total of 47. Some new Canadian, American and international locations include: Winnipeg; Houston, Texas; Columbus, Ohio; Sydney, Australia and Perth, Australia.

We encourage all of you to attend Branch events in your geographical area and take the opportunity to connect with your fellow alumni. From May 1, 2011 to - April 30, 2012 over 180 events were held, and more than 200 volunteers worked to offer diverse programs. Find your local tricolour connection: <http://www.queensu.ca/alumni/networking/branches.html>

Some Branches even have subcommittees for speciality programming developed for Young Alumni or Seniors. Ottawa and Toronto are such branches. A Young Alumni group launched recently in the Ottawa Branch under the leadership of former QSAA President, Colin McLeod, and the event sold out in nine hours. The Toronto Young Alumni hosted a Habitat for Humanity build day in April; and it reached maximum capacity a month before the event.

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 is always useful collaboration. We have just completed the spring series of calls.

The variety of events you can attend is impressive: from formal Awards Dinner-Dances like the John Orr Award in November in Toronto, to a one-day MiniU style event featuring alumni speakers and Dean Alistair MacLean, hosted by the Regina Branch. You can also connect internationally at the Castle. The Bader International Study Centre hosted alumni from UK and Europe at an alumni weekend Castle April 28-29, with lectures from BISC faculty.

If you've attended a great Branch event, there is still time to nominate it for the Branch Event of the Year Award. The deadline is May 15, 2012. Previous winners have included the Toronto Branch for its Tournament of Gaels Curling Bonspiel, and the Vancouver Branch for its Art, Wine, and Sustainable Futures event. Nominate your Branch, now!
<http://www.queensu.ca/alumni/quaa/awards/eventoftheyear.html>

We look forward to seeing you at a Branch event soon.

2. Engaging Future Alumni

Grad Bash! – April 5, 2012



This year, soon-to-be grads and future alumni were welcomed with Grad Bash, held on Thursday, April 5th, in Grant Hall. While snacking on ice cream sandwiches, popcorn, and candy apples, over 640 visited a variety of booths, set up to mark the transition from student to alumni. One of our key goals 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. At this

event, almost 350 new emails were collected, so we can keep in touch with these new QUAA members, and there was a dramatic increase in views of the QUAA Alumni webpages and Facebook page and an increase in Facebook "likes". Comments from Grad Bash attendees included:

- *"It was a really great culminating experience for graduates - there is no other really final event where the whole year can celebrate together, as graduation dates for each program differ - THANK YOU!"*
- *"It renewed my belief in the strength of the Queen's community and that I really have come so far in 4 short years."*
- *"Overall, it was an excellent warm welcoming to the Alumni Association."*
- *"Some great chats with alumni and I loved the Queen's spirit of singing Oil Thigh with everyone."*

A warm welcome to our soon-to-be alumni!

Graduation Kit

We are continuing the tradition of emailing a Graduation Kit that will assist our newest alumni to stay connected with Queen's and its Alumni Association. The first edition went out in 2010, and has continued to evolve. 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 Services and Benefits (e.g., Alumni Card, insurance offers); and
- include a link so that students can update their information with Alumni Relations and the University.

Alumni Card Turns 2!



Your Alumni Card can be best described as a well-designed promotional card that provides alumni with special incentives for 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 incremental revenue for Queen's

To find out all the benefits visit: <http://www.queensu.ca/alumni/benefits/alumnicard.html>

Just a few on the incentives included in your card are:

Offsite Discounts:

TruCa\$h - TruCa\$h is a loyalty program that rewards you every time you shop! You earn free rewards plus receive preferred services from over 1000 e-commerce partners.

Perkopolis - Perkopolis offers savings of up to 40% off the retail price for movie theatres, amusement parks, sporting events, and much more.

SoftMoc - This discount entitles you to **10% off** all regular and sale priced merchandise.

On Campus Discounts Include:

Queen's Library - Queen's grads may use alumni cards to borrow books for a discounted annual fee

Queen's Athletics & Recreation - Alumni membership to the Queen's Athletic and Recreation at a greatly reduced rate.

3. Promoting Annual Giving

Annual Giving – Step Up and meet the Challenge - The QUAA Board again challenges you to match our 100% participation

Annual Giving is currently at \$5.9 million against a target of \$7 million, with one month left in the fiscal year. The number of givers is stable and the amount per giver has increased, both excellent signs of engagement and support for the Queen's vision.

We have been closely involved in messaging for the ongoing appeal letters and emails, including specific outreach to parents and different alumni groups. The messaging is already reflecting some of the themes of the upcoming Campaign: new ideas, initiative and exceptional people who make a difference in their communities. The QUAA board has also been involved in outreach to alumni givers, as board members have called classmates from their graduation year to offer further thanks for their support.

The QUAA board continues to demonstrate its own leadership, with 100% participation from its board members for a third straight year. The QUAA is keen to show leadership to other alumni bodies and governance groups. Our hope is that, by the time we meet on May 5, 2012 in Kingston, just a few days into the new fiscal year, we will have achieved 100% participation in Annual Giving for 2012- 2013. As you know, these funds are critical to the University. The Board thanks all who have given, and invites those who haven't already to consider choosing Queen's as one of your charitable priorities.

QUAA Projects Fund

The QUAA Projects Fund was created by past-past QUAA President, Sarah Renaud's generous donation. The opening balance for 2011-2012 was nearly \$10, 000, and during this year it has increased by almost \$4,000. The increase is due to donations and our new Signature Wine program. (...keep reading for details). The Fund has received applications in the past to finance the webcasting of the Principal's Presentation at AVS, and also for a Signature Wine Toast at AVS 2011. We look forward to continuing to use the Fund to help engage our Alumni.

Signature Wine

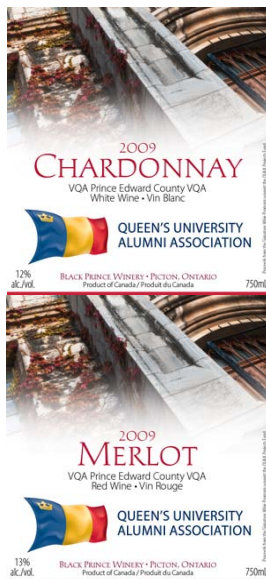
Launched in Fall 2011, QUAA-branded Signature Wines include a 2009 Chardonnay and a 2009 Merlot from Black Prince Winery in Picton, Ontario. To date, 82 bottles of Red and 87 bottles of White have been sold. For further information please visit:

QUAA Signature Wine

<http://www.queensu.ca/alumni/benefits/wineprogram.html>

To order, call our partners - Canadian Signature Wines Co.
1-866-415-9463 (or 416-915-9463)

The wine is also available at on-campus alumni events.
Proceeds from the sale of these wines go to the QUAA Projects Fund.



4. Connecting with Alumni

Your Alumni Association's main goal is to connect and engage with our stakeholders - you, our alumni. We want to engage you in the life and the work of your alma mater. We aim to do this through events held on and off campus, so that we may meet face-to-face. Between gatherings, we strive to keep you connected and informed through channels such as our WebPages, <http://www.queensu.ca/alumni/quaa.html>, Branch E-newsletters, our column in the *Alumni Review*, and our expanded social media profiles on Facebook, Twitter, etc. Also, we webcast the Principal's annual address to the Alumni Volunteer Summit each fall, in case you are unable attend in person. As well, we acknowledge the major successes of our alumni (major awards, promotions, 100 year

birthdays) the old-fashioned way - by putting pen to paper! All of this is in an effort to communicate not just at you but with you! And we look forward to hearing back from you, so that we may all stay engaged with the institution we love, Queen's!

And if you are still reading, we know you are truly and enthusiastic alumni, and we wish to remind you to:

- register for MiniU - May 25-27th, 2012 - <http://queensu.ca/alumni/learning/miniU/programme.html>
- save the dates for Alumni Volunteer Summit- Oct 12-13th, 2012 - <http://www.queensu.ca/alumni/quaa/summit.html>
- nominate a Branch event for an award- by May 15th, 2012 - <http://www.queensu.ca/alumni/quaa/awards/eventoftheyear.html>

And most importantly

- **Continue to engage with Queen's and your QUAA through your time, talent or treasure.**

We look forward connecting with you personally at an upcoming event, or through cyberspace. Thank you for your time and your interest!

Cha Gheill!

Jess Joss

on behalf of Your QUAA Board

Do you want to volunteer? Need to know more? Have a question?

Visit: queensu.ca/alumni/

Or call: 1-800-267-7837

Or email: QUAA.President@queensu.ca



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