

UNB ASSOCIATED ALUMNI

ANNUAL REPORT

2019-2020







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ABOUT US

The Associated Alumni of the University of New Brunswick became an organization by an Act of Legislature on March 28, 1870, with the first meeting of the association held on June 20, 1870. A group of graduates from the University of New Brunswick organized the association for the “promotion of sound education and the advancement of the interest of the university.”

ALUMNI BY THE NUMBERS

91,100 ALUMNI

80% FR | 14% SJ | 6% other

73,600 CONTACTABLE ALUMNI

79% FR | 14% SJ | 7% other

**73% OF ALUMNI
LIVE IN CANADA**

43% - New Brunswick

12% - Ontario

5% - Nova Scotia

3% - Alberta

2% - British Columbia

8% - Other Areas



**91,000+
ALUMNI**

AROUND THE WORLD

ALUMNI LIFE STAGES

50%

32%

18%

EARLY CAREER &
YOUNG FAMILIES

MID-LIFE

SENIOR

OUR STORY FROM 2019-2020

Over the past year, the Associated Alumni has undergone a renewal of sorts. We completed the implementation of the 2014-2019 strategic plan and subsequently executed a comprehensive alumni survey that showed we made significant gains – and that there are exciting opportunities to make even more – in new and different ways.

With survey and other data, plus qualitative feedback from council, UNB staff and alumni in hand, we went through a detailed and thoughtful process of crafting a new **five-year Alumni Engagement Strategy** with the goal of broadening and deepening alumni engagement.

We bid a fond farewell to executive director Margaret Grant-McGivney and gave an enthusiastic hello to new executive director Michelle McNeil. **We welcomed five new councillors and new president** Peter Syroid, who, along with the full council, pressed for data-driven and innovative ideas throughout the strategic planning process.

We also renewed our Memorandum of Agreement (MOA) with the university. The MOA outlines the framework within which the university and the association will work together in engaging alumni in the life and success of UNB. The term of the renewed MOA is May 2020-April 2025.

The makeup of our alumni constituency has also undergone a renewal of sorts. Those who graduated pre-2000 represent 50 per cent of our living alumni, while graduates post-2000 now represent the whole other 50 per cent. That means that a huge number of

our alumni are in the young family and career-building stage of life. With this in mind, we worked to align our alumni engagement efforts with the demographic shift in our membership - we are excited about how this shift is reflected in the new Alumni Engagement Strategy 2020-2025.

As we came to the close of the 2019-20 fiscal year, the association, the university and the world came to grips with the new reality of a COVID-19 world. Although we had already been making positive changes in our strategy and the way we work, the pandemic enabled us to make some of those changes faster than we ever thought possible. We began communicating frequently through email and social media to tell the story of alumni and UNB heroes who were doing amazing things to help others during this tough time. We transitioned events to online versions that enabled alumni from far and away to engage – sometimes for the first time. And our team came together virtually from across New Brunswick and Canada with the help of new technologies and more efficient tools to collaborate better than ever before.

The 2019-20 year was certainly full of change. Big change. And we came through it with flying colours - with new plans, tools and data in place to successfully implement a plan to engage more UNB alumni in an even deeper and more meaningful way. We're convinced that this successful transition year will end in mutual wins for alumni, for the association and for UNB.

ASSOCIATION & COUNCIL BUSINESS

RENEWING THE MOA

The relationship between the UNB Associated Alumni and the University dates back to the Association's incorporation in 1870. In more recent years, the framework within which we work together has been articulated in a Memorandum of Agreement (MOA). The MOA, which highlights our agreement to work together to achieve a greater level of alumni engagement, expired in April 2020.

Through a series of consultations with University representatives and alumni councillors, the MOA was renewed to cover the period 2020-25, and was approved by Alumni Council and UNB's Board of Governors. It was then signed into effect by UNB President and Vice-Chancellor Dr. Paul Mazerolle and Associated Alumni President Peter Syroid.

EXECUTIVE DIRECTOR SEARCH

Margaret Grant-McGivney retired as executive director on Dec. 31, 2019. A search committee, chaired by Jill Jollineau, was struck and consisted of Alumni Council President Peter Syroid and Alumnae Council President Jennifer Sutherland Green, as well as Vice-President Advancement Bob Skillen. Michelle McNeil (BBA'03, MBA'09) took over as executive director on Jan. 1, 2020.



UNB has long been my home and an integral part of my life. I met my husband, Colin Miller (BBA'04), when we lived in residence together, our kids are now huge Reds fans, and many of our best memories and closest relationships are connected to UNB. I can't wait to work with alumni council and the advancement team to proudly tell UNB's story and to engage with our alumni all over the world.



MICHELLE MCNEIL (BBA'03, MBA'09)
UNB Associated Alumni Executive Director



ALUMNI SURVEY & CREATION OF NEW ALUMNI ENGAGEMENT PLAN

In 2019, close to 4,500 alumni completed our Alumni Engagement Survey. They shared their thoughts and opinions about their connection to UNB, what is important to them in their alma mater, and how we can better connect with them.

Alumni spoke, we listened:

PROUDLY UNB: 72% PROUD OF ASSOCIATION WITH UNB

WHAT YOUR PRIORITIES ARE:

- 48%** UNB reputational news items
- 38%** Ongoing educational opportunities
- 35%** Connecting with other alumni

WHAT YOU WANT TO HEAR FROM US:

- MORE STORIES** ABOUT FELLOW ALUMNI
- WHAT'S HAPPENING** AT THE UNIVERSITY / WITH STUDENTS
- MENTORSHIP / MENTEE** AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

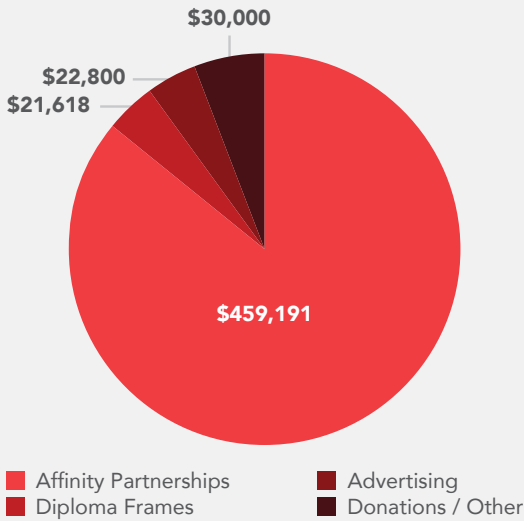
We used this feedback along with insights from an extensive consultation and research process, which began in the fall of 2018, to inform a new five-year alumni engagement strategy. This new engagement strategy sets us up to continue to broaden and deepen alumni engagement, with a renewed focus on celebration, connection and contribution.



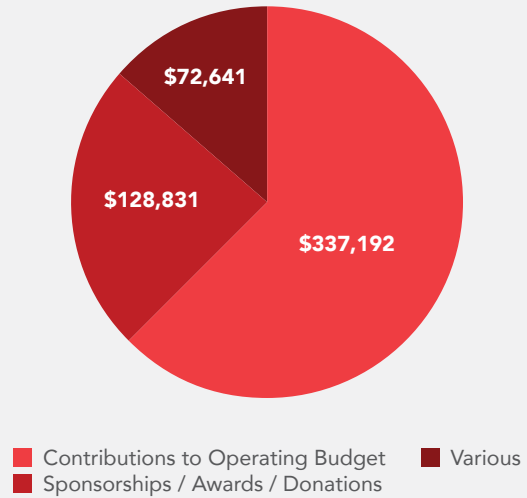
FINANCIALS

SPHERE I (ASSOCIATION)

TOTAL REVENUE: \$533,609

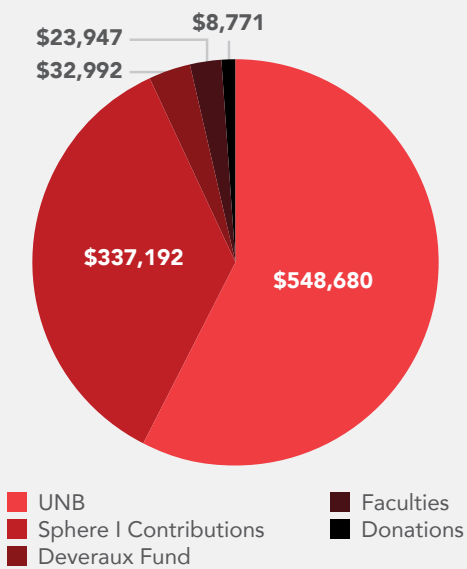


TOTAL EXPENSES: \$538,664

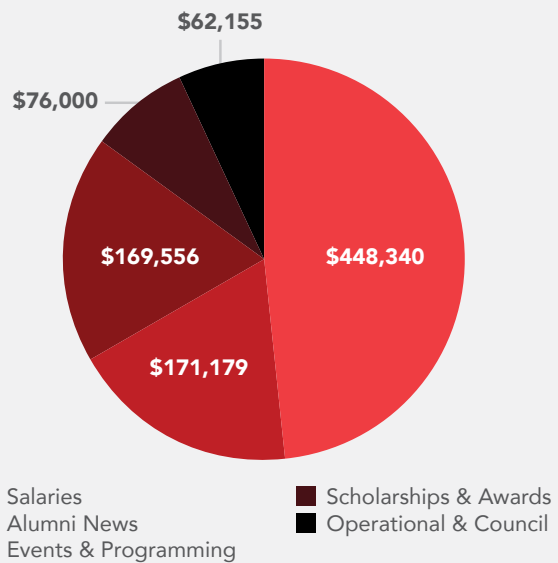


SPHERE II (UNB OPERATING ACCOUNT)

TOTAL REVENUE: \$951,582

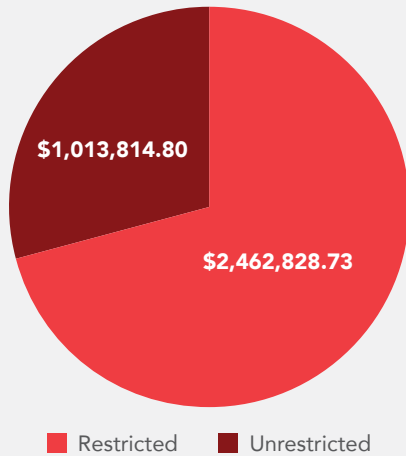


TOTAL EXPENSES: \$927,230



SPHERE III (TRUST FUNDS)

TOTAL: \$3,476,643.53



The Association maintains an independent account, "Sphere I", which includes revenue primarily from our affinity partnerships and expenses related to our contribution to the consolidated operating budget of the Alumni Office, a sponsorship program that supports alumni and student outreach, and expenses related to running the association.

A consolidated operating budget, "Sphere II", comprised of contributions from the University and the Association, supports our alumni engagement efforts each year. Expenses include alumni office staff salaries, alumni news magazine, events and programming, scholarships and awards for students, and general operating expenditures.

SPHERE IV (DEVEREAUX FUND)

\$278,545.98 USD

Sphere III is a collection of trust accounts which are managed by the University, but over which the Association has a fiduciary responsibility. These are largely restricted accounts, meaning that they are designated for a specific purpose such as bursaries, scholarships, and awards for students. There are also two accounts that are unrestricted and available for use by the Association to support our mission and vision.

Sphere IV is a charitable fund established by a generous alumnus to support strategic initiatives aimed at building capacity within our alumni membership for a stronger engagement with the University.



ALUMNI COUNCIL

PRESIDENT

PETER SYROID

(BScME'98, D-TME'98, MBA'03),
Fredericton, NB

VICE-PRESIDENT

JILL JEFFREY

(BPE'82, BEd'83), Halifax, NS

TREASURER

BEVERLY GUIMOND

(BBA'04), Saint John, NB

SECRETARY

ROBERT SHARPE

(BScCE'95, MScCE'02),
Fredericton, NB

PAST PRESIDENT

JILL JOLLINEAU

(MEd'02), Saint John, NB

**REPRESENTATIVES TO BOARD
OF GOVERNORS**

DAVID WOOLNOUGH

(MScSE'70, PhD'74), Nictaux, NS

JILL JOLLINEAU

(MEd'02), Saint John, NB

BROOKE DELONG

(BA'95), Sudbury, ON

COUNCILLORS

TRAVIS BERGIN

(BScCE'02, D-TME'02, MScCE'04),
Fredericton, NB

RORY BARNABLE

(LLB'01), Toronto, ON

STEPHANIE FOX

(BBA'04), Saint John, NB

ANDREW MARTEL

(BCS'15), Fredericton, NB

NATHAN MUNROE

(BBA'12, MBA'14), Saint John, NB

SARAH BIRCH

(BBA'01, LLB'04), Halifax, NS

**FREDERICTON SENATE
REPRESENTATIVE**

ANDREW MARTEL

(BCS'15), Fredericton, NB

**SAINT JOHN SENATE
REPRESENTATIVE**

JILL JOLLINEAU

(MEd'02), Saint John, NB

**PRESIDENT OF THE
ASSOCIATED ALUMNAE
JENNIFER SUTHERLAND
GREEN**

(LLB'99), Hanwell, NB

**SAINT JOHN STUDENT
REPRESENTATIVE**

PATRICK HICKEY

(BSc'21), Saint John, NB

**FREDERICTON STUDENT
REPRESENTATIVE**

ISABELLA GALLANT

(BSC'22), Fredericton, NB

UNB PRESIDENT

DR. PAUL MAZEROLLE

(BA'89), Fredericton, NB

**ASSOCIATION EXECUTIVE
DIRECTOR**

MICHELLE MCNEIL

(BBA'03, MBA'09), Fredericton, NB

ALUMNI OFFICE STAFF

EXECUTIVE DIRECTOR

MICHELLE MCNEIL (BBA'03, MBA'09)

EXECUTIVE ASSISTANT & OFFICE MANAGER

JENNY KNUTSSON

ASSISTANT DIRECTOR (SAINT JOHN)

MARY DUFFLEY

ALUMNI ADVANCEMENT OFFICER (COMMUNICATIONS)

NATALIE MONTGOMERY (BBA'99)

ALUMNI ADVANCEMENT OFFICER (FACULTIES)

KELLY ANDERSON (BA'95)

ALUMNI ADVANCEMENT COORDINATOR (CHAPTERS & SPECIAL EVENTS)

DIANE MCADAM (BBA'89)

ALUMNI ADVANCEMENT COORDINATOR (REUNIONS, HOMECOMING, ATHLETICS)

SHONDA COTTON

ALUMNI ADVANCEMENT COORDINATOR (YOUNG ALUMNI)

NATASHA REGO (BA'13)

MARKETING COMMUNICATIONS COORDINATOR

ALISHA BAINBRIDGE (BBA'15)



EVENTS, OUTREACH & PROGRAMMING

HOMECOMING

Our annual Homecoming celebration occurred September 26 to 29, 2019, welcoming almost 500 alumni and guests back to our Fredericton campus. This weekend-long celebration was a wonderful opportunity for classmates of all ages to reconnect to one another and to their alma mater.

Homecoming events Included:

- All Classes Meet and Greet
- Golden Grad Breakfast
- Campus Tour
- UNB Research Showcase
- Homecoming Lobster Boil
- Visit to Boyce Farmers' Market
- Homecoming Football Game
- Class of '69 (50th Anniversary) Wine and Cheese at Somerville House
- Senior Classes Dinner
- Homecoming Tasting
- Farewell Breakfast at McConnell Hall
- ...plus 21 additional small class reunion events



PROUDLY UNB

The Proudly UNB Awards was to celebrate its 15th year of recognizing UNB alumni who have achieved great success through their professional and charitable pursuits, and extraordinary contributions to our university, their local community, country and beyond. In March, due to the global pandemic, we made the difficult decision to postpone our cherished signature event. We look forward to celebrating the 2020 recipients in the near future.



2020 PROUDLY UNB AWARD RECIPIENTS

ALUMNI AWARD OF HONOUR



MARC P. BEDARD (BBA'74)

ALUMNI AWARD OF DISTINCTION



PATRICIA G. BEATTIE-HUGGAN (BN'69)



THOMAS C. LISTON (BBA'96)

YOUNG ALUMNI ACHIEVEMENT AWARD



CALEB L. GROVE (BScME/
D-TME'15, ME-TME'17)

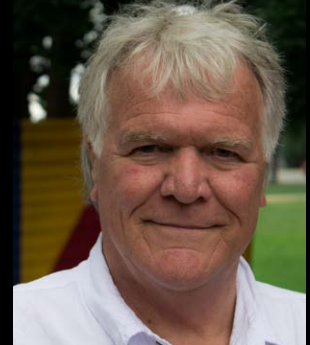
VOLUNTEER OF THE YEAR



D. BRIAN FREEMAN (BBA'74)



ANITA M. NAIDU (BScEE'05, MScChE'08)



PETER W. H. PACEY (BA'71, MEd'80)



OKTOBERFEST

The fourth UNB Oktoberfest event was held Friday, Oct. 11, at Market Square in Saint John. The 2019 event saw the largest attendance since the event began in 2016, with just over 200 alumni and friends.

CAREER TALKS

Career Talks was an event held on both campuses in November 2019. UNB alumni shared their advice and knowledge with current students following a speed networking format. Students sat in groups and received invaluable tips from UNB alumni on career and professional development related topics.

This was a great opportunity for students to expand their network, connect with alumni, and gain a better understanding of how education and career interests relate to future jobs.



Career Talks was an extremely valuable event for me as an engineering student. I gained insight on what employers really look for in a resume or interview and was excited to learn from industry professionals how to improve my LinkedIn usage and profile. I gained several new connections and am looking forward to attending this event again. "

Fourth Year Mechanical Engineering Student



REUNIONS

While most of our reunion events occur during Homecoming weekend, we do have some groups who like to meet at different times of the year:

REUNION EVENTS	DATE
Civil Engineering Class of 1960 Reunion	June, 2019
Civil Engineering Class of 1974 Reunion	July, 2019
UNB RFC (Rugby) Toks Akpata Golf Charity Classic	July, 2019
Nursing Class of 1987 Reunion	August, 2019
Law Class of 1999 Reunion	August, 2019
UNB Cross Country Alumni Dinner	October, 2019
Women's Volleyball Alumni Weekend	November, 2019
Men's Volleyball Alumni Weekend	January, 2020

U35 YOUNG ALUMNI NETWORK

Our U35 young alumni network connects UNB grads with one another to provide them with opportunities to socialize, network and build professional relationships

U35 YOUNG ALUMNI NETWORK EVENTS	ATTENDANCE
Saint John PD Workshop: How are you wired to inspire? (Online)	9
The Tasting 2019	76
U35 Men's Hockey Game: Reds vs. Tigers	20
Atlantic University Alumni Pub Night (Ottawa):	18
Oktoberfest 2019	66
UNB-Humber Champagne Toast (Toronto)	98

1,358 U35

RESPONDED TO OUR ALUMNI ENGAGEMENT SURVEY

189 RANKED AS ENGAGED

584 RANKED AS SOMEWHAT ENGAGED



CHAPTERS

Regional alumni chapters and groups include alumni that are the catalyst for bringing the UNB spirit to others. These volunteers work hard to engage alumni, students, parents and friends throughout the year, providing a variety of event types which appeal to all ages and backgrounds. The UNB Associated Alumni and the Alumni Office are so pleased to work with these amazing people and love meeting our fantastic alumni and friends along the way.

CHAPTER EVENT	ATTENDANCE
Edmonton Alumni Farewell to Eddy Campbell	30
Calgary Alumni Farewell to Eddy Campbell	62
Ottawa Dominion City Brewery Tour, Tasting and Social	20
SW Ontario Farewell to Eddy Campbell	34
UNB Alumni & Friends Dinner in Hong Kong	27
Annual Calgary Alumni & Friends Maritime Surf n' Turf	49
Saint John Alumni & Friends Farewell to Eddy Campbell	49
Alumni & Friends "Tour and Brunch" at the Ottawa Art Gallery	15
UNB Alumni & Friends at REDBLACKS vs. ARGOS	31
Calgary Alumni at the Aussie Rules Piano Bar	10
Moncton: Conversation and Cocktails with UNB President Dr. Paul Mazerolle	32
Halifax: Conversation & Cocktails with UNB President Dr. Paul Mazerolle	45
2019 Trinidad and Tobago Alumni & Friends Reception	190
UNB Calgary Alumni at the Saddledome	14
Calgary Alumni Winter Warmer Pub Night	10
Sault. Ste. Marie Pub Night	12
Ottawa Chapter Conversation and Cocktails with the President Dr. Paul Mazerolle	52



UNB'S TEN THOUSAND COFFEES

We gained a new way for UNB alumni and students to connect with each other this year: through UNB's new networking and mentoring platform, Ten Thousand Coffees. The platform matches students and alumni each month based on their specific career interests and goals. Supporting our students' needs for career-based conversations and mentorship, it gives UNB students and young alumni the space to practice real-world networking skills and learn valuable career advice from a network of alumni professionals who are seeking opportunities to give back to the next generation of graduates.

551 active members

- 136 undergraduate students
- 99 graduate students
- 92 seasoned alumni
- 85 young alumni
- 53 new grads
- 72 mid-career alumni
- 14 university staff



I really enjoy my experiences meeting new people through Ten Thousand Coffees. I have been able to connect with students and share insights into academics and careers in law, while helping develop my own networking skills!

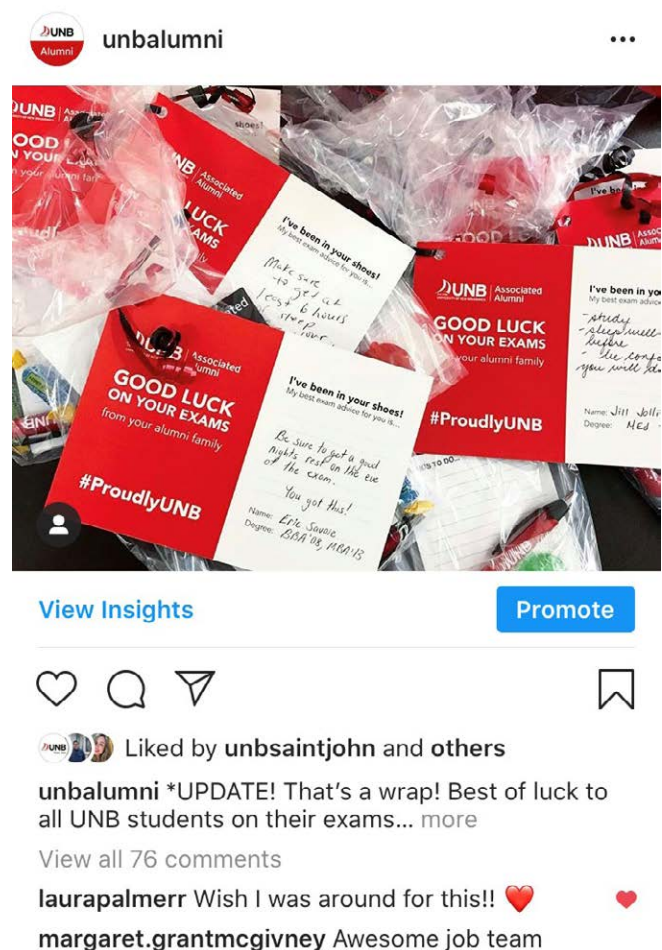


UNB young alumna

STUDENTS & GRAD CLASS OUTREACH

Grad Class newsletters and welcome emails for both spring 2019 and fall 2019 continue to have 50-70 per cent unique open rates. **Grad class contact info updates: 873 from spring and fall**

Continuing with the great success of our exam packs campaign, in fall 2019 we gave away 80 exam packs on both campuses. This resulted in 633 Instagram story impressions, and 45 post comments on the UNB Alumni Instagram page.



STUDENT AWARDS

ALUMNI LEGACY AWARD

Laura Palmer was awarded the inaugural Alumni Legacy Scholarship, while in her third-year of studies on the Saint John campus. The association is proud to support her studies at UNB with this \$15,000 award, funded by generous alumni donors.

[Watch Laura's Video](#)



ALUMNI STUDENT LEADERSHIP AWARD

The Alumni Student Leadership Award is presented each year to undergraduate students who have demonstrated outstanding leadership through involvement in extracurricular activities on campus and in their community.

2019 Recipients

- Caroline Stephen (BScE)
- Charlotte Sampson (BA, BSc)

GRADUATING STUDENT LEADERSHIP AWARD

The UNB Saint John Graduating Student Leadership Awards recognize students who have made outstanding voluntary extracurricular contributions to their academic program/department, or to UNB Saint John as a whole.



2020 Graduating Student Leaders

- Dayna Alexander (BBA)
- Alex Allison (BBA)
- Joelynn Annoh-Kwafo (BSc)
- Bailey Boyer (BSc)
- Ashley Cook (BN)
- Kendra DeMerchant (BSc)
- Gabrielle Gibbons Salib (BBA)
- Emma Green (BBA)
- Catherine Hall (BSc)
- Chantel Henderson (BBA)
- Madison Herrington (BSc)
- Justin Leslie (BA)
- Kathryn Magee (BBA)
- Montana Meyer (BBA)
- Abigail Morgan (BN)
- Marie Elisabeth Nombro (BA)
- Luke Watson (BSc)
- Allison Woodman (BN)



SPONSORSHIP PROGRAMMING

In 2019-20, the Associated Alumni distributed an approximate total of \$110,134 in sponsorship monies.

- General Sponsorship - \$35,058
- Personal Development Fund - \$1,530
- Student-Alumni Engagement - \$1,200
- Richard Scott Merit Award: \$25,000
- UNB Saint John Project Fund (still to be determined): \$25,000
- UNB Athletics Sponsorships (FR & SJ): \$14,000
- Other: \$8,346

Sponsorship dollars helped support the following UNB student events and awards:

TEDxUNB Fredericton & Saint John; UNBSJ SRC Orientation Week; UNB Student Union Orientation Week; Girls STEM Up Discovery Conference; Business Administration Undergraduate Case Competition; NB Women in Business first Annual Conference; Richard Scott Merit Award



COMMUNICATION ACTIVITIES

ALUMNI NEWS MAGAZINE

In early 2019, we began the process of refreshing Alumni News, with the goals of: producing a magazine that is relevant to alumni, keeping up-to-date with design industry standards, and distributing the magazine in a more sustainable way and in line with the preferences of our alumni. The refresh project consists of a re-designed print magazine and the creation of a web magazine.

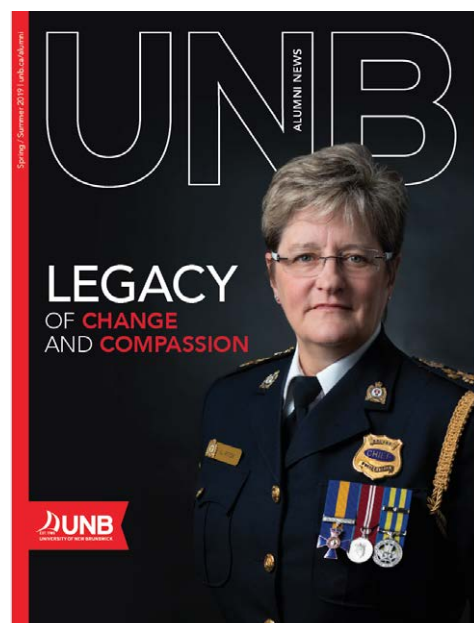
NUMBER OF MAGAZINES DISTRIBUTED

SPRING 2019 – 58,673

FALL 2019 – 59,622

AD REVENUE

\$22,800



EMAIL

OVER 125
ALUMNI EMAILS SENT
FOR A TOTAL OF
590,328
DELIVERED EMAILS

OVERALL OPEN RATE OF 21%

FACULTY ENGAGEMENT

Between May 2019 and April 2020, six faculty-segmented newsletters were sent, three faculty of management newsletters and three faculty of engineering newsletters.

Faculty of management

33% open rate

3% click through rate

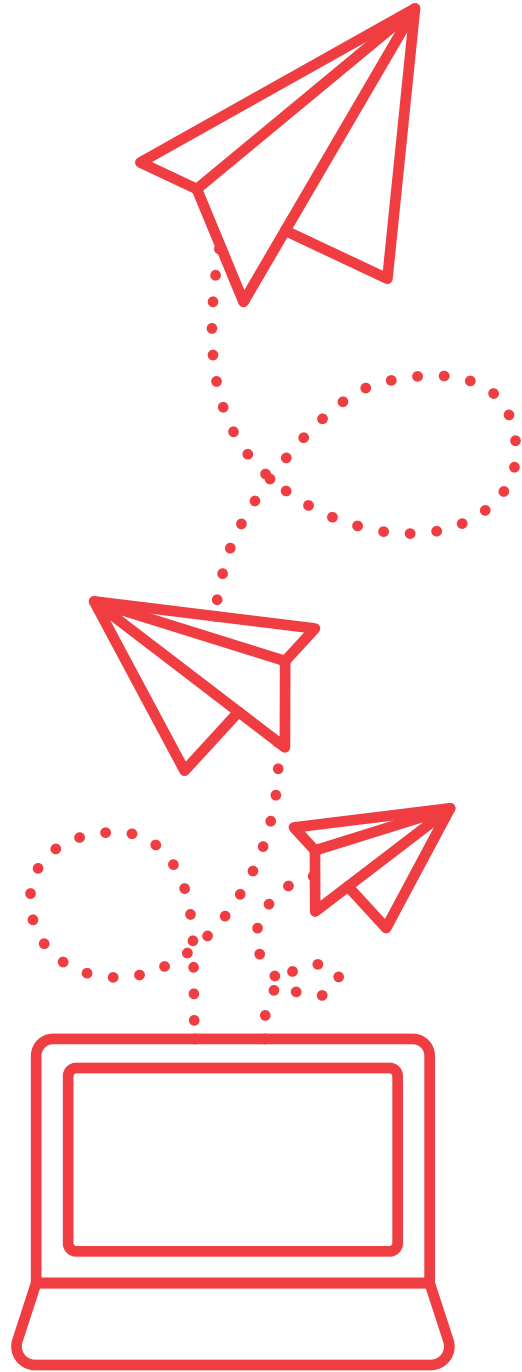
Faculty of engineering

43% open rate

5% click through rate

ELOQUA PHASE OUT

In 2019 the process to phase out our use of Eloqua as an email platform began. As of June 1, 2020, all alumni and other advancement team emails will be sent through MailChimp.



SOCIAL MEDIA

The Alumni Office operates Twitter, Facebook, Instagram and LinkedIn accounts, while the Young Alumni program has a separate Facebook account. Over the course of the past fiscal year, we saw over 63,000 engagements and 1.5 million impressions on our social media accounts.

INSTAGRAM

209,000
IMPRESSIONS

(not reported on last year)

1,390 followers

4,276 engagements
(6% increase from previous year)

TWITTER

522,000
IMPRESSIONS

(13% decrease over previous year)

2,580 followers
(4% growth over previous year)

893 engagements
(42% decrease over previous year)

FACEBOOK

756,000
IMPRESSIONS

(13% increase over previous year)

5,806 followers
(4% growth over previous year)

58,200 engagements
(10% decrease over previous year)

FACULTY ENGAGEMENT

Two faculty LinkedIn pages are managed by the Alumni Office to connect with and engage alumni and students.

Faculty of engineering

2,715 connections
(70% increase from previous year)

Faculty of management

720 connections
(profile started in February 2019 with 0 connections)

WEBSITE

PAGEVIEWS
114,714

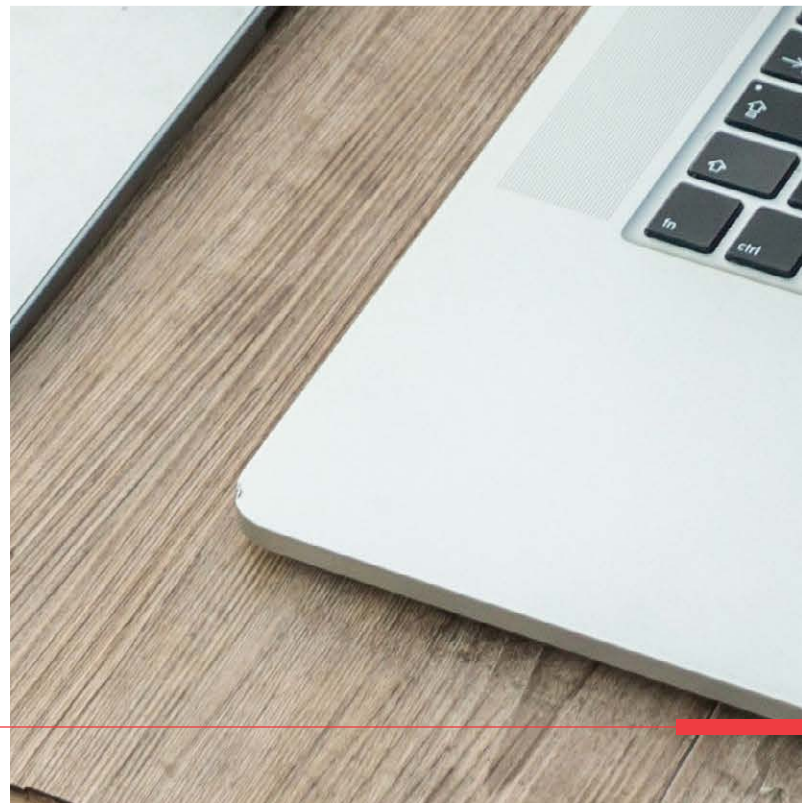
(0.37% increase over previous year)

NEW USERS 26,966

(21% increase over previous year)

UPDATE FORM COMPLETIONS 1,392

(19% increase over previous year)



Stay Connected

Events

Awards

Benefits and Services

Alumni News

About Us

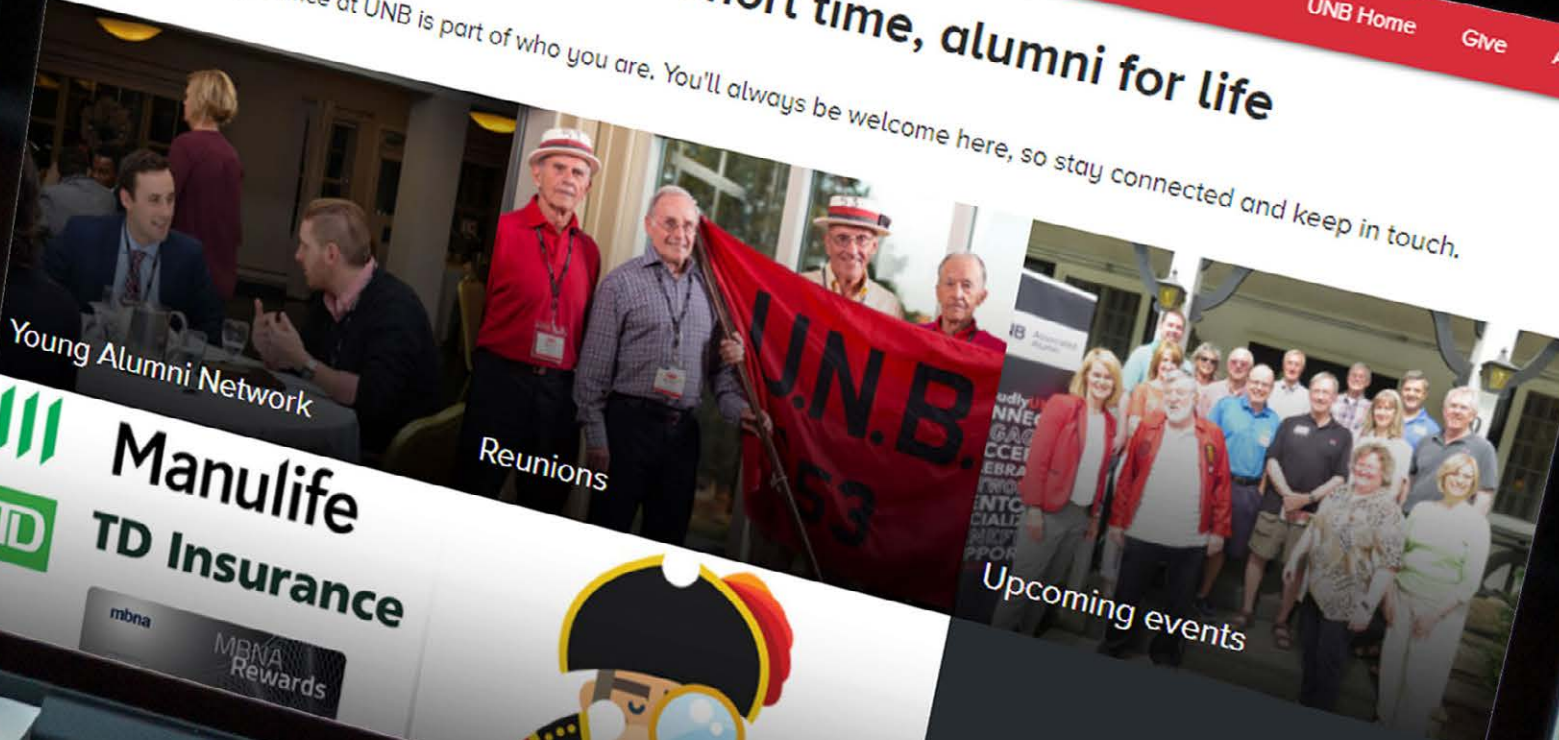
UNB Home

Give

App

Students for a short time, alumni for life

Your experience at UNB is part of who you are. You'll always be welcome here, so stay connected and keep in touch.



Young Alumni Network

Reunions

Upcoming events



Manulife



TD Insurance



Connect with us



ALUMNI BENEFITS & SERVICES

AFFINITY PROGRAMS

It pays to be a graduate of UNB. Through our affinity partnerships, we are proud to offer exclusive alumni benefits and services as part of this life-long membership. When alumni purchase through our affinity partners they are also helping to support programs and scholarships for UNB students - our future alumni.

TD INSURANCE



As a trusted partner, the TD Insurance Meloche Monnex program is dedicated to helping UNB alumni get access to preferred insurance rates on car, home, condo and tenant coverage.

MANULIFE



Manulife offers affordable protection for University of New Brunswick alumni and their families. The University of New Brunswick Alumni Insurance Plan was designed to offer affordable group rates and a wide range of coverage options.

MBNA



MBNA makes a contribution in support of alumni and student initiatives for each eligible new account acquired.

When you support our alumni affinity partners you also support our students. [Watch the video.](#)

The following is revenue received by the Alumni Association as a result of partnership agreements.

PARTNER	2019-20	2018-19	2017-18	2016-17	2015-16
TD Insurance	\$373,009	\$340,196	\$316,512	\$284,220	\$264,553
Manulife	\$50,182	\$66,291	\$63,978	\$67,995	\$70,337
MBNA	\$20,000	\$40,000	\$50,000	\$40,398	\$37,898

Diploma Frames

2019-20	2018-19	2017-18	2016-17	2015-16
\$21,618	\$26,615	\$26,545	\$47,791	\$21,985

**UNIVERSITY
NEW
BRUNSWICK**



