

## Minutes of the Mount Allison Federated Alumni, Inc. Annual General Meeting

**Date:** November 16, 2024

**Time:** 11:00 AM

**Location:** Hybrid Meeting (In-person and via Zoom)

<b>Present in room:</b>	<b>Present on Zoom:</b>
Ryan Francis	Cathy Hayman
David Pos	Courtney Pringle-Carver
Youji Cheng	Marcie Meekins
Shannon Baxter	Michael Mohammed
Amanda Julian Phd	Wayne Vogan
Cydney Kane	Paul Berry
Ian Fogerty	Amy MacAdam
Jennie Henderson	Alysha Walker
Carolle de Ste Croix	Mark Macerwan
Jonathan Graves	Justina Awe
Reid Harrison	Scott Johnson
Stefani Serdar	Abigail Austin
Scott Hayes	Sandra Murray
Ian Sutherland	David Leckie
Nancy Vogan	Martin McEwen
Myra Landsburg	Everett Patterson
Dr Dorothy Greenidge	Phillip Tibbo
Jonathan Clark	Selinda England
Johnathan Carter	Eric Brown
	Mona Wynn
	Heather Hamilton
	Tanya Coburn

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### 1. Call to Order

The meeting was called to order at 11:00 AM by Jennie Henderson, President of the Mount Allison Alumni Federation.

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### 2. Land Acknowledgement

*We would like to acknowledge that Mount Allison University is located within the traditional territory of Mi'kma'ki, the unceded ancestral homelands of the Mi'kmaq. As this is a virtual meeting you might be joining us from other traditional territories which have been inhabited by Indigenous peoples since*

*time immemorial.*

*Our relationship and our privilege to live on this territory was agreed upon in the Peace and Friendship Treaties of 1725 to 1752.*

*Because of this treaty relationship, it is to be acknowledged that we are all Treaty People and have a responsibility to respect this territory.*

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### 3. Tribute to Deceased Alumni

Jennie Henderson led a tribute to honour the memory of the following alumni who passed away in the past year:

- There moment of silence was observed to reflect on their contributions and legacy within the Mount Allison community.

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**1942**  
Lyda E. Wilson  
Geraldine L. Trenholm

**1943**  
Winifred A. Smith

**1944**  
Mary B. Coates  
Pauline C. Hale

**1945**  
Jean A. Burwell

**1953**  
William Nicholson  
Kathryn Hilder  
Douglas M. Jewkes  
Marvin R. Clark  
Gordon McLeod  
Gerald J. Dickie

**1954**  
Barbara D. Cullen  
Donald C. Ferguson  
Robert G. Kay  
Frederick L. Henderson  
Daphne M. Irving  
Job Halfyard  
Greta M. Tratt  
Dorothy M. MacLeod

**1946**  
Dorothy E. Rowe  
Merle M. Harris

**1947**  
Warren L. [Tregunno](#)  
Donald D. Thistle

**1948**  
Ernest A. MacKinnon  
Harvey A. Northrup  
Leta N. Clayden

**1954**  
Bert H. Henderson  
Lois T. Thompson  
Willa J. Freeman  
Clare Nicholson  
Mary C. Lawley

**1955**  
Harry Bruce  
Shirley Tutt  
Vivian Hall  
Lester M. Settle  
Dulcie B. Conrad  
Leslie Davies  
Robert Zinck  
Betty A. Plant

**1949**  
John W. Richards  
Carolyn E. Brown  
Wallace W. Sears  
Marion F. Cameron  
Nancy J. Williamson  
Donna W. Cameron

**1950**  
Arthur J. Hiscock  
Mary M. Stanford  
Francis W. Poole  
Robert M. Butt  
Harold W. Colquhoun  
Muriel E. Anderson

**1956**  
Elisabeth A. Colwell  
Anna Mahase  
Carol Y. Daniels  
Steadman R. Bowers  
James A. Florian  
Vincent J. [Kachafanas](#)

**1957**  
Robert G. Hutcheson  
Hugh R. MacDonald  
Elaine S. Gray  
Pearce J. Penney  
Gregor Fraser  
James W. Moulton  
Bud H. Mann

**1951**  
George C. Fawcett  
Barbara J. Darragh  
Kaireen F. Allen  
Joyce L. MacLean

**1952**  
William J. Watson  
Grace Watson  
Beatrice Elliott  
[Bradbrooke Smith, Q.C.](#)  
Errol W. Carruthers  
Hazel E. Wylie

**1958**  
Clyde G. Wadden  
Thelma [MacMullin](#)  
Maria Martens  
William E. Jones  
Margaret [Rywak](#)  
Gerald G. Wyrwas  
Janet L. [Garnhum](#)  
Thomas M. Scott  
Edward N. Cook

**1959**  
Fayne Bullen  
Donna [Roos](#)  
Lloyd Muir  
Robert A. Stroud  
John L. Leask  
Barbara Strange  
John T. Allan

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**1960**  
Roger S. Ackman  
Margaret M. Waldon  
Thomas C. Hackett

**1961**  
David R. MacDiarmid  
Aerolynn Greene  
Allan McLeod

**1962**  
Howard M. Jack  
Gail Golding  
Colin Grant  
Alick G. Anderson  
Peggy Winters  
Audrey M. Webster

**1962**  
Wallace R. Skinner  
Elizabeth M. Learmouth  
Crystal J. Best

**1963**  
Barton T. Bourne  
Ross MacDonald  
Leslie A. Van Wagner  
Clayton J. Coveyduck  
Dorothy B. Loomer  
Eric C. Black

**1964**  
Ralph G. Stoppa  
Gay h. Blaikie  
Edward C. Ross

**1965**  
Lynda J. Benjamin  
Ernst W.K. Achenbach  
Michael V. Hansen

**1966**  
Elizabeth J. Davies  
Janice G. Sellars  
Daniel V. Funnell  
Alvin L. Ballum

**1967**  
Barry W. Matheson  
Susannah P. Read  
David C. Fullerton  
Elaine Fraser  
Bruce M. Campbell  
Ruth U. Hatfield  
Kenneth R. Eddy  
D. Alan Swan

**1968**  
Charles H. Fawcett  
Terry W. Randall  
Joyce E. R. Nelson  
Jean Hoffman  
Lois I. Gordon

**1969**  
William I. Estabrooks  
Anneke Houtsma  
David H. Wilson

**1970**  
Leigh L. Manning

**1971**  
Nancy L. Chambers

**1972**  
Mildred G. Morris  
Laurie K. Meadows

**1973**  
Bruce A. McMillian  
Mary Louise Howe  
Gary T. Porter

**1974**  
Robert N. Gunn  
Brian D. MacLeod

**1975**  
Janet J. Trites  
Deborah C. Enman

**2002**  
Dylan J. Rajguru

**2006**  
Christopher D. Doucette

**2009**  
Janet C. Davidson

**2011**  
Gregory G. Pike

**2019**  
Morgan G. McRann

**1976**  
Suzanne L. Burnham

**1978**  
Marilyn E. Hudson  
Deborah Stymiest  
Gregory B. Irvine  
Joanne M. Craig  
John C. Boutilier

**1979**  
Anne Wolfe

**1980**  
Mark Brown

**1983**  
Sandra E. Fox

**1984**  
Robert J. Dunn

**1985**  
John A. Reid  
David P. Benevides

**1986**  
Ann M. Estabrooks  
J. Craig Archibald  
Shaune E. Coughlin  
Stephen J. Dickinson

**1987**  
Keith U. Ingold

**1988**  
Marina Mooney

**1992**  
Sheri Ross

**1993**  
Jamie Carr  
Lois Weatherby

**1995**  
Sheldon Dickson

**1997**  
John Hayden Woods

**1998**  
Jocelyn E. Kervin

**2000**  
Catherine J. Colwell

**Former Employees of Mount Allison**

David Lapierre  
William Gillis  
Ian Gilchrist  
Hannah L. Coles  
Ruth Pang  
Margaret Moss  
John Jefferies  
Robert Tuff  
Peter T. Lebens  
Marshall M. Rinzler  
Brian R. Lynch

**Friends of Mount Allison**

Donald Delorey  
John R. Swift  
Gary J. Gallant  
Louis Lambe  
Tim W. Purdy  
Terry J. Rhindress  
Eric Luiker  
Brian Newbold  
James K. Irving  
Velma Wilson  
Joan Horsman  
Arthur Irving  
Gerald Carson  
Mark MacDonald  
Claude-Michelle Chavy-Waddy  
Richard Moreau

**4. Minutes of the 2023 AGM**

**Motion:** To accept the minutes of the 2023 AGM as presented.

- **Moved by:** Jennie Henderson
- **Outcome:** Motion carried unanimously.

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**5. Welcome by President and Vice-Provost**

**Presenter:** Dr. Ian Sutherland, President and Vice-Chancellor

Dr. Sutherland welcomed attendees to his first alumni AGM, highlighting achievements and updates, including:

### **Welcoming New Leadership**

- Dr. Isnor, a proud Allisonian and Dr. E. Bourgeois, Dean from the University of Moncton.

### **Student Highlights**

- Welcomed back **2,403 undergraduates** this year – the highest in a decade.
- Hosted an **Open House** with over 600 prospective students.
- **713 new students** joined this year, with over 600 participating in all orientation events.
- Helped **400 students** enhance their academics through additional support.

### **International Recruitment**

- Addressing changes to government policies on international students.
- Strengthening efforts to recruit more applicants – ambassadors needed!

### **Research and Recognition**

- Secured **\$1.3 million in research funding**.
- Achieved **6 national awards** for outstanding research and teaching.
- Two Mount Allison students named **Rhodes Scholarship finalists** – send your support!

### **Academic and Campus Engagement**

- Hosted **13 major academic events** in one semester.
- The library had **19,430 visits** in September alone.
- Administered over **500 flu vaccines**.

### **Campus Enhancements**

- Implemented a new **Sexualized Violence Policy**.
- Introduced expanded **wellness initiatives**.
- Replaced equipment in the fitness center.
- Harper Hall renovations are **99% complete**.

### **Generational Transformation Projects**

- Advancing planning for a new **library and multi-sports complex**:
  - A \$95.1 million project, with **\$60.5 million secured** or committed.
  - Pipeline for an additional **\$20 million** – close to reaching our goal!
  - Timeline: 6-year project.

## Celebrations and Milestones

- **Grace Annie Lockhart’s 150th anniversary** celebrations underway.
- Last year was our most successful fundraising year with **\$19 million in gifts**.

## Advancements in Athletics and Alumni Engagement

- Established a new **Athletics Development Officer** Jaryd.
- Launched a new **international brand campaign** – *“Mount Allison University. How connections are made.”*
- Developed a **new alumni volunteer strategy** and launched an engagement survey.

## Institutional Progress

- Exceeded residence capacity with **940 students** – nearly full!
- On target for the **2024-2025 budget**.
- Social media engagement grew by **430%**.
- Introduced the new **“What’s On” newsletter** to keep our community informed.

## Strategic Planning

- In the next 6–10 months, we’ll chart a course for Mount Allison’s **third century of impact**.

## Closing

- Remember: **You are Mount Allison, and Mount Allison is you.**

## 6. Report of the President of the Alumni Federation

Jennie Henderson, Board President, highlighted the successes of the past year:

- A highly successful 2024 Reunion and Homecoming, including the Reignite the Flame dinner.

- Adoption of new governance documents, updated for the first time since 1991.
  - The Alumni Board's role in the Presidential Search Committee.
  - Second season of Alumni Sociables
  - Involvement in the Grace Annie Lockhart Celebrations
  - Invitation to Strategic Planning Facilitation Team appreciation
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## 7. Report of the Executive Director

**Presenter:** Carolle de Ste-Croix, Executive Director of Alumni Engagement

Carolle provided updates on alumni engagement initiatives, including:

- **Strategic Focus:**
    - Ongoing progress on the **Alumni Engagement Office Strategic Plan** (launched in 2022).
  - **Highlights:**
    - Introduction of the **Alumni Volunteer Moves Management Program** to professionalize volunteer management.
    - Emphasis on alumni contributions of **time, talent, treasure, and testimony**.
  - **Alumni Engagement Efforts:**
    - Encouraging alumni to share ideas and refer peers for outreach via [alumni@mta.ca](mailto:alumni@mta.ca).
    - Success in growing social media engagement rates across LinkedIn, Facebook, and Instagram.
      - From **0.06% in 2018** to a consistent **4.0%-4.2% monthly**.
  - **New Initiatives:**
    - Launch of the alumni podcast: **"When Ducks Leave the Pond"**.
      - Started in September with five episodes released so far.
      - Highlights impactful Allisonian stories and experiences.
  - **Acknowledgments:**
    - Gratitude extended to the **Alumni Board** for their governance and outreach efforts.
    - Appreciation for the **Alumni Engagement Office staff** (Scott and Stefani) for their hard work and creativity in event planning, social media, and outreach.
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## 8. Governance Committee Report

**Presenter:** Christy DeMont, Past President

Christy presented the Governance Committee report on behalf of Governance Committee Chair Rob McQueen, highlighting:

**Motion:** To approve the adoption of the updated Constitution for the Mount Allison Alumni Federation.

- **Moved by:** Christy DeMont
- **Outcome:** Motion carried unanimously with one abstention, Amy MacAdam.

### **Election of Directors and Officers**

**Motion:** To nominate the following individuals for a term from November 2024 to 2027:

- **First Term:** Alysha Walker ('24)
- **Second Term:** Michael Mohammed ('03), Ian Fogarty ('93), and Cydney Kane ('17).
- **Outcome:** Motion carried unanimously.

### **Election of Alumni Representative to the Board of Regents**

**Motion:** To elect Dr. Dorothy Greenidge as the Alumni Representative to the Board of Regents.

- **Outcome:** Motion carried unanimously.

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## **9. Awards Committee Report**

**Presenter:** Christy DeMont, Chair, Nominations and Awards Committee

Christy provided a summary of the 2024 Alumni Awards:

### **Contemporary Achievement Award:**

Recipient: **Tristan Grant (Wolf Castle).**

Notable achievements: Award-winning musician, producer, and CBC host from the Pabineau First Nation, Big Maggie territory.

### **Charles Frederick Allison Award:**

Recipient: **Sandra Starrett '79.**

Recognized for: Decades of exceptional student recruitment for Mount A in Halifax and service as an outstanding educator.

### **Lifetime Achievement Award:**

Recipient: **Dr. Margo Sweeney '84.**

Role: Associate VP Academic and Research at UPEI.

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## **10. Events Committee Report**

**Presenter:** Amanda Julian, board member, on behalf of Jodi Swan, Chair, Events Committee

Amanda highlighted key events from 2024, including:

### **1. Record-Breaking Attendance:**

- A total of **1,414 alumni** attended events this fiscal year, surpassing the goal of 1,000 by over **40%**

### **2. Sociables 2024 Expansion:**

- **2023 Results:**
  - Hosted **6 Sociables** with overwhelming demand and positive feedback.
- **2024 Updates:**
  - Expanded to **10 events**, supported by a sponsorship.
- **2025 Plans:**
  - Increase Sociables to **11 events** with new locations by end of Q2.
  - **Five events already scheduled** for the upcoming fiscal year, laying the groundwork for further growth.

### **3. Reignite the Flame: Homecoming Success:**

- **Event Highlights:**
  - Sold-out dinner and VIP football watch party.
  - A highly successful golf tournament that drew widespread participation and praise.

### **4. Reunion Highlights and Emerging Traditions:**

- **2023 Results:**
  - Strong attendance and high alumni engagement.



- Introduction of new traditions, such as a coffee house event following the popular kitchen party in Jennings.

### **5. Looking Ahead: Event Review and Expansion:**

- **Reunion Program:**
    - Undergoing its first **comprehensive review in 16 years** to refine and enhance future offerings.
  - **Sociables Growth:**
    - Continued expansion planned to offer even more opportunities for alumni connections across Canada and internationally.
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## **13. Advancement Committee Report**

**Presenter:** Jonathan Graves, Board Vice President and Chair, Advancement Committee

### **1. Mandate Expansion (Fall 2023):**

- The committee's responsibilities now include stewardship of endowed funds without surviving representatives or signatories.

### **2. Initial Funds for Stewardship:**

The following funds are under the committee's purview:

- Alumni Entrance Scholarship
- Alumni Life Membership Scholarship
- Athletic Achievement Award (Bursary)
- Grace Annie Lockhart Scholarship
- Class of 1933 Bursary
- Donald Cameron and the Class of 1950 Bursary
- Class of '58 Bursary
- Class of '43 Bursary
- Class of '41 Bursary
- Indigenous Student Support Fund

### **As of April 30, 2024:**

- Combined Total: **\$3,070,689**
- Disbursed in FY 2023-2024: **\$121,466**

### **3. Key Objectives for 2023-24:**

- Create a process for annual review of endowed funds to ensure adherence to the original creators' wishes.
- Develop a process for reviewing and approving proposed amendments to fund terms of reference (e.g., due to program discontinuation).

#### **4. Future Growth:**

- Expectation for additional funds to come under the committee's stewardship.
- Emphasis on establishing sound processes for effective fund management.

#### **5. Collaboration with Advancement Department:**

- Ongoing consultation to finalize processes.
- Updating terms of reference for specific funds as identified by the department.

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## **14. Volunteer Report**

**Presenter:** Ryan Francis, Board Member, Chair, Volunteer Committee

### ***1. National Volunteer Week 2024 (April 27 – May 3, 2024):***

- **2024 Activities:**
  - Focused on a social media campaign to highlight and thank volunteers.
- **Plans for 2025:**
  - Expand recognition efforts, including potential events aligned with Volunteer Canada's annual theme.

### ***2. Refer a Student Program:***

- **Program Growth (2023-24):**
  - Referrals increased from 30 to **237**.
  - Converted to **37 students** attending MtA in September 2024, generating an estimated **\$840,000 in tuition revenue**.
- **2024 Goals:**
  - Focus on increasing the conversion rate from referrals to enrolled students.

### ***3. Podcast Initiative:***

- Currently led by Carolle and a quadrant intern, leveraging the alumni network.
- The Volunteer Committee is working to expand the database of alumni participants for future episodes.

### ***4. Volunteer Scorecard:***

- **Data Collection (2023-24):**
  - Scott compiled data on **574 volunteers** across various university departments.
- **Key Findings:**
  - Identified the need to streamline volunteer tracking and management.

### ***5. Volunteer Management Plan:***

- **Current Efforts:**
  - Streamlining volunteer tracking processes, confidentiality agreements, and program integration.
- **2024-25 Goals:**
  - Develop a step-by-step plan for comprehensive volunteer management.

### ***6. Mentorship Program:***

- **2023-24 Outcomes:**
  - Successfully paired **20 alumni mentors** with mentees, in collaboration with the First-Generation Office.
- **2024-25 Updates:**
  - **22 pairings** completed.
  - Focus on growing the mentor database in partnership with the Alumni Office.

### ***7. Committee Membership Opportunities:***

- There are **two at-large member positions** available.
- Virtual attendees are encouraged to consider joining to explore the committee and determine if it's a good fit.

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## **15. New Business**

No new business was presented.

**16. Adjournment**

The meeting was adjourned at 1:30 PM.

**Attachments:** Committee reports as submitted.

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**Minutes Prepared By:** Stefani Serdar

**Date:** 11/18/2024