

ACADIA ALUMNI  
ASSOCIATION

ANNUAL REPORT



*Saturday, May 12, 2018*

**ACADIA ALUMNI ASSOCIATION**  
**ANNUAL GENERAL MEETING**

**Saturday, May 12, 2018**  
**9:30 a.m.**

**Wu Welcome Centre**  
**At Alumni Hall**  
**Acadia University**

**Geoff Irvine, '87 Presiding**

**AGENDA**

1. Welcome
2. Approval of Agenda
3. Approval of Minutes of AGM of May 13, 2017 - pg. 3
4. Greetings from President Ricketts
5. 2017-2018 Annual Report- G. Irvine/I. Murray - pg. 8
6. 2017-2018 Treasurer's Report -T. Walker - pg. 17
7. Constitutional Amendments - D. Davidson - pg. 20
8. Questions
9. New Business
10. Nominating Committee Report - D. Jackson - pg. 22
11. Presentations
12. Adjournment

ASSOCIATED ALUMNI OF ACADIA UNIVERSITY  
MINUTES OF MAY 2017 ANNUAL GENERAL MEETING

May 13, 2017 – 9:30 am – Wu Welcome Centre at Alumni Hall

**Call to Order 9:40 am**

Alumni Association President Geoff Irvine '87 called the meeting to order at 9:40 AM upon confirmation of a quorum for the Annual General Meeting. Geoff opened the meeting by reflecting on the fact that this is the 152<sup>nd</sup> Annual General Meeting of the Association and 30 years since his personal convocation at the University. Geoff noted several guests in attendance including President Ray Ivany, and members of the Office of Advancement; Vice-President Rod Morrison; Executive Director for Alumni Affairs, Ian Murray; and Executive Director for Philanthropy, Nancy Handrigan; Manager of Systems and Stewardship, Cassie Tremain; and Senior Alumni Officer, Oonagh Proudfoot. Past President of the Alumni Association Doug Jackson '99 was also noted.

**Adoption of Agenda**

The adoption of the agenda was **moved by Malcolm Smith, seconded by Maxine McCuaig, approved unanimously.**

**Approval of Minutes**

The Minutes of the May 14, 2016 Annual General Meeting were approved **on Motion from Doug Jackson, seconded by David Davidson, approved unanimously.**

**Greetings from President Ray Ivany**

Geoff Irvine invited President Ray Ivany to address the Meeting stating it has been a pleasure to work with President Ivany and acknowledging his great appreciation for all that President Ivany has done for the Association and the University. Under his leadership and team great things have been accomplished. He will be missed but we hope we'll be seeing him around.

President Ivany noted that this weekend will be tough and he has added empathy with this graduating class of students feeling sad to be leaving this place.

*"It hasn't felt like a last year, it has felt like a regular year, very busy and kicked off with a 25% bump in our class enrollment. Finances are a big issue for this institution and at the time of his arrival there was a sense of loss in the fundamentals of the institution. Fortunately the core, the bones of the institution were there which we could work. Our aggregate numbers are now up by 25%, the largest in Atlantic Canada in that 8-year period. Every institution has a natural*

*resting place and our objective was to get Acadia back to that place, 3500-3600 is our range and we were less than 2900 students and the campus felt empty. Once Cutten reopened and enrollment bounced back up we found ourselves in a good place. We are drawing students from every province and Territory and from over 60 countries around the world, our entering students have a high grade point average and the percentage of top scholarship students is up.*

*When I asked incoming students this year what tipped the balance in favour of Acadia the students spoke of the magic of Acadia, the sense of community which is extraordinary for a 17-year-old to recognize. I hope this continues, we need to attract good students for our success. When you build a community for the right reasons the magic happens.*

*Enrollment bounce back was crucial but Acadia also lead Atlantic Canada in the last 8 years in containing our costs which will continue to be a challenge to all schools. We've promised our stakeholders and alumni that we will make every dollar count and we need to be able to deliver on that promise.*

*We've picked away at our long-term debt. We couldn't finance projects, even to open Cutten House so we had to self-finance and take on deferred maintenance which no one will fund. Acadia alumni stepped up and took on those projects, including the McCain Arena and Patterson Hall. The Elliott and Huggins Science Complex project was a must do. I proposed the project in my first three months at Acadia but we couldn't do it on our own or even find the critical amount to start the project. This project is transformative; it was our biggest problem and will become our biggest asset. One morning shortly after the newly elected federal Liberal Government took the reins, I heard the Minister of Finance talking about using infrastructure money to take on some of the infrastructure problems at post-secondary institutions and I called Scott Brison and we were off and the project ultimately came into being within 6 months. Rod Morrison and Nancy Handrigan and their team raised our 25% in contributions from our alumni and friends in record time to help us close the deal with 50% in federal funds and 25% in provincial funds.*

*My first year at Acadia anchored me in a set of values. This institution stands for something and we need to care and feed that and it allowed us to pull the family back together. We the staff are the custodians of your University, this institution. As we move into the 179<sup>th</sup> year of this institution, for it to be as good as it is does not happen by accident. The University needs the alumni support. Without it we wouldn't have this great University. We ask for your support, and your greatest gift is the wellspring of support from our Alumni.*

*As President Rickett's term begins the University enters a very important planning stage. It's a great opportunity to get engaged and for a stronger Alumni voice in that process which will make for a better outcome."*

## **2016-2017 Annual Report**

Alumni Association President, Geoff Irvine, refers those in attendance to the written submission which starts at page 8 of the Annual Report distributed at the Annual General Meeting. He notes that we have a fantastic Board of Directors and very active committees who work independently and report in to the Board. In highlighting key Alumni Association accomplishments this year Geoff notes:

- Work on the Memorandum of Agreement/Partnership Protocol are now close to completion. They provide guidance for the University/Alumni Association relationship and will replace the 2003 Memorandum of Agreement which has expired;
- Continuing work on re-establishing the full slate of Alumni Association awards including the Alumni Volunteer of the year and the Faculty Award for Excellence;
- Re-establishing a faculty scholarship for a student in Professional Studies and continuing work on scholarships to be established in Arts and Science;
- Completion of a branding exercise to define the Acadia Alumni brand, what we are and what we stand for and creating a new graphic image;
- On-going governance work updating and creating by-laws to provide for stronger and consistent governance;
- Establishing a presence on campus through our Young Alumni Committee work including Grad Fair and working with the grad class executive;
- Working with our affinity partners to provide important services to alumni and grow our revenue;
- Collaborating with the University on communication platforms for alumni including the "Alumni Bulletin", monthly e-newsletters and other social media; and
- Providing financial support for key initiatives in student recruitment, athletics, the Alumni Office, alumni programming and student clubs and groups.

Geoff acknowledges that without the support of Executive Director Ian Murray and his team of alumni professionals we would not be able to provide the alumni programming and services that we do. In closing Geoff again thanks President Ivany for his wonderful support of our alumni during his time at Acadia and for making alumni relations a key priority.

## **Executive Director's Report**

Ian Murray opens his remarks by acknowledging the contributions of the University administration including Dr. Rod Morrison, Vice-President, Advancement; Nancy Handrigan, Executive Director, Philanthropy; and Cassie Tremain, Manager Systems and Stewardship and the dedicated and professional staff in the Office of Alumni Affairs including Oonagh Proudfoot, Melanie Jackson and Sandra Symonds and their

colleagues in Marketing and Communications. Ian notes his belief that the Association has a really strong Board, particularly in governance based upon discussions with his peers from other institutions.

The Alumni Office measures our engagement level through our alumni events and we see fantastic engagement with our events across the country. We continue to build on the list of those events which are noted on pages 11 and 12 of the Annual Report. The Office supported the launch of the Maple League which is a great collaboration of likeminded institutions and looks forward to improving the strength of that relationship. The Office added back in visits to Barbados, Boston, Bridgewater and Yarmouth and is hosting fun and informal social events ...like the recent axe throwing contest in Halifax.

When the Office plans the events, strategic interdependencies are an important consideration. Events are designed to benefit Acadia and our alumni. We think about who we want in the room and what institutional goals we want to achieve. We have gatherings with a purpose and engagement is growing. Over the past year, we've had a 25% increase in the number of events offered and a 24.5% increase in attendance. Our challenge is to put together a program that attracts people of all ages and interests while providing value and intellectual stimulation. Since 2013 when, we got serious about events again, we have seen an 84.2% increase in the number of events and a 70% increase in attendance.

Ian is very happy with the quality of the Alumni Bulletin and feels that the forthcoming 2017 Spring issue is the best edition to date.

The Association continues to be diligent in managing the work with our affinity partners and their reports are included at page 14 of the Annual Report. Our alumni are seeing value and participation continues to grow.

The Alumni Association Awards program is rich and we thank you for supporting that program, for seeing the value in the program and what it does for the University and our alumni community.

### **Treasurer's Report**

Geoff invites David Davidson a member of the Finance Committee to provide the Treasurer's Report on behalf of Paul MacIsaac '88, Treasurer of the Alumni Association who was unable to attend today. David directs the Meeting to the written report and statements starting at page 16 of the Annual Report.

He thanks Cassie Tremain and Oonagh Proudfoot for their contributions on behalf of the Association with respect to the ongoing administration of the Association's budget, finances and financial reporting. The Association continues to exercise discipline in our management of the AAAU funds ensuring that total expenditures align with the operating revenue of the AAAU. David notes that operating revenues exceeded disbursements by \$26,177. Contributions to the Alumni Fund and interest earned on invested funds totaled \$54,475, generating a positive disbursement position of \$80,652 as of March 31, 2017. As a result of this disciplined approach the AAAU for a third consecutive year has grown our total assets which as of March 31, 2017 stand at \$1,202,501.

There being no questions on the Treasurer's Report, **David Davidson calls a motion to approve the 2016-2017 Financial Statements as presented in the Treasurer's Report, seconded by Malcolm Smith. Motion carries unanimously.**

### **Nominating Committee Report**

Doug Jackson chair of the Nominating Committee opens his remarks by thanking the Nominating Committee members for their hard work on behalf of the Association which starts anew each fall. In addition to Doug, the committee members include Past Presidents Hugh Bray and Charles Coll. He directs members to page 20 of the Annual Report which outlines the proposed slate of nominees for the Alumni Association Board for 2017-2018. He also directs members to pages 21 through 24 of the Annual Report which provides a brief biography of each new nominee.

In our search, we look for grad year and gender balance and professional and skill sets. Our current slate of new proposed directors come from a number of geographic areas and from 1977 through 2013.

Doug Jackson asks for nominations from the floor three times. Seeing and hearing no further nominations, **Doug declares nominations closed and makes a motion that the roster of nominees for the proposed 2017-2018 AAAU Board and Officers as outlined on page 20 of the Annual Report be approved as presented. Fred Gilbert seconds the motion. Motion carries unanimously.**

### **Closing Remarks**

Geoff thanks the retiring Board Directors for their hard work on behalf of the Association and asks Ian MacIsaac to step forward and receive a framed certificate of appreciation for his endeavours on the Association's behalf while a member of the Board. Certificates of Acknowledgment will be sent to the other retiring Board members.

Looking ahead Geoff notes the upcoming Alumni Association Presidential Gala recognizing the remarkable achievements of Ray Ivany during his tenure as President of Acadia University. It will be held in Halifax on May 26<sup>th</sup> at the World Trade & Convention Center. We have 850+ Alumni & friends attending and it will be a wonderful evening. He thanks the Gala team that worked tirelessly to make this event a success- a great collaborative experience.

There being no further business, **Rebecca Carr makes a motion to adjourn the Meeting, seconded by Charles Coll. Motion carries unanimously. The Meeting is adjourned at 10:34 AM.**

**Minutes recorded by Donalda MacBeath.**

## 2017-2018 ANNUAL REPORT

### **From the President of the Association:**

On behalf of the Alumni Association Board of Directors and our fantastic staff team in the Office of Advancement, I am pleased to report that your Association has enjoyed another busy and productive year, advancing many key projects and priorities on your behalf.

The Acadia Alumni Association Board of Directors met as a full Board on May 13 and October 14, 2016 and February 10, 2017. Our annual fall retreat was held in Wolfville on September 16. During the retreat, the board reviews and sets out plans and priorities for activities during the fall and winter period.

The Executive Committee meets monthly by conference call to review progress of the standing committees that include Finance, Governance, Communications, Awards, Young Alumni, Affinity and Nominations. Each committee is chaired by an executive member, except Young Alumni, and these committees provide the heavy lifting on a daily basis to drive the business of the Alumni Association. Many thanks to the committee chairs and members for the dedication they show to their alma mater.

Key Alumni Association accomplishments this year include:

- Completion of the **Memorandum of Understanding** with Acadia University. This document provides guidance for the University/Alumni Association relationship;
- Continued re-establishment of the full slate of **Alumni Association awards** including naming the new Arts Scholarship after Chancellor Libby Burnham. The Dr. Libby Burnham Scholarship in the Faculty of Arts, valued at \$2,000, will



be awarded to an Arts student in their senior or final year. The Awards committee will also examine naming all awards of excellence after significant Acadia personalities;

- Implementation of the new Acadia Alumni Association **graphic image and branding program**. The program provides a dynamic new logo and clearly defines the Acadia Alumni brand, benefits, values, vision, mission, purpose and promise;
- A complete review of the **Constitution** resulting in significant constitutional amendments to be presented at the Annual Meeting;
- **Updating of key by-laws** in many of the standing committees to provide for stronger and consistent governance;
- Showing the value of the Alumni Association to new graduates by **participating in the Grad Fair** and working with the grad class executive;
- Working with our **affinity partners** to provide important services to alumni and grow our revenue;
- Collaborating with the university on **communication** platforms for alumni including the “Alumni Bulletin”, monthly e-newsletters and other social media;
- **Providing financial support** for key initiatives in student recruitment, athletics, the Alumni office, alumni programming and student clubs and groups.

Many thanks to Ian Murray '88, Executive Director of Alumni Affairs and Advancement Strategy, for his support and leadership. And to his team of alumni professionals who provide excellent support for the work of the Alumni Association. Together they manage an impressive list of events, reunions and activities to support the alumni affairs program at Acadia.

It has been a pleasure to work with the still “new” President of Acadia, Dr. Peter Ricketts, who joined us last summer. Peter has attended many alumni events across the region, Canada and the world and has been warmly received by our fellow alumni. The university system in Nova Scotia is facing significant challenges as we deal with enrolment challenges due to changing demographics. I am confident that Peter and his team will lead Acadia through these challenges with the Alumni Association fully engaged and supportive of our alma mater.

Finally, special thanks to retiring alumni Directors Kiersten Amos '96, Madison Cyr '17, Michele Gerrard '88, David Hovell '91, Doug Jackson '99, Amanda Penrice '09, Paul MacIsaac '88 and Becca Webster '13. You have represented the interests of your fellow alumni during an important period in the history of Acadia, we thank you and wish you all the best. In closing, it has been an honour to serve the Association as a Director, Member at Large, President and Director of Alumni Affairs.

Stand Up and Cheer!

Geoff Irvine, '87

President, Associated Alumni of Acadia University

**From the Director of Alumni Affairs:**

Continuing the pattern of progress and enrichment employed in recent years by the Office of Alumni Affairs in partnership with the Office of Advancement on behalf of the University and the Alumni Association, 2017-18 was another impressively successful year for alumni engagement, institutional brand building, philanthropy, and in the support of student recruitment. Positive development and strong growth was recorded on all fronts.

While Acadia's alumni engagement program rolled out more-or-less as planned and was successful in deepening affinity and calling constituents to action on one or more of the University's strategic imperatives, the Alumni team was once again challenged to deliver three complex public-facing projects following almost immediately on the heels of unexpected involvement in the 2016 Maple League of Universities launch dinner in Toronto.

The President's Gala Retirement Dinner held on May 28, 2017 in Halifax was a study in project management, public involvement, and expectation management intertwined with creativity, innovation and artistry. The dinner was a record-breaking success by any measure, not least of which the gross fundraising total of over \$100,000. Rapidly thereafter, the Alumni Office launched a successful slate of Summer Reunions, ran the Alumni Golf Tournament, and finalized planning for the first-ever reunion of Caribbean alumni during the already jam-packed Homecoming Festival (this audience segment specific reunion was the first fruitful initiative of its kind for Acadia).

While the Alumni Team was optimistic that Acadia's most complex Homecoming celebrations to date would be delivered successfully and to the self-imposed standard for excellence, it was with some trepidation the Office accepted the responsibility for developing and executing the Installation Ceremony for the new university President. This high-profile, public facing, multi-stakeholder initiative, for which there was no ready template, demanded careful attention, determined leadership, and ample operational capacity on a very short timeline and budget allocation. The Alumni Team, supported by colleagues in Marketing and Communications and Philanthropy, rose to the occasion and met these challenges without losing the thread on the broader everyday mission of continuing to inform alumni of news from Acadia and involving them through engagement in an array of appealing event offerings\*, quality communications, and diligent customer service.

The alumni engagement program continues to flourish, drawing regular compliments and praise from alumni across generations and geography. The University's relationship with the Alumni Association is productive, meaningful, and collegial resulting in the completion of a number of governance improvements and tasks, the updating of by-laws, the redefinition of awards criteria and/or the re-establishment of dormant categories, and the implementation of the updated brand exercise. Perhaps the

most significant development vis-a-vis the Alumni Association was the long awaited and much debated finalization of the new Memorandum of Agreement in March of 2017.

All of the work done and progress made in 2017 is the result of the unending assimilation of new information, the constant reassessment of priorities, a consistently rigorous approach to planning and decision making, openness to creativity, and an innately strategic mindset. These fundamentals, coupled with the relentless and unflagging commitment to support the success of team members creates a highly functioning and prolific work environment, the evidence for which will be found on the pages this report.

The alumni survey, launched in the fall of 2017, reflects the hard work by the Alumni Team, working in concert with the broader Office of Advancement, to improve alumni engagement and satisfaction, reporting a whopping 21% increase in engaged population since 2008. Acadia ranks above average on both the weighted engagement score and percentage of alumni scoring as engaged compared to peer samples.

I am indebted to my teammates, Oonagh Proudfoot, Melanie Jackson, Sandra Symonds, Debbie MacMillan, Fred Sgambati, and Melanie Coleman, and to my colleagues Vice-President, Advancement Dr. Rod Morrison and Executive Director Philanthropy Nancy Handrigan for their collegial support and commitment to excellence on Acadia's behalf. Further, I'd be remiss if I failed to acknowledge the unflagging support of retiring Chancellor Dr. Libby Burnham whose contribution to alumni engagement is impossible to quantify. Likewise, the alumni program has been enhanced and magnified by Acadia's 16<sup>th</sup> President, Dr. Peter Ricketts, who has taken strides during his first year in office to meet as many alumni as possible.

In closing, I'd like to thank outgoing President Geoff Irvine for his impressively lengthy contribution to our Association's leadership and wish the incoming President every success in the year ahead. To those members of the Association's Board or Executive retiring, we salute you for your efforts and enthusiasm in the spirit of our beloved alma mater.

Respectfully submitted,  
Ian V. Murray  
Executive Director, Alumni Affairs

\*Please see the list of alumni events carried out over the past year on the following pages.

### Alumni Event Schedule 2017-2018

Campus - Spring Convocation	May 14-15, 2017
Halifax - President's Retirement Gala	May 26, 2017
Ottawa - Atlantic University Alumni Pub Night	June 1, 2017
Zürich - Canadian Universities Alumni Event	June 6, 2017
Hamilton - CCAE	June 7-9, 2017
Ottawa - Maritime Lobster Picnic	June 10, 2017
Bahamas - Student Send-Off Event	June 22, 2017
Newfoundland - Reception	June 27, 2017
Campus - Summer Reunion	July 7-9, 2017
Campus - Alumni Golf Tournament	July 28, 2017
Campus - Welcome Week Move-In	September 2, 2017
AAAU - Retreat	September 16, 2017
Truro - Exhibition Hockey vs. SMU	September 20, 2017
Toronto - Butler Memorial Golf Tournament	September 28, 2017
Fredericton - Women's Basketball Tournament	September 29-October 1, 2017
Massachusetts - Exhibition Hockey	September 30, 2017
Maine - Exhibition Hockey	October 1, 2017
Calgary - Men's/Women's Basketball Tournament	October 5-7, 2017
Quebec - Football vs. Bishops	October 7, 2017
Campus - Homecoming Festival	October 12-15, 2017
Campus - Campaign Cabinet Meeting	October 12, 2017
Campus - Business Banquet	October 12, 2017
Ottawa - Men's Basketball Tournament	October 13-15, 2017
Kingston - Women's Basketball Tournament	October 13-15, 2017
Campus - Presidential Installation	October 13, 2017
Campus - Fall Business Meeting Alumni Assoc.	October 14, 2017
Campus - Sports Hall of Fame	October 14, 2017
Campus - Jackson Wright Recognition Event	October 14, 2017
Campus - Stevens Centre Opening	October 14, 2017
Campus - Hockey Honour Roll	October 20, 2017
Calgary - Reception for Donors	October 26, 2017
Campus - Spicer Scholarship Luncheon	November 6, 2017
Campus - Spence Memorial Bursary Announcement	November 6, 2017
Boston - Annual Pan-Cdn. University Alumni Reception	November 7, 2017
New York - Cdn. Association of New York Reception	November 7, 2017
London, UK - Alumni Reception	November 9, 2017

Colorado - All Cdn. Universities Alumni Reception	November 13, 2017
Campus - Loney Bowl (Men's Football)	November 14, 2017
Campus - Founder's Day	November 15, 2017
Campus - IODE Murray Scholarship Presentation	November 16, 2017
Campus - Uteck Bowl (Men's Football)	November 18, 2017
Campus - Academic All-Canadian Luncheon	November 21, 2017
Toronto - Alumni Reception at Canadian Tire	November 23, 2017
Halifax -Basketball World Cup 2019 Qualifiers	November 24, 2017
Campus - Giving Tuesday	November 28, 2017
Hong Kong - Guided Nature Walk	December 2, 2017
Campus - Lessons and Carols for Advent	December 3, 2017
Campus - D. Campbell Gift Recognition	December 4, 2017
Montreal - Alumni Holiday Reception	December 5, 2017
Ottawa - Social on the Hill	December 6, 2017
Campus - Bawtree & Bernhardt Stage Naming	December 7, 2017
Halifax - Holiday Meet & Greet	December 13, 2017
Campus - Board of Governors Executive Meeting	January 19, 2018
San Francisco - Maple League Reception	January 23, 2018
Singapore - Reception	January 23, 2017
Kuala Lumpur - Reception	January 24, 2017
Hong Kong - Reception	January 25, 2018
Winnipeg - Reception	January 25, 2017
Campus - Corporate Sponsor Recognition Event	February 2, 2018
Campus - Winter Business Meeting Alumni Assoc.	February 10, 2018
Toronto - Business Breakfast	February 13, 2018
Barbados - Reception	February 15, 2018
New York - Pub Night	February 23, 2018
Bermuda - Reception	February 27, 2018
Nassau - Reception	March 1, 2018
Freeport - Reception	March 2, 2018
St. John's - AUS Volleyball Championship (W)	March 2-3, 2018
Halifax - AUS Basketball Pre-Game Gathering	March 2, 2018
Halifax - AUS Basketball Pre-Game Gathering	March 3, 2018
Halifax - AUS Basketball Pre-Game Gathering	March 4, 2018
Halifax - USports Basketball Championship (M)	March 8, 2018
Halifax - Men's Basketball Alumni Shoot About	March 9, 2018
Halifax - Men's Basketball Excellence	March 9, 2018
Halifax - USports Basketball Championship (M)	March 10, 2018
Regina - Usports Basketball Championship (W)	March 8, 2018
Fredericton - Usports Hockey Championship (M)	March 16, 2018
Florida - Luncheon	March 20, 2018

Boston - Alumni Family Dinner	March 22, 2018
Campus - Tully Tea	March 25, 2018
Campus - Fred Kelly Athletic Awards	April 2, 2018
Halifax - Gala Dinner	April 12, 2018
Vancouver - Reception	April 23, 2018
Victoria - Reception	April 24, 2018
Edmonton - Reception	April 25, 2018
Calgary - Reception	April 26, 2018

### **AWARDS:**

#### **Student of the Year**

- The Athenaeum and Associated Alumni of Acadia University Student of the Year Award was awarded at the Graduation Banquet on May 14, 2017 to Katie Ross.

#### **Distinguished Alumni Award**

- The Distinguished Alumni Award was presented to Dr. Carmen O’Neill at the Annual Alumni Gala on April 12, 2018 at the new Halifax Convention Centre.

#### **Young Alumni Award**

- This Young Alumni Award was presented to Dr. Aaron Shafer also at the Annual Alumni Gala event on April 12, 2018.

#### **Faculty Award for Excellence in Teaching**

- The Acadia Alumni Association presented its annual Faculty Award for Excellence in Teaching for the 2017-2018 academic year to Dr. Michelle Boyd in the School of Music.

### **SCHOLARSHIPS:**

Each year the Acadia Alumni Association, through their partnership with Acadia Athletics, awards two scholarships to female athletes. This year’s recipients were Paloma Anderson (basketball) and Jamie Crocket (volleyball).

Additionally, the Acadia Alumni Association funds a scholarship for a student in the Faculty of Professional Studies, called the J.W. Johnstone Jr. Scholarship. This year’s recipient was Michelle Lavoie who is in the Bachelor of Education Program.

The Acadia Alumni Association has completed the re-introduction of the Beveridge Science Scholarship and has added a scholarship for a student in the Faculty of Arts which was named after Chancellor Libby Burnham. These scholarships will be awarded in the next academic year.

### **AFFINITY PROGRAMS:**

The Acadia Alumni Association continues to have a healthy, successful, long-standing relationship with TD Insurance Meloche Monnex. Recent additions to the affinity program were Industrial Alliance and Financial Services offering Health and Life Insurance and with Bank of Montreal offering their MasterCard. These affinity partnerships provide financial gains for the Association, but, more importantly, offer our alumni community great rates and benefits.

#### **Total numbers of clients/policies:**

TD Insurance Meloche Monnex (as of May 2018)	Clients: 3299 Students: 193	Policies: 5762 Policies: 224
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Industrial Alliance (as of December 2017)	Clients: 328
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BMO MasterCard (as of October 2017)	Clients: 104
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#### **Total Revenue since April 1, 2017:**

TD Insurance Meloche Monnex	\$ 118,507.00
Industrial Alliance	\$ 20,437.25
BMO MasterCard	\$ 2,495.99
<b>Total Affinity Revenue</b>	<b>\$ 141,440.24</b>

### **THE "BULLETIN" AND COMMUNICATIONS:**

Two alumni magazines, meeting with very favourable feedback from members, were delivered last year - one in the spring and one in the fall. To supplement the information and updates shared in the "Bulletin", a monthly e-newsletter, chalk full of updates, invitations, and campus news was sent to all alumni for whom we have email addresses. In addition to the "Bulletin" and monthly e-newsletter, numerous "special bulletin" emails were sent to either the full alumni family, or to specific segments of the family, sharing news or to promote an upcoming event or opportunity. All of these communication channels were underpinned by a more streamlined and contemporary set of web pages that were doggedly updated throughout the year. In recent years, we have become more active in communicating with our alumni through our Facebook pages, as well as through Twitter.

### **ALUMNI RECORDS:**

Maintaining accurate alumni records is an important function of the Alumni Affairs Office as it enables us to communicate effectively with our alumni worldwide. We consider an individual to be an "active alum" if we have contact information for them. We encourage all alumni to update their current contact information as we regularly use email, mail and the alumni "Bulletin" to inform our alumni about special events,

reunions and branch activities. We will often get mail returned to us because an alumna/alumnus has moved and has not forwarded a new address. If you know of someone who is not hearing from us and would like to, please encourage them to get in touch with the Alumni Office. Our extensive information management system allows us to manage each relationship with an alumna/alumnus as they would like. We are able to maintain current contact information for an individual, yet code them in our system to not receive email correspondence if they do not want to; to not be solicited if they do not want to, etc. Currently we sit at a total of 41,135 living alumni as of April 2018 (This includes those for whom we do not have contact information for). The total of active, alumni is 29,685. See breakdown below.

**Acadia Alumni – Breakdown by geographical location**

<b>Nova Scotia</b>	<b>14,496</b>
<b>Atlantic Region (ex NS)</b>	<b>3,338 (NB -1,817; NL -805; PE -716)</b>
<b>Quebec/Ontario</b>	<b>5,413 (QC - 474; ON -4,939)</b>
<b>Western Canada</b>	<b>2,882 (BC -1,039; AB -1,539; SK -141; MB -163)</b>
<b>Territories</b>	<b>134 (NU -25; YT -46; NWT -63)</b>
<b>Canada Total</b>	<b>26,263</b>
<b>International</b>	<b>2,060</b>
<b>United States</b>	<b>1,362</b>
<b>Location Unknown</b>	<b>11,450</b>
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<b>Total</b>	<b>41,135</b>



## ACADIA ALUMNI ASSOCIATION

### TREASURER'S REPORT: 2017-2018

I would like to thank staff from the University, in particular, Executive Director of Alumni Affairs and Advancement Strategy, Ian Murray; Senior Alumni Officer, Oonagh Proudfoot; and Senior Manager, Advancement Services, Cassie Tremain for their support in helping to facilitate the ongoing administration of the association budget and finances.

Our Association has continued to exercise discipline in ensuring total disbursements align to the “operating revenue” of the Association. Operating receipts exceeded regular disbursements by \$46,031. Contributions to the Alumni Fund and interest earned on invested funds totaled \$42,429. Combined this generated a positive disbursement position of \$88,460 for the financial year ended March 31, 2018. As a result of this consistent disciplined approach AAAU total assets grew and as of March 31, 2018 were \$1,293,961.

The AAAU Finance Committee of the Board has met regularly during the past year and has focused its efforts primarily in three areas: Financial Reporting and Budgeting, Investment Stewardship, and support for the Executive and other committees.

As I complete my term as Treasurer and my time on the Board, I would like to thank members of the Finance Committee: Ryan Conrod, David Davidson, Michele Gerrard and Tammy Walker for their assistance and counsel. I would also like to thank my colleagues on the Acadia Alumni Association Executive and the Board for their support.

Respectfully submitted,  
Paul MacIsaac '88  
Treasurer  
Acadia Alumni Association

**Acadia Alumni Association**  
**Unaudited Receipts & Disbursements**  
**For the Period April 1, 2017 to March 31, 2018**

	Projected	Actual	Variance	2016-2017 Restated
<b>RECEIPTS</b>				
Affinity Revenue	\$ 92,654	\$ 145,049	\$ 52,395	\$ 118,514
Alumni Fund	40,000	35,176	(4,824)	44,010
Gala Dinner Proceeds	25,000	92,055	67,055	22,588
Short-Term Interest	13,565	15,159	1,594	10,465
<b>Total Receipts</b>	<b>\$ 171,219</b>	<b>\$ 287,439</b>	<b>\$ 116,220</b>	<b>\$ 195,577</b>
<b>DISBURSEMENTS</b>				
<i>Athletics</i>				
Academic All Canadian Awards Reception	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
Axemen Celebrity Hockey Dinner	1,000	-	1,000	1,000
Female Athlete Awards	10,000	10,000	-	10,000
Hockey Honour Roll	2,000	2,000	-	2,000
Signage	2,500	2,500	-	2,500
Varsity Sport Special Initiatives	7,000	7,000	-	7,000
Sports Hall of Fame/Women in Sport	3,500	3,500	-	3,500
	<b>\$ 28,000</b>	<b>\$ 27,000</b>	<b>\$ 1,000</b>	<b>\$ 28,000</b>
<i>175th Anniversary</i>				
Branch Events	\$ 11,250	\$ -	\$ 11,250	\$ -
Homecoming Weekend	5,000	-	5,000	-
Sunday Music in the Garden	8,000	8,000	-	8,000
	<b>\$ 24,250</b>	<b>\$ 8,000</b>	<b>\$ 16,250</b>	<b>\$ 8,000</b>
<i>Other</i>				
Awards (Alumni/Student/Faculty)	\$ 10,000	\$ 4,849	\$ 5,151	\$ 5,000
Board Meetings and Director's Travel	5,000	4,177	823	4,013
D&O Insurance	750	570	180	570
Director's Fund	2,000	-	2,000	438
Acadia Students Union	6,450	14,364	(7,914)	4,350
Gala Dinner - SMILE, Athletics, Raymond E Ivany Scholar-Bursary	25,000	92,055	(67,055)	16,941
Other Development Activities	6,079	14,984	(8,905)	13,261
President's Fund	10,000	10,000	-	10,000
Staffing Commitment	13,580	12,980	600	13,580
Recruitment	-	10,000	(10,000)	10,772
	<b>\$ 78,859</b>	<b>\$ 163,979</b>	<b>\$ (85,120)</b>	<b>\$ 78,925</b>
<b>Total Disbursements</b>	<b>\$ 131,109</b>	<b>\$ 198,979</b>	<b>\$ (67,870)</b>	<b>\$ 114,925</b>
<b>NET RECEIPTS</b>	<b>\$ 40,110</b>	<b>\$ 88,460</b>	<b>\$ 48,350</b>	<b>\$ 80,652</b>

**Acadia Alumni Association**  
**Balance Sheet**  
**As at March 31**

	<b>Unaudited 2018</b>	<b>Restated Unaudited 2017</b>
<b>Assets</b>		
AAAU/Acadia Joint Account	\$ 102,326	\$ 172,393
Affinity Fund	728,641	575,686
Allan Fulton Fund	13,428	13,266
Constance Hayward Fund	282,986	279,581
Carr Fund	43,941	43,413
General Fund (Alumni Hall)	60,593	59,864
Graham Fund	16,825	16,622
Toronto Fund	14,975	14,794
Vesta Magee Fund	30,246	29,882
<b>Total Assets</b>	<b>\$ 1,293,961</b>	<b>\$ 1,205,501</b>
<b>Committed Funds</b>		
<i>Athletics Proposal</i>		
All Canadian Awards Banquets	\$ 2,000	\$ 4,000
Axemen Celebrity Hockey Dinner	2,000	2,000
Female Athlete Awards	10,000	20,000
Hockey Honour Roll	2,000	4,000
Signage	2,500	5,000
Women in Sport/Sport Hall of Fame	3,500	7,000
Varsity Sport Special Initiatives	7,000	14,000
	<b>\$ 29,000</b>	<b>\$ 56,000</b>
<i>Other</i>		
Acadia Students Union	\$ -	\$ 9,450
Awards (Alumni/Student/Faculty)	10,000	10,000
Branding Project	-	6,079
President's Fund	10,000	10,000
	<b>\$ 20,000</b>	<b>\$ 35,529</b>
<b>Total Committed Funds</b>	<b>\$ 49,000</b>	<b>\$ 91,529</b>
<b>Uncommitted Funds</b>	<b>\$ 1,244,961</b>	<b>\$ 1,113,972</b>

# AAAU CONSTITUTIONAL AMENDMENTS 2018 - PROPOSED

<b>May 2018 (Proposed)</b>	
<b>Overall</b>	Improved clarity, structure and alignment of the AAAU Constitution with the actual practices of the Board of Directors and Association.
<b>Article 1 - Name</b>	Defined the operating name of the organization as Acadia Alumni consistent with the Association's recent re-branding initiative.
<b>Article 3 - Definitions</b>	Addition of definitions for terms used within the constitution.
<b>Article 5 - Membership</b>	Remove the reference to Current Members and include graduates of the Acadia Ladies Seminary and Horton Academy as Regular Members.
<b>Article 6 &amp; 7 – Officers and Duties of the Officers</b>	Removal of the Second Vice President office.
<b>Article 6 - Officers</b>	Past Presidents term reduced to 1 year.
<b>Article 6 – Officers</b>	The Treasurer may serve a maximum of 3 successive 2-year terms.
<b>Article 8 &amp; 17 – Executive Committee and Elections</b>	Reduction in the size of the Executive Committee from 10 to 7 including discontinuance of Members at Large. Term of non-Officer members of the Executive Committee is limited to 4 successive 1-year terms.
<b>Article 10 – Board of Directors</b>	Reduce the size of the Board of Directors from a total of 28: Officers (6), Members at Large (4), and Directors (18) to a total of 20: Officers (5) and Directors (15).
<b>Article 10 – Board of Directors</b>	The term of a Director is limited to 3 successive 2-year terms.
<b>Article 10– Board of Directors</b>	Quorum has been amended to a majority of members.
<b>Article 11 – Finance Committee</b>	Amended the membership and duties to reflect optimal practices.
<b>Article 12 – Nominating Committee</b>	Amended the membership and duties to reflect optimal practices.
<b>Article 14 &amp; 15 - Governance Committee and Awards Committee</b>	Addition of Governance Committee and Awards Committee as standing committees of the Board of Directors.
<b>Article 17 - Elections</b>	Membership will elect the Officers and Directors; the Board of Directors will elect the balance of the Executive.
<b>Article 18 – Appointment to the Board of Governors</b>	The Vice-President in their second year, President and Past President will be the Officers appointed to the University Board of Governors.
<b>Article 18 – Appointment to the Board of Governors</b>	Improve clarity regarding University Board of Governor appointments.
<b>Article 19 – Annual General Meeting</b>	Quorum has been amended to the members present.
<b>Alumni Branches</b>	Remove the reference to Alumni Branches in the Constitution.

## ACADIA ALUMNI ASSOCIATION - CURRENT BOARD 2017 - 2018

### EXECUTIVE OFFICERS

Geoff Irvine '87	2016 - 2018	President
Ryan Conrod '06	2016 - 2018	1 <sup>st</sup> Vice-President
Donalda MacBeath '75	2016 - 2018	2 <sup>nd</sup> Vice-President
Rebecca Carr '15	2017 - 2018	Secretary
Paul MacIsaac '88	2016 - 2018	Treasurer
Doug Jackson '99	2016 - 2018	Past President

### MEMBERS-AT-LARGE

Tony Stewart '72	2017 - 2018
Matt Rios '14	2016 - 2018
Michele Gerrard '88	2016 - 2018
Kiersten Amos '96	2016 - 2018

### DIRECTORS

Malcolm Smith '76	2017 - 2019
Lisa Peck '85	2017 - 2019
Barry Taylor '80	2017 - 2019
Becca Webster '13	2016 - 2018
Fred Gilbert '65	2016 - 2018
David Davidson '81	2016 - 2018
Tammy Walker '92	2016 - 2018
Amanda Penrice '09	2016 - 2018
David Hovell '91	2017 - 2018
Leah McNally '07	2017 - 2019
Ted Upshaw '80	2017 - 2019
Heather Hickman '77	2017 - 2019
Greg Young '93	2017 - 2019
Kyle Power '13	2017 - 2019

### EX-OFFICIO

Madison Cyr '17	2016 - 2018
Regan Trask '18	2017 - 2019

## ACADIA ALUMNI ASSOCIATION - 2018 NOMINATING COMMITTEE REPORT

### PROPOSED BOARD, 2018 - 2019

#### EXECUTIVE OFFICERS

Ryan Conrod '06	2018 - 2020	President
Donalda MacBeath '75	2018 - 2020	Vice-President
David Davidson '81	2018 - 2020	Secretary
Tammy Walker '92	2018 - 2020	Treasurer
Geoff Irvine '87	2018 - 2019	Past President

#### DIRECTORS

Stephanie Reid '05	2018 - 2020
Hilary Arenburg Gobien '12	2018 - 2020
Marian Reid '85	2018 - 2020
Matt Rios '14	2018 - 2020
Tony Stewart '72	2018 - 2020
Rebecca Carr '15	2018 - 2020
Malcolm Smith '76	2017 - 2019
Lisa Peck '85	2017 - 2019
Barry Taylor '80	2017 - 2019
Fred Gilbert '65	2018 - 2020
Ted Upshaw '80	2017 - 2019
Heather Hickman '77	2017 - 2019
Leah McNally '07	2017 - 2019
Kyle Power '13	2017 - 2019
Greg Young '93	2017 - 2019

#### EX-OFFICIO

Regan Trask '18	2017 - 2019
Olivia Bryant '19	2018 - 2020

**BOARD NOMINEE BIOGRAPHIES**  
**ACADIA ALUMNI ASSOCIATION**

**Hilary Arenburg Gobien ('12)**

Hilary graduated from Acadia in 2012 with a Bachelor of Business Administration (Accounting). During her time at Acadia, she was actively involved in campus life and was a member of various clubs, programs and committees including S.M.I.L.E., Eaton House Residence Council, the Acadia Accounting Society, and the annual Arrival and Survival Welcome Week Show. After graduation, Hilary obtained her CA designation while working with PwC in their Halifax office and has recently moved back to her hometown of Yarmouth, NS, where she enjoys working as Manager of Finance of the Tri-County Regional Centre for Education.



Hilary's husband, parents, sister, aunt and uncle are also proud Acadia graduates.

**Marian Reid ('85)**



Marian grew up in Kingsport, Nova Scotia, directly across the Minas Basin from what would become her alma mater. She graduated in 1985 with a Bachelor of Secretarial Administration and within a week started working at Acadia in what was then Personnel Services. After working a few years as Secretary, she was promoted to Human Resources Officer, and in 2010 became Manager of Human Resources. She also holds RPR (Registered Professional Recruiter) and CHRP (Certified Human Resources Professional) designations.

Marian attempted to retire in 2017, but has returned since for a variety of projects.

Marian married Ian Reid in 1994, and they have one son, John, who is currently enrolled at Acadia.

## **Stephanie Reid ('05)**

Stephanie is from Halifax, Nova Scotia, and graduated from Acadia University in 2005 with a Bachelor of Business Administration. While at Acadia, Stephanie was actively involved in campus life as a resident advisor and teaching assistant as well as a member of The Acadia Dance Collective, Dance Acadia, the F.C. Manning School of Business, and the S.M.I.L.E. program. During her time in Wolfville, Stephanie also volunteered as an advisor for Junior Achievement Nova Scotia's Company Program.



Since graduation, Stephanie's marketing and communications experience has spanned the public, private and non-profit sectors. She has held positions with the House of Commons, Walt Disney World, Village Camps Geneva, Cossette and the IWK Foundation, where she discovered her passion for non-profit and health care communications. During her time at the IWK Foundation, Stephanie had the opportunity to collaborate with the Children's Miracle Network and Canada's Children's Hospital Foundation as well as execute major fundraising events like the annual IWK Telethon for Children on CTV.

In 2016, Stephanie completed a Master of Arts in Communication at Mount Saint Vincent University, where she focused her thesis research on crowdfunding in Canada's non-profit health sector. Stephanie is currently a Senior Consultant at NATIONAL Public Relations in Halifax where her work focuses on integrated marketing and communications in the health and non-profit sectors across NATIONAL's global network.



## A SPECIAL THANK-YOU

The Acadia Alumni Association and Acadia University would like to thank the following retiring Board Members for their dedication and service:

Kiersten Amos '96

Madison Cyr '17

Michele Gerrard '88

David Hovell '91

Doug Jackson '99

Amanda Penrice '09

Paul MacIsaac '88

Becca Webster '13

*Stand Up and Cheer!*

ALUMNI HALL, ACADIA UNIVERSITY  
512 MAIN STREET, WOLFVILLE, NOVA SCOTIA, CANADA B4P 2R6  
PHONE: 902-585-1459