HIGHLIGHTS OF STRATEGIC ADVANCEMENTS RESULTS

VISION:
A proud and inspired community of alumni and students, positively influencing the success of the University of Alberta.

MISSION:
To engage University of Alberta alumni and students in building the success of one of the world’s great universities for the public good.
ACHIEVING OUTSTANDING RESULTS

It has been a great honour to serve the University in my first year as Alumni Association President. Our Alumni Association volunteers work in close partnership with the University to create high quality programming to engage our alumni community. Together, we have much to celebrate. First, a special issue of New Trail helped to showcase the study results of Drs. Briggs and Jennings of the Alberta School of Business—a study which quantified the incredible impact our alumni have worldwide in creating new organizations and jobs. Second, our New Trail alumni magazine won numerous awards for photography and writing. Finally, we achieved our Do Great Things goal of 2,015 volunteer experiences by 2015 well ahead of schedule, and set an even bolder goal to involve 2,015 unique volunteers by our centenary celebration in 2015. We can be proud of the many creative programs that have been delivered and the growing number of alumni who have become engaged in the past year. Together, we are making great strides to achieve our strategic plan.

Glenn Stowkowy, ’76 BSc(ElecE)
President, University of Alberta Alumni Association

Through the combined efforts of our volunteers and staff, we continue to exceed performance records. This year, alumni programs achieved a 15% increase in participation, student engagement increased by 25% and our revenue grew by 13%. Over the last few years our strategy has been consistent and our program delivery has become more refined. We are engaging students from day one, offering high quality programs, meeting the needs and interests of alumni through life-long education, lifestyle, and family programming, as well as creating meaningful opportunities for our alumni to become involved and volunteer. The following pages outline the many achievements of the year and the outstanding efforts of our Council, volunteers and staff who work with such dedication to engage and inspire our proud community of alumni.

Sean Price, ’95 BCom
Executive Director, Alumni Association
GOAL:
Inspiring Alumni Pride & Support for the University of Alberta

Raising Reputation and Profile

• **Celebrating Alumni Impact** – The findings of University of Alberta professors Tony Briggs, ’95 BSc(Hons), and Jennifer Jennings, were featured in a special issue of *New Trail* magazine in December 2013. The study revealed that U of A alumni have founded 70,258 organizations globally, creating more than 1.5 million jobs and generating annual revenues of $248.5 billion, greater than the annual gross domestic product of Alberta. The groundbreaking issue of *New Trail*, “The Impact Report” raised the University’s profile and showcased the substantial economic, social, and cultural impact made by U of A alumni.

• **New Trail Accolades** – *New Trail* magazine continues to win accolades for its attractive design, striking photography and compelling content. At the CASE District VIII awards, *New Trail* swept the top two Photographer of the Year awards with Richard Siemens claiming the silver and John Ulan winning the gold and grand gold prize for best entry in the entire photography and illustration category while Alumni Council member Glenn Kubish, ’87 BA(Hons) won an award for writing. From the Alberta Magazine Publishers Association, Sarah Ligon won silver for her profile of Edmonton inventor Randy Marsden, ’89 BSc(ElecEng). *New Trail* also continues to innovate with its web-exclusive content and digital editions.

Promoting Programs, Increasing Awareness, Expanding Engagement

• **Mobile Friendly Web Presence** – Both the *New Trail* and Alumni Relations websites were migrated to a new system that makes the website easily viewable on multiple mobile platforms. The move optimizes the user experience for the more than 50% of alumni who are accessing our websites from mobile devices.

• **Viral YouTube Video** – Social media continues to be a strong outreach tool with user engagement increasing. LinkedIn members grew by 24%, Twitter followers grew by 36%, and Facebook friends are up by 9%. YouTube views exploded this year when a video from U of A professor David Ley, “Three Minutes to a Proper British Accent” went viral. While last year’s views were at 28,730, this year they topped out at 513,109 – an impressive increase of 1,686%.

• **Alumni Association President’s Message**—New this year, the Alumni Association President sent timely and pertinent e-mail messages to reach out to the alumni community. A back-to-school greeting went out in September as well as message celebrating Canada’s Olympians in January. These e-mail communications saw a 30% open rate among alumni, greater than the 27% open rate of typical promotional e-mails.

• **Teachers Convention** – For the first time this year, the Association reached out to teachers by hosting an interactive booth at the Greater Edmonton and Edmonton Teachers Conventions held at the Shaw Conference Centre. At both events, the Association partnered with the U of A Bookstore to create an inviting aisle of green and gold. Teachers spun a wheel to win Alumni Association branded prizes, while Association staff handed out material promoting programs and volunteer opportunities. In total, 3,960 teachers were engaged, an important result as 23% of U of A alumni have graduated from the Faculty of Education.
GOAL:
Building Community by Engaging our Alumni and Students

VOLUNTEERISM
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Increasing Volunteer Involvement

- **Do Great Things Campaign** – Since the launch of the 2015 Volunteer Challenge at Alumni Weekend 2013, over 2,200 volunteer experiences have been recorded. The first milestone of recording 2,015 experiences was achieved a full year ahead of schedule. In April 2014, a new goal was set to engage 2,015 unique volunteers by 2015. Volunteer experiences have increased by 49% this year and the number of individual volunteers engaged in alumni programs has increased by 26%. Innovative new initiatives such as mentorship and student recruitment programs are giving alumni volunteers more opportunities to give back to the University in meaningful ways.

- **Summer of Service** – Summer of Service programming contributed to volunteer involvement in the Do Great Things Campaign. From June through August, 320 alumni and 22 students volunteered in three major community activities — a river valley clean-up, a Habitat for Humanity Build at Neufeld Landing and an appreciation event at the Fringe Theatre Festival. The local success of these programs has led us to branch these programs into alumni regional markets. Summer of Service was extremely effective at inspiring alumni to become involved for the first time, as 65% of volunteers had not participated previously in an alumni program.

- **Venture Mentoring Service** – In November 2013, the Alumni Association launched the Venture Mentoring Service (VMS) a volunteer alumni mentoring program chaired by Dr. Ray Muzyka, ’90 BSc, ’92 MD, co-founder of Bioware. VMS connects budding entrepreneurs [students or alumni] with a team of passionate and experienced U of A alumni mentors from diverse backgrounds such as the oil and gas sector, biotech, IT, accounting, business development, marketing and law. The teams have been meeting regularly to exchange ideas and advice.
Promoting Lifelong Learning

• **Educated Programs Grow** – The “Educated” series attracted 1,341 participants, a 64% increase over the previous year. Five out of seven Educated Luncheons sold out and all of the Educated Palate events reached capacity. Popular Educated Luncheons included “Benefits of Exercise” by Dr. Mark Haykowsky, ’91BPE, ’94 MSc, ’99 PhD, and “Feeding the World with Canadian Beef?” Dr. Graham Plastow. Some of the new program offerings this year included a Taste of Tandoori, Cheese Tasting, Socially Conscious Food and Craft Beer Tasting. As well, the Educated Reel series returned with two new screenings followed by animated audience discussions and the Educated Wallet offered an interesting new session on investing in U.S. real estate.

• **Educated Traveller** – The travel program drew 318 participants this year, a 28% increase. Enhancing the educational experience, six faculty hosts accompanied the excursions between August and March. Naturalists Dr. Ian Mann and Dr. John Acorn, ’80 BSc(Spec), ’88 MSc, delivered lectures during the Galapagos Island tours. The program also generated $86,653 in net revenue, a 22% increase.

Connecting with Alumni Communities

• **Increased Participation** – Alumni and volunteer programming continued to expand its reach, generating almost 20,000 alumni connections, a 15% increase over the previous year. Program growth was achieved in the Educated series, Edmonton events, travel program, regional chapter activity and volunteer programming.

• **Calgary Programming Expands** – Regional Chapters engaged 3,363 participants, a 39% increase over the previous year. Significant growth in Calgary programming accounts for much of the increase, engaging 2,069 participants at 21 events – a 153% increase over the previous year. On average two events per month were organized, including family-oriented programs, Educated Series events, and a very successful reception with President Samarasekera.

• **Reunion Weekend** – Alumni Weekend continued to draw large crowds with 7,200 guests participating in the five-day celebration. Attendance at The Tuck Shop Tent on Friday and Saturday experienced a 39% increase in attendance, with 2,500 guests stopping by to view displays, share memories, take campus tours and enjoy cinnamon buns. New this year was a Cap’n Gown Ceremony for the 50th anniversary class held at Convocation Hall and a Saturday Scholar series.
Traditions & Milestones

- **Family Programming** – A Teddy Bear Toss and Hockey Game attended by 120 guests was added to the already popular slate of family programs in Edmonton. Quick uptake underscores the value alumni with young families find in these programs. Cabane à Sucre sold out with 550 guests registered two weeks before the event. Unfortunately, it was cancelled due to extreme wind chill. The Easter Eggstravaganza sold out in a day with 900 guests registered. Programming for young children is now highly anticipated by alumni and these events have become traditions that many look forward to enjoying with their friends and family.

- **Mixed Chorus 70th Anniversary** – The University of Alberta Mixed Chorus celebrated its 70th anniversary in March. To honour the occasion, the Mixed Chorus Alumni Association hosted a morning sing-a-long rehearsal and an evening social the day before the concert, encouraged alumni to attend the choir’s performance, and offered a post-concert reception. There were 500 alumni involved at the variety of weekend events offered.

- **Centenary Planning** – Preparations continue for the 2015 Centenary celebrations, including a special issue of *New Trail*, an all-new winter festival in Quad and a celebration of the Alumni Association’s Founder’s Day in May 2015.

Increasing Student Connections

- **Student Engagement Increases** – The Alumni Association made 14,715 connections with students this year, a 25% increase over the previous year. While major milestones such as Week of Welcome, Orientation, and Convocation continue to be the Association’s core engagement activities, exciting new programs, contests, and effective social media strategies have helped to increase engagement dramatically this year.

Building Campus Community

- **ProcrastiNite** – In February, the Alumni Association hosted 550 students at ProcrastiNite, a new event that involved sipping hot chocolate, watching movies, and playing with puppies. Dogs from Chimo Animal Assisted Therapy were brought in to enjoy attention from students who were looking for an escape from exam stress.

- **International Students & Bears Hockey** – Once again this year, more than 500 international students and alumni enjoyed pizza and a Bears hockey game while learning about the importance of ice hockey to Canadian culture. The event is gaining popularity with a 43% increase in attendance this year. It has become an annual tradition that students look forward to and enjoy.
Celebrating Academic Excellence

- **Last Lecture** – The Alumni Association worked with the Students Union and the Centre for Teaching and Learning to update its Last Lecture event, first piloted two years ago on the last day of classes. Students and alumni were invited to nominate outstanding instructors and, in a contest-style format, vote online for a favourite instructor to deliver the last lecture of the year. There were 57 nominations received and 20,000 online votes in just 16 days. The three finalists were David Begg in Medicine; Linda Kerry in History; and Robert Burch in Philosophy. Robert Burch, who retired this year, won 42% of the votes. He delivered the Last Lecture to a capacity audience of 530 enthusiastic alumni and students.

Supporting the Student Experience

- **Alumni Student Council** – The Alumni Association recruited seven students to sit on the newly convened Alumni Student Council, a student board that offers opinions, gives advice on engagement strategies and assists with reviewing applications for the Alumni Student Council Grant. The grant awards $10,000 annually to projects aimed at improving student health, student life, and building campus community. Notable projects supported this year were the Canadian University Press student journalism conference, the (con)centricity Engineering Art Show, the “On the Move,” program to increase campus physical activity, and a student-led mental health symposium.

- **Recruitment Transition Program** – “On Your Way to the U of A” is a new orientation and welcome program for prospective students that was piloted last year in Calgary and has now expanded to include Edmonton and Vancouver. The outreach helps students who have already applied to the U of A make a smooth transition to campus life and is proven to increase the number of registered students from the applicant pool who choose to attend the U of A in the fall. The program engaged more than 600 potential students this year, an increase of 160%.
Alumni Giving

- **2013-14 Giving** – 13,221 alumni gave in 2013-14, an increase of 5% over the previous year. The University’s total fundraising achievement was $87,733,354 and alumni accounted for 36% of this total achievement, an increase of 16% over the previous year.

- **Alumni Participant Giving** – Participants in alumni programs continue to give at a higher rate than the general alumni population. Of the alumni who participated in programs, 27% gave in this fiscal year and 65% have given in their lifetime. The yearly giving rate of alumni program participants has averaged 28% over the last five years, significantly higher than the general alumni population.

Alumni Legacy Project

- **President’s Circle** – The Alumni Association has given its support for a feature in Quad to compliment Alumni Walk. The Presidents’ Circle, located opposite Alumni Walk in the Southeast corner, will include a sculpture of Dr. Henry Marshall Tory and Dr. Alexander Rutherford designed in heroic proportion. A granite and brick structure circling the statue will include the stories of all the former University presidents. The Association hopes to unveil this project during the 100th Anniversary celebrations in 2015.

Maximizing Council Structure and Organization

- **Review of Structure & Financial Management** – A Marts & Lundy consultant was commissioned to review the Association’s structure and benchmark comparable peer institutions. At a retreat in January, members reviewed and discussed the recommendations on the Association’s working relationship with the University, Alumni Association governance structure and strategies to manage affinity revenue within the University’s financial systems. A working committee was struck to continue discussions regarding a new agreement with the University and to consider recommendations to expand the number of members recruited to sit on committees and Council.

- **Affinity Revenue** – Revenue generated through affinity partnerships totaled $1.7 million, a 13% increase over the previous year. This revenue is the primary source of funding for all of the programs and initiatives designed to engage alumni.

The Association experienced a 13% increase in affinity revenue over the previous year and a 47% increase in the last five years.
OUR ALUMNI COMMUNITY

DEMOGRAPHICS
• 255,296 living alumni
• 202,004 good addresses
• 193,499 mailable alumni
• Faculties with the largest alumni populations include: Education, Arts, Science, Engineering, and Business

Although the number of alumni increases each year, this comparative distribution remains very stable. The majority of alumni live in Alberta (75%) with the two largest alumni populations being located in the Edmonton area (98,088) and Calgary area (25,029).

MEASURING SUCCESS

TOTAL ENGAGEMENT INCLUDES PROGRAMS & SERVICES
• Student Outreach
• Electronic Engagement
• Volunteers

As investment in our engagement efforts increases, so does our reach to our constituents. The upward trend of total engagement with alumni initiatives at the U of A continues with 10% growth over last year.

Note: 2014 Total Engagement numbers for this chart exclude the viral “Ley video” data.
PROGRAM GROWTH & OUTCOMES

PROGRAMS

In the last five years alumni and student programming has expanded by nearly 97%. Over 35,000 participations are generated through a variety of programming strategies.

COMMUNICATIONS

This year marked our first ‘viral video’ which had over half a million views and continues to be watched. That one video nearly doubles our entire electronic engagement numbers over last year. Without this exciting anomaly we continue to grow in our overall electronic engagement.

VOLUNTEERISM

The launch of our “Do Great Things” campaign in 2013 brought magnitudinal increases in tracked volunteer experiences. This year’s increase over 2013 is 48%. Of those experiences 60% are related to alumni programming, 19% to community service, 17% to mentorship and 3% to student recruitment.

“Do Great Things” is also increasing the number of overall volunteers employed through our programming and initiatives. The number of volunteers grew in 2013-14 to 944 individuals.

SATISFACTION

Program satisfaction remains very high with a full 50% of respondents rating programs as excellent this year and 98% as good to excellent.
Overall there appears to be a balance struck between returning and first-time participants. A slight increase in repeat participants can be attributed to the success of branding several series of events (Educated Pallet, Educated Wallet, etc.) and with popular family events that sell out very quickly. For example, 900 spots for the Easter egg hunt filled in 24 hours before many new participants even knew about the opportunity.

Participation rates of graduates from the 70s, 80s, and 90s remained consistent over the past few years. Young alumni are a growing constituency and graduates of 2010 and beyond are increasing in participation.

Ensuring our alumni are contactable is a priority for the Alumni Association and for the University as a whole. The number of good addresses among our program participants are at an all-time high and we continue to build our phone and email information banks.
EXECUTIVE

President
Glenn Stowkowy, ’76 BSc [ElecE]

Past-President
Jane Halford, ’94 BCom

Vice-President: Reputation & Messaging
Mary Pat Barry, ’04 MA

Vice-President: Educational Engagement
Lorne Parker, ’08 EdD

Vice-President: Centenary Planning
Wanda Wetterberg, ’74 BA [RecAdmin]

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Vice-President: Student Alumni Council
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Vice-President: Volunteerism
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Reint Boelman, ’97 BSc Ag

Arts
Glenn Kubish, ’87 BA

Augustana
Sandra Gawad Gad, ’12 BSc

Business
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Campus Saint-Jean
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Dentistry
Vacant

Education
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Law
Ian Reynolds, ’91 BCom, ’94 LLB

Medicine
Vacant

Native Studies
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Nursing
Vacant

Pharmacy & Pharmaceutical Sciences
Sheena Neilson, ’06 BSc [Pharm]

Physical Education & Recreation
Wanda Wetterberg, ’74 BA [RecAdmin]

Public Health
Ximena Ramos Salas, ’87 MSc [Public Health]

Rehabilitation Medicine
Vacant

Science
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Darryl Lesiuk, ’87 BA, ’91 BCom, ’07 MBA
Ron Glen, ’89 BA, ’04 MBA

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