

2016-17 ANNUAL REPORT

University of Alberta Alumni Association

HIGHLIGHTS OF STRATEGIC ADVANCEMENTS



ACHIEVING OUTSTANDING RESULTS



It's been an honour to serve as president. Like most great adventures, the time passed quickly and left me changed – enriched by the experience. I've learned, grown and more deeply appreciate our Alumni Association community. Looking back, I see:

- Our collective impact rooted in our effectiveness as a team. Talented staff and engaged volunteers working together to connect, build community, and grow pride in the great things our students and graduates make happen.
- Engaged commitment compelling a standard of excellence evident in Council, Alumni Relations and the initiatives and outcomes we achieve.
- The limitless ways alumni give. Whether time, talent, experience, enthusiasm or donation, contributions are welcomed, valued and frequently result in an immense return to the giver.
- I've learned the roots of my passion are personal. In representing the Alumni Association, two years ago I committed to wear U of A's green and gold at all meetings and events. Our colours carry our message, remind others of our presence, start conversations and, while wardrobe restrictive, add visible pride.

It has been fun! I'm grateful to have served, appreciate the support so many lent me through my term and encourage others to get involved. Clearly... there are many adventures yet to come.

A handwritten signature in black ink that reads "Mary Pat Barry".

MARY PAT BARRY, '04 MA, ABC

President, University of Alberta Alumni Association



2016-17 has been an outstanding year. Alumni engagement has grown by eight per cent campus-wide, achieving a record-setting number of connections with alumni, students and community members. More importantly, alumni are getting involved and giving back to their alma mater in greater numbers. We facilitated a 39 per cent increase in volunteer involvement with 1,188 volunteers giving back 8,000 hours of volunteer service. Notably, almost half of these volunteer efforts involved mentoring and supporting students and alumni. Together with our volunteers, we are creating a vibrant, world-wide network of support for the University of Alberta.

Handwritten initials "SP" in black ink.

SEAN PRICE, '95 BCom, MBA

AVP Alumni Relations, University of Alberta

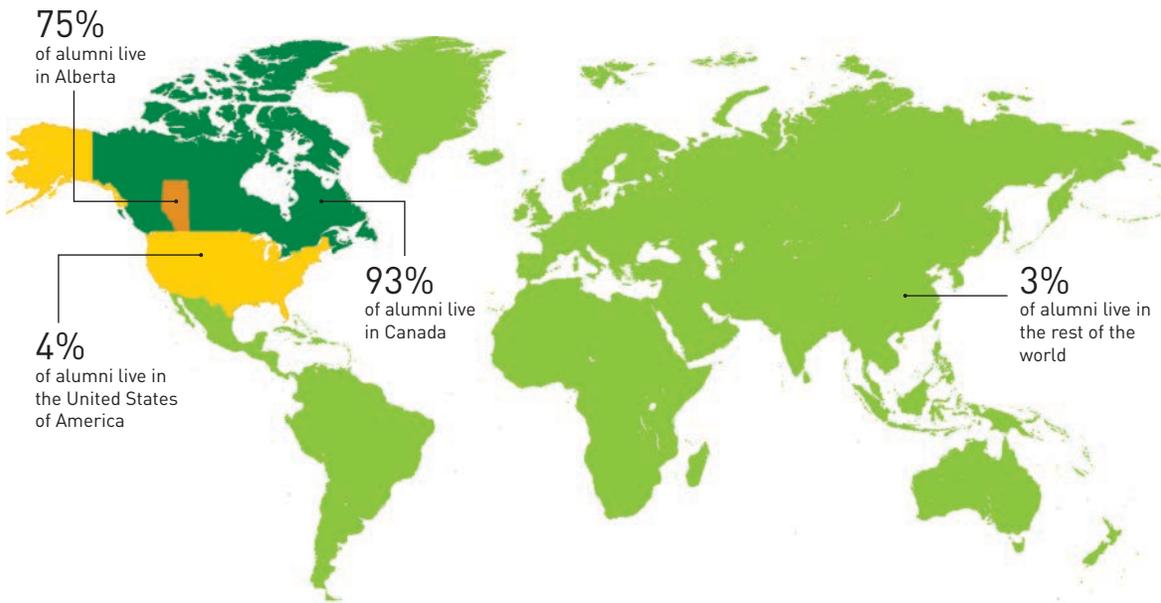
UNIVERSITY OF ALBERTA ALUMNI

OUR VISION OF THE FUTURE

A proud and inspired community of alumni and students engaged in the life and success of the University.

THE MISSION WE PURSUE

To build one of the world's great universities for the public good by creating mutually beneficial relationships and lifelong connections between the University of Alberta and its alumni and students.



276,134 Living Alumni

GOAL:
CONNECT ALUMNI
TO CAMPUS

**CREATING OPPORTUNITIES
FOR INVOLVEMENT**



Alumni Volunteers

The Alumni Association creates meaningful opportunities for alumni to make a difference on campus and in the community. In the past year, volunteer involvement increased by 39 per cent. Among the many volunteer contributions, alumni supported the Peter Lougheed Lecture series, worked in the Dino Lab and assisted with the Prairie Urban Farm at South Campus. Alumni were also highly engaged with the Career Centre, dedicating 869 hours at Career Forums and Fall and Winter Job Shadow experiences. In the broader community, volunteers assisted Fort McMurray evacuees at Lister Centre and worked with Global Education to support Syrian newcomers.

**VOLUNTEERISM
IN 2016-17**

1,188

volunteers, a 39% increase
from 2015-16

40%

of volunteers were
grads of the last decade

50%

of volunteers were
first-time volunteers

7,745

hours of time donated
by volunteers

INFORMING ALUMNI AND PROMOTING CAMPUS EXPERIENCES

Award-Winning Communications

No matter where they live, alumni keep informed about the university, its research and topical issues through *New Trail* magazine and *Thought Box* electronic newsletter. For the second year in a row, *New Trail* was awarded Magazine of the Year at the Alberta Magazine Publishers Association Awards and the magazine's editor was named Editor of the Year. In addition, *Thought Box*, an electronic publication e-mailed monthly to 80,000 alumni, received Gold for Best Alumni Publication from CASE District VIII Awards and a Gold Quill Merit Award from the International Association of Business Communicators for digital communications. Alumni benefit from receiving high-quality communications which meet their needs to stay informed and connected with the university.

Across all Alumni Association programs in 2016-17:

283

events

51%

of events were offered in partnership with other units on campus

118

U of A speakers featured, many giving repeat lectures at various locations around the province, country and world

324

alumni speakers featured across a number of events

Lifelong Learning & Campus Experiences

The Educated Series showcases outstanding research by University of Alberta professors. In the past year, lecture topics have ranged from analyzing the U.S. election and understanding opera to supporting caregivers of persons with dementia and parenting in the digital age. In Edmonton, 1,783 alumni participated in Educated Series programming. Guest lecturers also travelled to regional markets. For example, the Calgary lecture series drew 500 participants, while a series of lectures in Ottawa, Toronto, Victoria and Vancouver by School of Business Professor Marvin Washington attracted 400 participants. In total, 118 U of A speakers and their research were profiled. In addition to lectures, alumni were invited back to campus to experience special events such as the 2017 USport Men's Volleyball Championships and Alumni Weekend's UAlberta Music Live in Concert.



GOAL: FESTIVAL ATMOSPHERE

WELCOMING ALUMNI BACK TO CAMPUS



Alumni Weekend

Alumni Weekend, the Alumni Association's largest annual event, attracted nearly 9,000 participants to 55 events. Saturday's family-friendly festival in Quad expanded to include three musical acts, a drumming circle and the Running Thunder Dancers. Student groups Let's Talk Science and Play Around the World facilitated play and learning opportunities for families, while Zorbs (human rolling balls) provided a fun-filled interactive game experience. Another creative offering on Saturday night was the Drive-in Movie at Corbett Hall, which involved more than 200 guests. Alumni Weekend offered many other opportunities to connect with faculties through luncheons, lectures and reunion activities.

ALUMNI WEEKEND RESULTS

140

alumni contributed
470 volunteer hours to
various events

70%

of attendees are from the
Edmonton area

179%

increase in attendance among
grads of the last decade

96%

rate Alumni Weekend
as good to excellent

GOAL: INCREASE PRIDE AND PROFILE

Do Great Things

Do Great Things window wraps transformed Enterprise Square in Fall 2016. The branding campaign, launched in conjunction with Green and Gold Day, received significant media attention and has provided street-level exposure for passing pedestrians and vehicle traffic in the downtown core. The messages highlight the unique contributions of alumni to society. Adding to this branding push, 1,000 Green and Gold Day Pride Packs were distributed to alumni in the community. The packs included T-shirts, lawn signs and branded desk items. These campaigns have been supported by social media messaging and *New Trail* stories designed to celebrate alumni achievements.

SHOWCASING THE POSITIVE IMPACT OF ALUMNI



Honouring Alumni

Throughout 2016-17, the Alumni Association sent 660 Do Great Things cards to alumni to recognize their career milestones, achievements and community accomplishments. The total number of alumni recognized this year increased by 27 per cent. In the presence of 782 guests, the Alumni Association honoured 26 of the university's most outstanding alumni at the 2016 Alumni Awards. Among the recipients was Joel Cohen, '88 BSc, an award-winning television writer for *The Simpsons*. Sharing insights into the writing and production of his long-running sitcom, Cohen gave a lecture during Alumni Weekend to 400 alumni and guests. Notable alumni bring honour and profile to the University of Alberta, inspiring others to Do Great Things.



GOAL: UNIVERSITY COLLABORATION AND COORDINATION

MAXIMIZING RESOURCES AND INFLUENCING EXPERIENCES



Chapter Partnerships

The Alumni Association works closely with faculty- and interest-based chapters to execute events and programs that promote alumni and student engagement. These volunteer-led groups are important facilitators of mentoring, educational and networking opportunities. For example, the School of Public Health brought together community representatives, researchers, alumni and students to discuss important work during a Rethinking Our Approach to Substance Abuse panel. Another example is the participation of Pride Alumni Chapter in a session on World Religion & the LGBTQ Community during International Week. Campus Chapters engaged 2,570 alumni and guests in 2016-17, a 51 per cent increase in participation.

SHARED ENGAGEMENT

7,490

alumni and guests
attended shared faculty
engagement opportunities
throughout 2016-17

2,570

alumni and guests engaged
through Campus Chapter groups,
an increase of 51%

55

events offered
over the four days of
Alumni Weekend

2,548

hours given by 814 alumni
program volunteers to support
collaborative events

WORKING TOGETHER TO BUILD SUPPORT FOR THE UNIVERSITY

Faculty Collaborations

Collaborative programming with faculties involved 7,490 participants, an increase of 46 per cent in 2016-17. Among the many examples of coordinated efforts, the Alumni Association assisted the Faculty of Science with five lectures across Canada, which drew more than 250 alumni and guests. In Edmonton, Science FUNday was another effective joint effort that involved 2,100 alumni and their families in science activities on North Campus. For the second year in a row, the Alumni Association was involved in the Block 'A' sweater ceremony, helping former Panda athletes receive their honorary sweater. To connect with Education grads, the Alumni Association once again had a significant presence at Teachers' Conventions in Edmonton and Calgary, promoting volunteer opportunities and the e-Resources program that offers online access to professional development materials.



Strategic Alignment

The Alumni Association supports the university in its endeavours to respond to the Truth and Reconciliation Commission of Canada by creating meaningful educational opportunities for alumni. Working collaboratively with the Faculty of Pharmacy & Pharmaceutical Sciences, the Alumni Association assisted with a panel discussion on Indigenous Awareness and Effective Interaction Strategies for Health Care Professionals, which featured an expert from the University of Saskatchewan on providing effective care to indigenous patients. The guest lecturer was joined by two professors from the University of Alberta Faculties of Medicine & Dentistry and Rehabilitation Medicine. This cross-faculty collaboration drew 180 attendees from a variety of health care professions.



**GOAL:
CULTURE OF
PRIDE AND
LOYALTY**

**ENGAGING STUDENTS AT
KEY MILESTONES**



Student Life Milestones

The Alumni Association is present for students from the moment they arrive on campus to the time they graduate. Alumni volunteers distributed 2,500 Do Great Things T-shirts at the Presidents' Address and sponsored a pancake breakfast during Week of Welcome. To celebrate the end of the academic year, student-nominated professor Dalbir Sehmbly, '97 BA, '00 MA, '06 PhD, of Campus Saint-Jean gave the Last Lecture, drawing 328 participants. In 2016, the Alumni Association also hosted its first Grad Fair at Convocation. Attended by 3,000 graduates, the fair provided information about future benefits and offered professional digital headshots for graduates to use in their online profiles. Graduates were also honoured with the gift of a commissioned print created by an alumni artist. In total, there were 19,906 student connections made throughout 2016-17, a 43 per cent increase.

**STUDENT
ENGAGEMENT**

19,906

touchpoints with students in 2016-17,
an increase of 43%

2,500

Do Great Things T-shirts given
out during Week of Welcome

\$35,900

awarded to 19 student groups to
support initiatives that improve the
health, life and community of their peers

48%

of alumni volunteer contributions
supported student recruitment,
mentoring and careers

BUILDING CONNECTIONS BETWEEN ALUMNI, STUDENTS AND STUDENT LEADERS

Connecting Alumni and Students

Alumni have given more than 225 hours directly supporting student programming, such as the International Student's Hockey Game and the Last Lecture. Partnerships with Student Accessibility Services and Healthy Campus Unit gave 45 alumni volunteers the opportunity to make exam time a little less stressful for students. An ongoing volunteer activity with the Edmonton-based Fruits of Sherbrooke has resulted in more than 4,000 snacks being made for the UAlberta student groups Knowledge Empowers Youth, U School and Unwind Your Mind. Also in 2016-17, the Alumni Association facilitated recruitment of 68 speakers for the Career Centre Career Forums and 128 alumni hosts for the Fall and Winter Job Shadow Weeks, contributing to 869 alumni volunteer hours mentoring students.



Engaging Student Leaders

The Alumni Association cultivates student leaders by working closely with the Students' Union and Graduate Students' Association, giving students an opportunity to volunteer alongside alumni and by recruiting members to Alumni Student Council. In 2016-17, Alumni Student Council provided input into student programming initiatives and advised on how best to promote awareness among the student body about their future role as alumni. These leaders worked with Council members to review grant proposals, awarding \$35,900 to 19 student groups. Working in partnership with the Office of the Registrar, student leaders attended recruitment events, speaking with 325 university applicants. The Alumni Association also made broader connections with student leaders by sponsoring the annual Alberta Student Leadership Summit and sharing information with attendees about the benefits of belonging to the alumni community.



GOAL: DATA-DRIVEN PROGRAMMING

ALIGNING PROGRAMS TO AUDIENCE NEEDS



Life Stage Programming

Alumni programming connects with busy families by offering various child-friendly, campus or community educational and cultural experiences. Kids Create, an annual event involving more than 500 participants, offered alumni-led artistic activities and student-led science demonstrations. The popular Easter Eggstravaganza attracted more than 800 participants in 2016. It continues to receive high praise from parents, averaging a rating of 99 per cent good to excellent over the past five years. In addition, the Alumni Association provided community activities for families. In Fort McMurray, alumni families participated in a winter tubing event, in Calgary they joined a symphony event and in New York they enjoyed a skating party. As more than one-third of needs assessment responders reported that family activities represent a significant amount of their leisure time, programs are aligned to the lifestyle interests of alumni.

NEEDS ASSESSMENT

The Alumni Association received input from 7,934 alumni who completed a comprehensive needs assessment. The survey identified barriers to attending alumni events, assessed how alumni spent their spare time and highlighted programming preferences. Aggregate findings were identified, as well as significant differences among populations by faculty, geography and life stage. Results were shared with volunteers, campus partners and faculties to help influence future program choices.

52%

are interested in online access to university resources, such as the library

41%

are interested in lectures

39%

are interested in attending alumni events

57%

of those who would volunteer want to help students

GOAL: FIRST TIME PARTICIPATION

First Time Engagement

With more than 8,000 graduates joining the alumni community annually, the younger demographic (grads of the last decade) now represents 30 per cent of the alumni population. Developing strategies to engage these alumni for the first time is critical to inspiring future involvement and support for the university. In 2016-17, half of all registrants in alumni relations programs were first-time participants, and of these, 61 per cent were grads of the last decade. E-Resources, a joint project with University of Alberta Libraries, has contributed to this shift. This alumni benefit experienced a 35 per cent increase in users. Of the 4,525 e-Resource subscribers, two-thirds are recent grads.

INSPIRING ALUMNI TO ACTIVELY PARTICIPATE



Creative Programming

Offering a variety of multi-generational programming options is critical to attracting a balance of recent grads and alumni from other life stages. Alumni Weekend experienced a 179 per cent increase in the number of grads of the last decade participating as a result of program features such as a festival, musical acts and a lecture on *The Simpsons* given by Alumni Award recipient Joel Cohen, '88 BSc. Fun and compelling lecture topics can influence audience attendance. For example, a Halloween-themed session on vampires given in partnership with Canadian Blood Services sold out in a matter of days through social media, attracting 52 per cent first-time attendees with almost half of the audience being grads of the last decade. Volunteerism is another effective way to inspire participation. This year 1,118 volunteers became involved in programs, an increase of 39 per cent. Among those, 50 per cent were joining in for the first time.



GOAL: DEEPENING ENGAGEMENT

FACILITATING MEANINGFUL LEADERSHIP OPPORTUNITIES

Connecting Leaders

The Venture Mentoring Service experienced a nine per cent increase in volunteer involvement in 2016-17 and now boasts 56 mentors supporting 19 active ventures. Seminars on social media for small business and communicating an effective story were offered to increase the value of the mentor/mentee experience. The group also partnered with the Oilers Entertainment Group for a networking and education programming experience. 100% of the program participants are satisfied or highly satisfied with the program. The Corporate Alumni Relations Program built some valuable networks within the banking industry and energy sector. There were two collaborative events with RBC Royal Bank and ATB Financial, as well as ongoing meetings with an energy advisory committee that gave input into working effectively with this industry sector.



ENABLING ALUMNI GIVING

Through its programs, the Alumni Association creates a culture of philanthropy and builds support for the university. Many of the Alumni Chapters actively raise funds to support students financially, such as the U of A Alumni Vancouver Alumni Branch Scholarship which was started in 1999 and is now endowed. In addition, many programs build grassroots philanthropic experiences such the annual Turkey Trot that promoted donations to the Campus Food Bank and the United Way.

\$176,680,152

total gifts
to the university

\$23,588,288

13% of total gifts
were given by alumni

16%

of program participants
gave in 2016-17

44%

of program participants
have given in their lifetime

Alumni program participants are
four times more likely to give to
the university than the general
alumni population

BUILDING COMMUNITY THROUGH LIFELONG TIES

Regional Alumni Chapters

The Regional Alumni Chapters program works with advisory groups to design experiences for alumni in specific geographic areas. They have a particular focus on deepening engagement. Regional Chapters experienced a 20 per cent increase in involvement, engaging 3,584 alumni and guests through a series of volunteer- and staff-led events. In 2016-17, a pilot project was initiated to increase involvement. A pool of highly engaged alumni in Vancouver and Toronto reached out to alumni new to the region to personally invite them to an alumni mixer. This initiative will be expanded to Calgary. In addition, Regional Chapters support President Turpin when he is visiting areas outside of Edmonton. In 2016-17, President Turpin connected with more than 2,000 alumni and guests at events held in Medicine Hat, Lethbridge, Vancouver, Toronto, Beijing, Shanghai and Hong Kong.



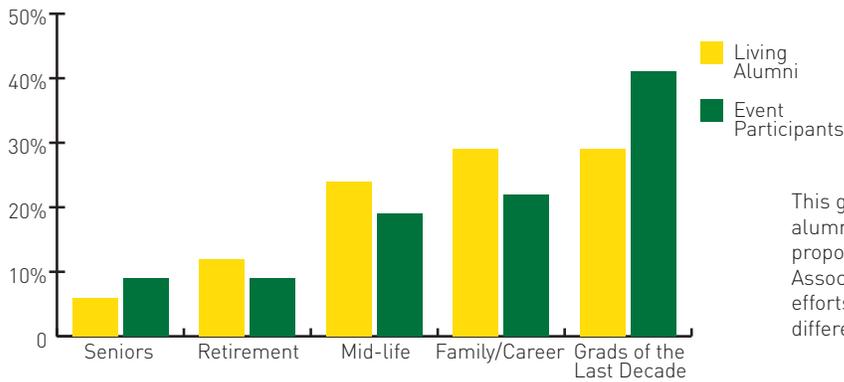
Lifelong Relationships

Retired and senior alumni represent 18 per cent of our living alumni population and 18 per cent of the total participation in alumni programs. Educated Luncheons and group travel are two examples of programs that create opportunities for alumni to continue their lifelong connections to the university and to fellow alumni. In 2016-17, more than 1,900 participants were involved in education and travel programs. Likewise, class reunions at Alumni Weekend attract a more senior alumni cohort, who return every five to ten years for a class celebration. The Golden Grads Dinner and the Cap 'n Gown Ceremony are two programs aimed at deepening relationships with these grads. Together, these popular Alumni Weekend events engaged 456 alumni, a 40 per cent increase from 2015-16.



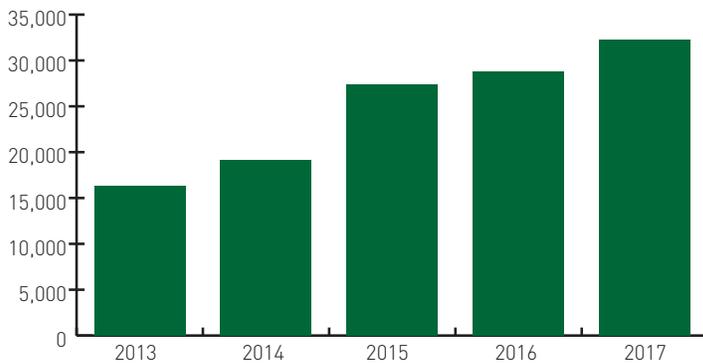
MEASURING SUCCESS

Proportion of Living Alumni and Event Participants by Life Stage



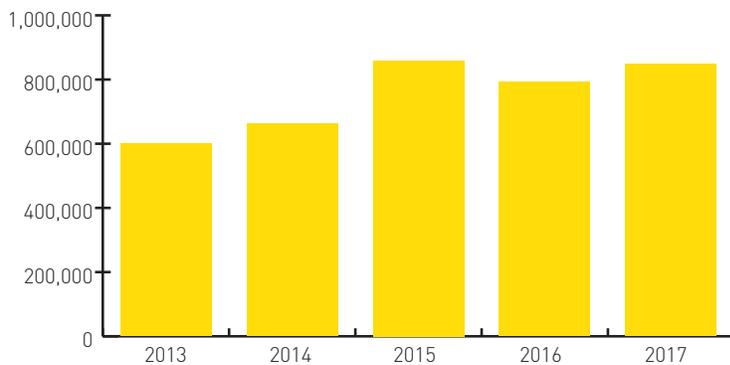
This graph shows the proportion of living alumni in each life stage compared to the proportion of event participants. The Alumni Association strives to align its engagement efforts to preferences of alumni in the different life stages.

Alumni Engaged in Programming



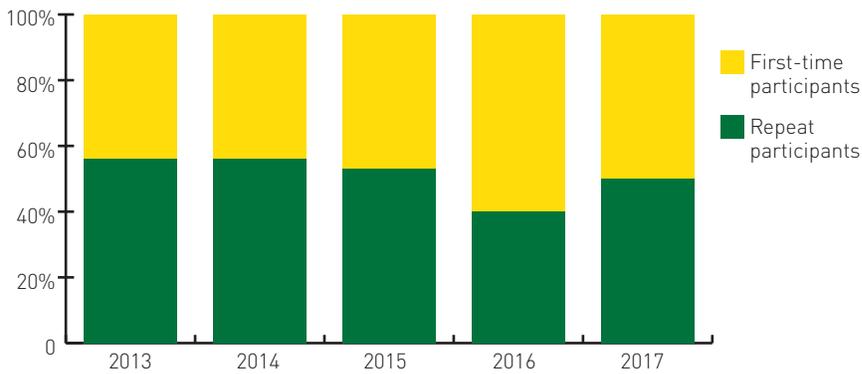
The number of alumni engaged in programming has doubled over the past five years as the Alumni Association works to create mutually beneficial and lifelong connections between the University of Alberta and its alumni and students.

Total Electronic Engagement



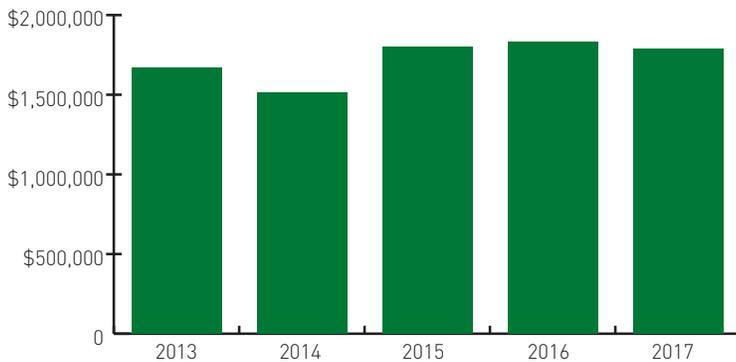
The number of alumni engaged electronically has increased by a third in the past five years. *Thought Box*, the Alumni Association's editorial newsletter that was launched in 2015, hits the inboxes of more than 80,000 alumni per month.

Retention vs Acquisition of Participants



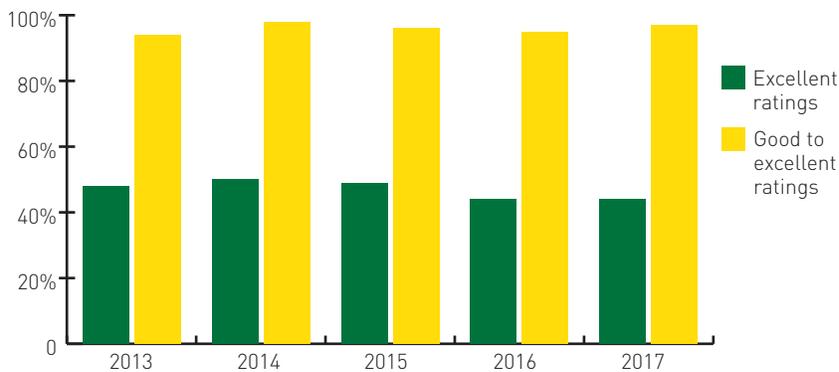
Attendance at alumni events is typically balanced equally between new and returning participants. In 2016-17, 50 per cent were first-time attendees, of which two-thirds were grads of the last decade, a cohort of focus in the current strategic plan.

Affinity Revenue



Alumni programs are directly supported by revenue generated through affinity partnerships. Nearly one-fifth of alumni take advantage of offers, including: life and health insurance; car and home insurance; credit card; degree frames; and the travel program.

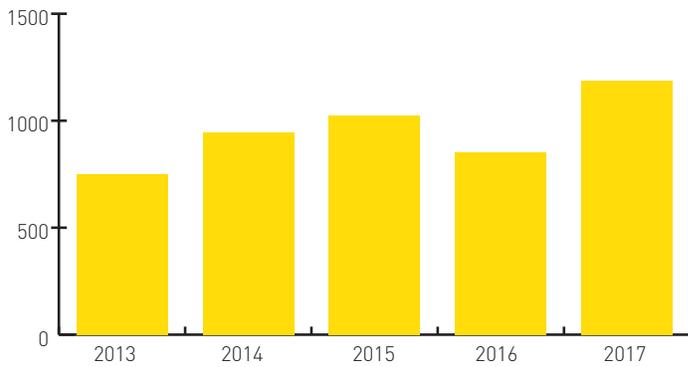
Event Survey Satisfaction Results



Satisfaction with alumni programming remains high. In the past year, 44 per cent of survey respondents rated programs as excellent and 97 per cent rated them as good to excellent. Our volunteer program exceeds this benchmark, with 61 per cent of volunteers rating their experience as excellent and 98 per cent rating it as good to excellent.

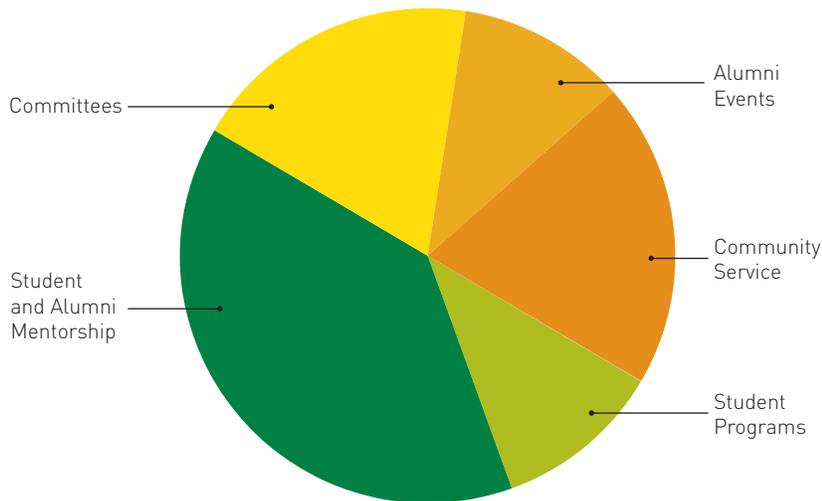
MEASURING SUCCESS

Number of Volunteers



The number of individuals who volunteer has almost doubled in the past five years, with a 39 per cent increase in the last year.

2016-17 Volunteer Experiences by Program Area



1,188 alumni gave 7,745 hours of volunteer time in 2016-17. 48 per cent of all volunteer experiences supported students and mentorship.

**NEARLY
1 MILLION
TOUCHPOINTS
WITH ALUMNI
AND STUDENTS**

677,221

website/electronic hits

171,395

social media connections

47,047

subscribers to alumni services

53,345

alumni and students
at events and programs

7,745

volunteer hours

1,188

volunteers

ALUMNI COUNCIL 2016-17

Executive Committee

President

Mary Pat Barry, '04 MA

President-Elect

Ayaz Bhanji, '91 BSc(Pharm)

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Glenn Stowkowy, '76
BSc(ElecEng)

Rob Parks, '87 BEd, '99 MBA

Senate Representatives

Charlene Butler, '09 MBA

Ron Glen, '89 BA(Spec), '04 MBA

Vice-President: Affinity & Alumni Benefits

Kevin Higa, '85 BCom

Vice-President: Alumni Awards

Julie Lussier, '11 BCom

Vice-President: Alumni Student Council

Sheena Neilson, '06 BSc(Pharm)

Vice-President: Ambassadors

Christopher Michell-Viret, '83

BSc, '84 BSc(SpecCert), '89 MSc

Vice-President: Community Relations

Heather Raymond, '82 BEd, '86
Dip(Ed), '95 MEd, '02 PhD

Vice-President: Corporate Alumni Relations

Steven Dollansky, '09 BSc, '12
JD

Faculty Representatives

Agricultural, Life & Environmental Sciences

Jacob Onyschuk, '13 BSc(Ag)

Arts

Randa Kachkar, '86 BA(Spec)

Augustana

Jeff Behrens, '10 BA

Business

Hayat Kirameddine, '09 BCom

Campus Saint-Jean

Bruno Mercier, '97 BSc

Dentistry

Judy Clarke, '87 Dip(DentHyg),
'04 BSc(DentHyg)

Education

Heather Raymond, '82 BEd, '86
Dip(Ed), '95 MEd, '02 PhD

Engineering

Tony Valente, '01 BSc(MechEng)

Extension

Nikki Van Dusen, '96 BA, '10 MA

Graduate Studies

Christopher Michell-Viret, '83
BSc, '84 BSc(SpecCert), '89 MSc

Law

Simon Foxcroft, '99 LLB

Medicine

Robert Agostinis, '86 BMedSc
'88MD

Native Studies

Carolyn Wagner, '06
BA(NativeStuHons)

Nursing

Keith King, '04 BScN

Pharmacy

Ron Pohar, '95 BSc(Pharm)

Physical Education & Recreation

Bill Werry, '73 BA(RecAdmin)

Public Health

Paul Childs, '05 MPH

Rehabilitation Medicine

Grant Irwin, '75 BSc, '79 BSc(PT)

Science

Ross Lockwood, '08 BSc(Hons),
'15 PhD

Members at Large

Jessa Aco, '14 BCom

Ken Bautista, '99 BEd

Reint Boelman, '97 BSc(Ag)

Rayan Bou Farraj, '13 BSc(Spec),
'14 MA

Christy Ciezki, '02 BSc(Spec),
'09 MEd

Robin Everall, '92 BA(Spec), '94
MEd, '98 PhD

Sandra Gawad Gad, '12 BSc, '15
MSc

Tyler Hanson, '00 BSc(MechEng)

Vivian He, '08 BCom

Mark Korhuis, '07
BA(RecSpoTourism)

Eric Martin, '09 BSc, '13 BScN

Tim McGillicuddy, '76 BCom

Andre Prefontaine, '85 BCom,
'88 BSc(Spec)

Eli Schrader, '12
BA(RecSpoTourism)

Charity Slobod, '10 BA, '10
Cert(Trans), '15 MA

Ryan Thompson, '03 BSc(Hons),
'13 MA

Kate Young, '07 BScN, '15 MBA

Ex Officio

Honorary President

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Vice-President (Advancement)

Heather McCaw

Associate Vice-President (Alumni Relations)

Sean Price, '95 BCom, MBA

Dean of Students

Andre Costopoulos

Dean of Students Designate

Jason Cobb, '96 BA

Graduate Students' Association

Masoud Khademi

Students' Union

Fahim Rahman, '16 BSc(Spec)

Alumni Student Council

Nafisa Abdulhamid, '15
BA(Hons)

Alphonse Ndem Ahola

Anthonia Anowai

Noel Beltran

Drew Delbaere, '15 BSc(CivEng)

Caitlyn Field, '14 BA

Samira Salifou

Nikita-Kiran Singh, '15 BSc