

UNB ASSOCIATED ALUMNI

ANNUAL REPORT

2020-21







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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

93,000+ ALUMNI

80% FR | 14% SJ | 6% other

75,662 CONTACTABLE ALUMNI

2020: 73,600 | Increase of 2.7% YoY

ALUMNI LIFE STAGES

50%

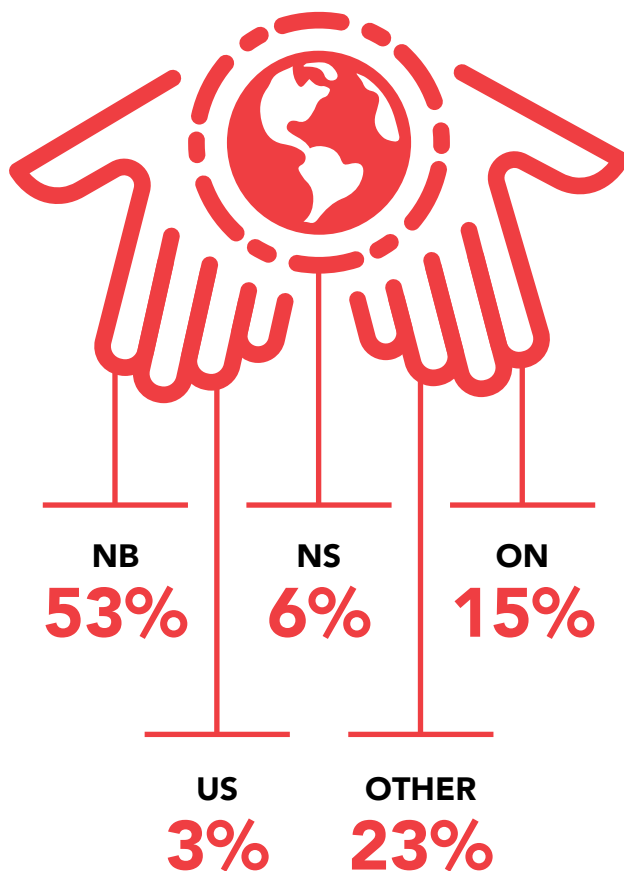
32%

18%

EARLY CAREER &
YOUNG FAMILIES

MID-LIFE

SENIOR



OUR STORY FROM 2020-21

Disruption and change can be a good thing if you remain open to the new opportunities it can bring. That's exactly what the UNB Associated Alumni did in the 2020-21 year, with re-imagined communications and innovative programming for our alumni around the world. Despite the entire year being influenced by a global pandemic we're thrilled to report that we've made extraordinary advancements in engaging alumni in the life and success of UNB.

At the beginning of the year we engaged in qualitative research and tested new digital communications tactics. The resulting data informed a new communications strategy that included a refresh of the Alumni News Magazine design, a shifted content strategy for our digital communications platforms, and a recalibration of our distribution strategy so our story can reach alumni far and wide. We also made significant changes to our alumni website, paying particular attention to the user journey and content that drives engagement behaviours. We began producing monthly alumni news direct e-newsletters, segmented by faculty and campus, allowing us to share more relevant stories about alumni, students, and research with specific audiences. And, we renewed our social media strategy with an enhanced focus on LinkedIn and making better use of Instagram stories. All of these efforts resulted in more than 600,000 engagements with our communications efforts.

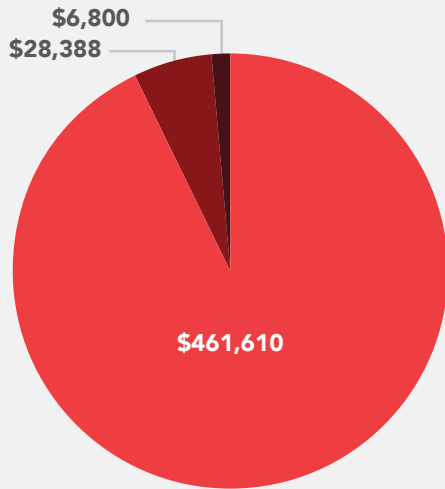
Without any of our traditional in-person events and outreach activities available to us due to long periods of lockdowns and restrictions on in-person gatherings and travel, we shifted quickly to go all-in on digital events and programming. We launched a webinar series called UNB Talks, and transformed Career Talks to a digital format. We enhanced promotion of the Ten Thousand Coffees virtual mentoring and networking platform, including utilizing the Office Hours feature to offer intimate sessions about specific career paths for students. We hosted virtual social events and celebrations and engaged over 300 alumni in 2,300 volunteer hours. All of these efforts helped us to actively engage more than 10,000 alumni either through peer or student connections, alumni benefits, or giving their time, knowledge or experiences to the life and success of UNB.

The 2020-21 year is one none of us will soon forget. We answered each of the challenges levied upon us with unbounded spirit and innovation and emerged from the year prouder than ever to be UNBers.

FINANCIALS

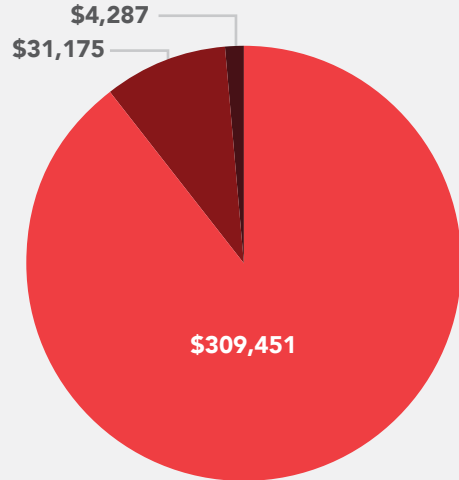
SPHERE I (ASSOCIATION)

TOTAL REVENUE: \$496,798



- Affinity Partnerships
- Advertising
- Diploma Frames

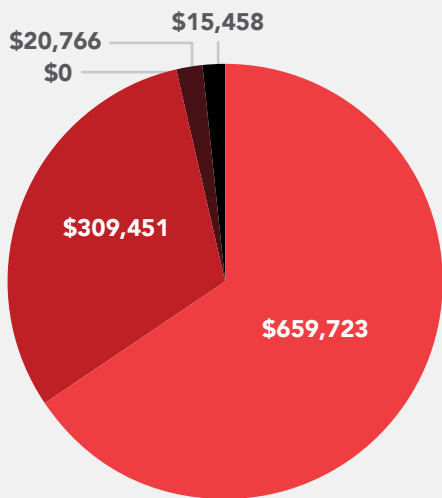
TOTAL EXPENSES: \$344,913



- Contributions to Operating Budget
- Sponsorships / Awards / Donations
- Various

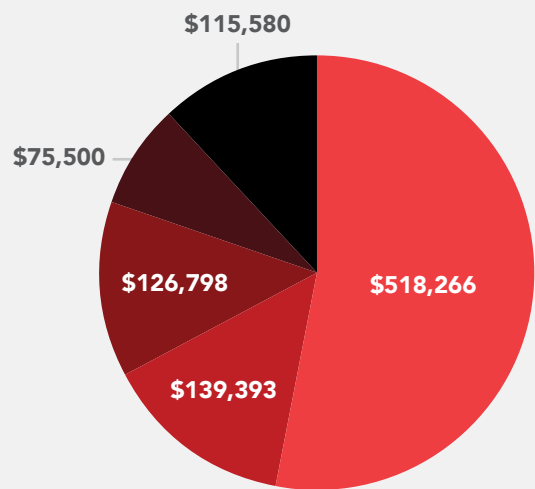
SPHERE II (UNB OPERATING ACCOUNT)

TOTAL REVENUE: \$1,005,398



- UNB
- Sphere I Contributions
- Deveraux Fund
- Faculties
- Donations

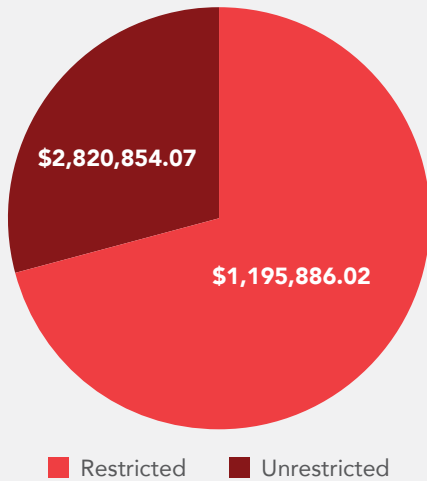
TOTAL EXPENSES: \$975,537



- Salaries
- Alumni News
- Events & Programming
- Scholarships & Awards
- Operational & Council

SPHERE III (TRUST FUNDS)

TOTAL: \$4,016,740.09



SPHERE IV (DEVEREAUX FUND)

\$343,901.26

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 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

JANE KIDNEY-HERMELIN

(BBA'97), Fredericton, NB

SAINT JOHN STUDENT

REPRESENTATIVE

PATRICK HICKEY

Saint John, NB

FREDERICTON STUDENT

REPRESENTATIVE

VISHNU VARDAN

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)



ALUMNI ENGAGEMENT STRATEGY 2020-2025

The University of New Brunswick Alumni Association's engagement strategy for 2020-2025 provides a map for the future of the association, setting forth our goals to actively engage more alumni in the life of UNB.

STRATEGIC PRIORITIES

Our strategic priorities are rooted in our pillars of celebration, connection and contribution and will guide our work from 2020-2025.

1. Tell our story to increase awareness and pride among alumni.
2. Celebrate alumni, students and UNB milestones and achievements.
3. Foster a culture of connection and contribution among students and alumni.
4. Deepen relationships with engaged and somewhat engaged alumni.
5. Obtain the best possible data to make evidence-based decisions and optimize effectiveness.

VISION

A proud, inspired and motivated community of alumni and students engaged in the life and success of UNB.

MISSION

We engage alumni by nourishing pride; foster connections between alumni, students and UNB; and enable contribution.

PILLARS

Our pillars align with our mission and give us the foundation on which all activities, programs and services are built.

Celebration: We will engage alumni and students by nourishing pride, celebrating accomplishments and telling our story.

Connection: We will foster connections between alumni, students and UNB to encourage mentorship, professional development and lifelong learning and growth.

Contribution: We will work to create a dynamic environment that enables alumni contribution in the form of time, talent and treasure.



ALUMNI ENGAGEMENT UPDATE

TELL OUR STORY TO INCREASE AWARENESS AND PRIDE

ALUMNI NEWS MAGAZINE

To complement, as well as supplement, the print magazine, we launched the digital version of Alumni News in December 2021. An email with the link to the digital magazine was sent to all contactable alumni, and faculty and staff.

With new and more widely distributed digital content, we can track what resonates with our audience and serve up more of what engages them.

NUMBER OF MAGAZINES DISTRIBUTED

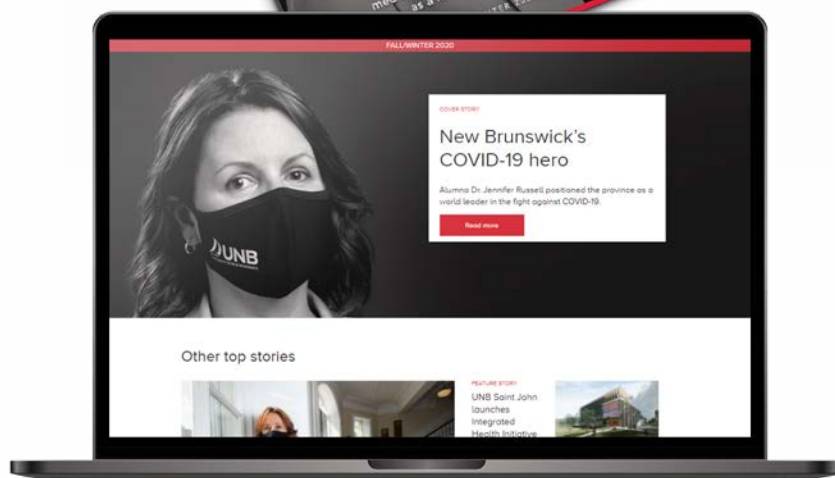
PRINT – 43,103

DIGITAL – 47,554

DIGITAL SUBSCRIPTIONS RECEIVED: 617

NUMBER OF DIGITAL MAGAZINE PAGE VIEWS: 15,745

MOST VIEWED STORY: JENNIFER RUSSELL – 2,567 PAGE VIEWS



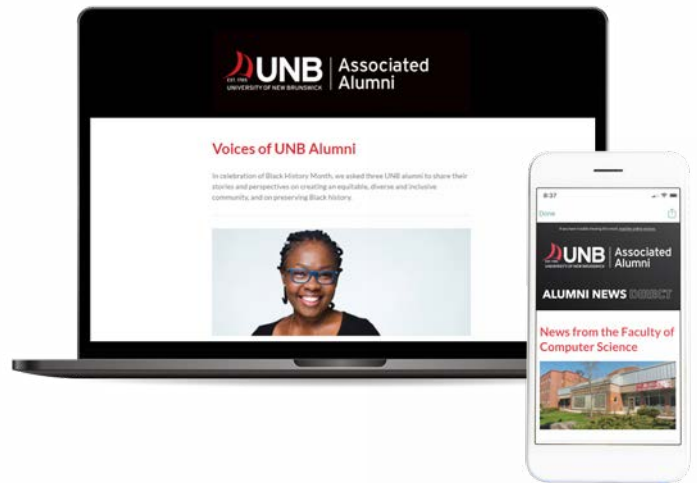
NEWSLETTERS

We worked to engage alumni with the news and stories they want to see by segmenting our monthly digital newsletters based on affinity to faculties and demographics. We armed alumni with faculty stories of innovation, experiential learning and research so they could be a part of it! Of particular interest this year were our two special “Voices of UNB” issues where we gave alumni their own platform to tell their stories during Black History Month and Indigenous History Month.

- Total newsletters sent: 380,468
- Total unique opens: 69,250
- Average open / click rate: 18.5% / 2.5%

**FACULTY SEGMENTED
OPEN / CLICK RATE:
25.3% / 5.2%**

**NON SEGMENTED
OPEN / CLICK RATE:
16.3% / 1.7%**



BLOG (ALUMNI FEATURES)

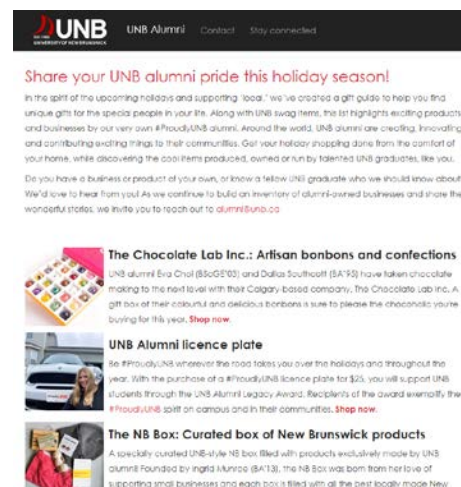
Our alumni have amazing stories worth sharing. We did just that this year on our Alumni Blog, which highlighted the career journeys and insights of alumni – both seasoned and just beginning their adventures – from all corners of the globe. By sharing successes, examples of leadership, positive impacts in the community, innovative ventures – and even lessons learned the hard way – we make each other stronger and share what it means to be #ProudlyUNB.

Story views: 24,399 (135,450.00% increase over previous year)

- Most viewed stories:
 - Holiday gift guide - 2,694
 - Top 50 CEOs - 1,417



The Atlantic Business Magazine's 2020 Top 50 CEO Awards recently recognized seven UNB alumni.



SOCIAL MEDIA

The Alumni Office operates Twitter, Facebook, and Instagram accounts, and the Young Alumni program has a separate Facebook account. While the UNB Marketing Team manages the corporate UNB LinkedIn page, this social platform reaches over 50,000 UNB alumni.

Over the course of the past fiscal year, we saw 87,636 engagements and 1,424,690 impressions on our social media accounts.

FACEBOOK

950,951

IMPRESSIONS

(25% increase over previous year)

8,798 followers
(7% growth)

69,715 engagements
(19% increase over previous year)

TWITTER

346,075

IMPRESSIONS

(33% decrease over previous year)

2,734 followers
(6% growth)

10,631 engagements
(1,090% increase over previous year)

TOP POSTS:
Jennifer Russell Alumni
News magazine story
Graduating student leaders
announcement

TOP POSTS:
Top 50 CEOs
Michelle how it started >
how it's going

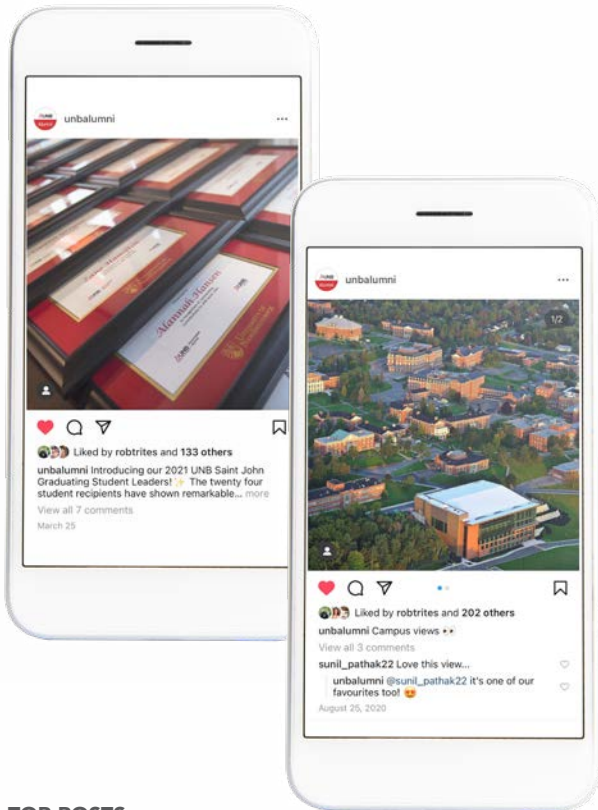
INSTAGRAM

127,664
IMPRESSIONS

(38% decrease over previous year)

1,840 followers
(32% growth)

7,290 engagements
(70% increase over previous year)



TOP POSTS:

- Campus aerial shots
- Graduating student leaders announcement

LINKEDIN (CORPORATE LINKEDIN PAGE)

1,282,033
IMPRESSIONS

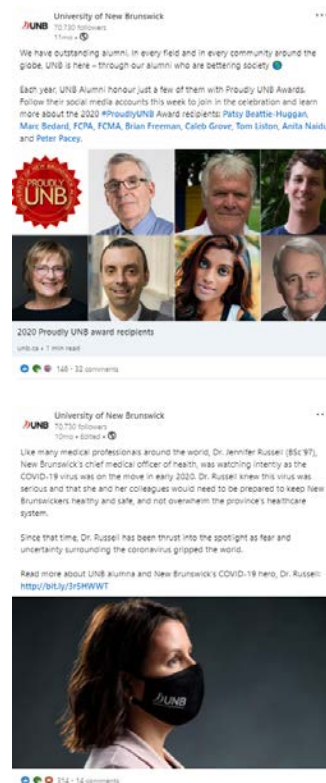
55,611 alumni on LinkedIn
48,169 engagements

Faculty of engineering page

Connections: 999

Faculty of management page

Connections: 996



TOP POSTS:

- Jennifer Russell News magazine story
- Celebrate Proudly UNB online

WEBSITE

In November 2020, the alumni website underwent a cosmetic refresh, including the addition of more calls to actions, improved user flow, and increased emphasis on sharing alumni stories and news.

PAGEVIEWS

158,589

(38% increase over previous year)

NEW USERS 48,141

(78% increase over previous year)

UPDATE FORM COMPLETIONS 1,008

(28% decrease over previous year)

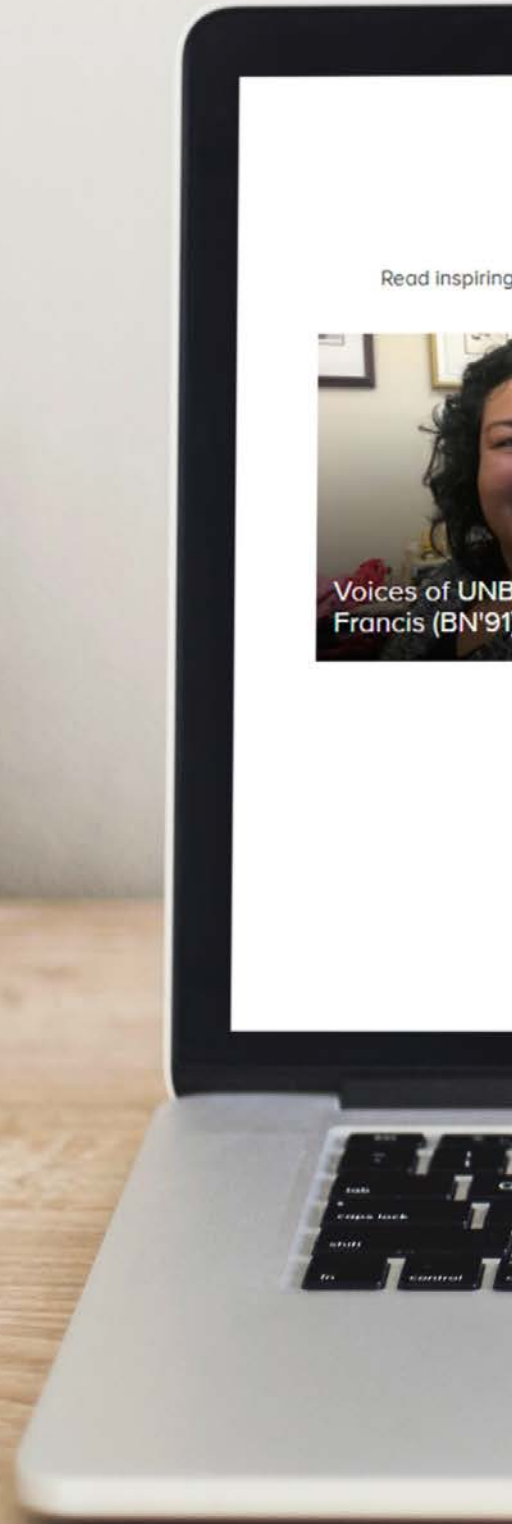
TOP SOURCES:

Organic search: 36%

Direct: 24%

Social: 17%

Email: 16%

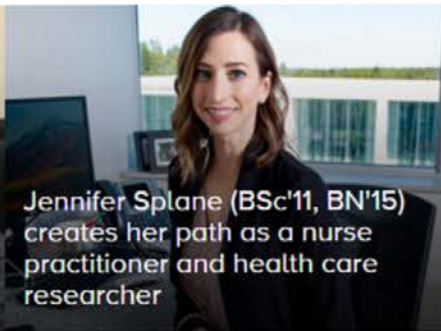


Inspiring alumni

stories of your fellow UNB alumni and how they are creating positive impact on our communities and the world.



Alumni: Shelley



Jennifer Splane (BSc'11, BN'15)
creates her path as a nurse
practitioner and health care
researcher



Professional backcountry
snowboarder Geoff Brown
(BSc'02) takes on his next big
adventure

[Read more inspiring alumni stories >](#)

CELEBRATE ALUMNI, STUDENTS AND UNB MILESTONES AND ACHIEVEMENTS

PUNB ONLINE CELEBRATIONS

In December 2020, we recognized our 2020 Proudly UNB Award recipients with an online celebration. A video congratulatory message was sent to each award recipient through ThankView, an email was sent to all alumni inviting them to join our virtual celebrations, and posts were sent out on our social media pages recognizing the distinguished alumni award recipients.



Read more about @Liston: bit.ly/PUNB-2020



9:56 AM · Dec 3, 2020 · Twitter Web App

ALUMNI REACHED

10,157 EMAIL OPENS
45,000 SOCIAL IMPRESSIONS

STUDENT & GRAD CLASS OUTREACH

DIGITAL EXAM PACKS

In December 2020 and April 2021, we rejuvenated our existing exam pack contest into a digital campaign to support students studying remotely. UNB students who engaged with our Instagram campaign received an instant digital Starbucks coffee card, as well as a video message from an alumnus(a) sending their well wishes and best exam week advice. 104 students and 18 alumni were directly engaged through these two campaigns.



GRADUATION

- Newsletter open rate: 60%
- Grad class contact info updates: 387
- Grad boxes were sent to 2,238 spring and fall graduates that included our alumni pin, laptop sticker and other UNB swag items.
- Toast views: 6,568
- Frames sold: 706



CELEBRATING STUDENTS

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.

2020 RECIPIENTS:

Brianna Forbes (BSc) Hannah Sharpe (BSc)
Chloe Dallon (BSc) Hanna Grossman (BSc)

ATHLETIC LEADERS

- UNBSJ: 8 students recognized
- UNBF: 33 students recognized

MORE THAN
\$150,000
IN ALUMNI SCHOLARSHIP MONIES
AWARDED TO
120 UNB STUDENTS

GRADUATING STUDENT LEADER AWARDS

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. This year, we recognized the 2021 and 2020 recipients at a virtual celebration.

2021 RECIPIENTS:

Ariel Arthurs (BBA) Jennifer Lord (BA)
Jessica Cook (BN) Sobana M (BSc)
Maria Cummings (BBA) Jordan MacDonald (BA)
Chloe Dallon (BSc) Kate MacNeill (BN)
Janet Debly (BSc) Kimberly Mazerolle (BSc)
Emily Fitzpatrick (BBA) Harold Oh (BSc)
Brianna Forbes (BSc) Logan Perry (BSc)
Hanna Grossman (BSc) Lauren Purdy (BBA)
Lauren Hartland (BSc) Keshawn Skeir (BBA)
Patrick Hickey (BSc) Sarah Smit (BSc)
Max Lahey (BSc) Hannah Thorne (BBA)
Allyson Lamont (BSc) Ryan Walsh (BAM)



2021 GRADUATING STUDENT
LEADERSHIP
AWARDS

UNB | Associated
UNIVERSITY OF NEWBRUNSWICK | Alumni

FOSTER A CULTURE OF CONNECTION AND CONTRIBUTION AMONG STUDENTS AND ALUMNI

VIRTUAL EVENTS

In spring 2020, our office launched virtual event programming to continue supporting and connecting with our students and alumni living around the world. Our programming included a UNB Talks Online webinar series, focused on providing both personal interest and professional development sessions led

by alumni experts and volunteers. We also launched a Career Talks Online career prep and networking series for graduating students, as well as a number of virtual social events and award celebrations. We engaged alumni of all life stages and alumni living in approximately 15 countries.

UNB TALKS ONLINE WEBINARS

EVENT	REGISTRATIONS	VIDEO VIEWS
Creating an ergonomically healthy workspace at home	170	290
Virtual fireside chat with the presidents	191	272
Adapting to change in the workplace: What a pandemic can teach us	253	156
Reinventing your career search in 2021	113	130
The power of LinkedIn and social reciprocity	254	99
Slaying your taxes	62	142
Boosting your financial health	65	329
Navigating wills & estate planning	307	327
TOTAL	1,415	1,745



CAREER TALKS ONLINE

Two Career Talk sessions were held in mid-November 2020, one for Saint John students and another for those studying on the Fredericton campus. Approximately thirty UNB alumni participated and shared advice and expertise with more than 85 students via Zoom. Students and alumni sat in designated 'break out rooms' to discuss professional development related topics that included: Resumes and Interviewing in a digital space; How to network during the age of COVID-19; and Optimizing LinkedIn to make connections online.

The online format worked very well. It was a terrific opportunity for students to expand their network, connect virtually with alumni, and gain a better understanding of how education and career interests relate to future jobs, all from the comforts of their home.

- Volunteers engaged: 30
- Number of student participants: 85
- Video views: 649

VIRTUAL SOCIAL EVENTS

EVENT	REGISTRATIONS
James Mullinger LIVE in your home	398
UNB alumni virtual beer tasting	64
UNB alumni trivia night	65
TOTAL	527

TEN THOUSAND COFFEES

UNB's Ten Thousand Coffees platform continues to engage students and alumni in virtual networking conversations. During this period, 409 new members joined the platform. We also piloted two alumni-led "Office Hours" webinar sessions exploring career conversations in the federal government and in engineering. We engaged UNB's strategic partner OSCO Construction Group in the latter session.

- Number of active alumni participants: 478
- Number of active student participants: 395
- Office hour event attendees: 20
- Office hour video views: 321

CHAPTER CHARITIES INITIATIVE

Our regional chapters help connect alumni with each other, and with UNB. Our chapter volunteers are our members on the ground, in regions across the country.

In 2020, we enlisted our chapter volunteers to help us distribute \$4,500 to local organizations in their communities who have made a difference during the COVID-19 pandemic, supported by our affinity partners TD Insurance, MBNA and Manulife.

Our chapters answered the call, and we were proud to support the following non-profit organizations doing important things in their communities:



Wow! This marks yet another time for me to be so proud to be both a member of the UNB alumni association and a long time TD client. This is a fantastic initiative! Without a doubt, Feed Nova Scotia is a highly valued community service in Halifax and throughout NS. Thank you all so much. This is such wonderful news. Once again, something to brag about. "

Halifax-area alumnus

CHAPTER	DONATION RECIPIENT
Halifax - U35 young alumni network	Feed Nova Scotia
Saint John	Romero House
Fredericton	Fredericton Community Kitchen
Ottawa	Ottawa Food Bank
Toronto - U35 young alumni network	Big Brothers Big Sisters Toronto
SW Ontario	London Food Bank
Calgary	Calgary Food Bank & United Way Calgary Area
Edmonton	Food Banks Alberta
Vancouver	Variety the Children's Charity

THANKVIEW

ThankView is an online platform that allows us to send thank you and appreciation video messages to alumni, donors, students and other UNB community members. We have seen higher open rates through ThankView than through our traditional email platforms, deepening our engagement with small segments of our alumni and alumni donors.

- Types of ThankViews we sent
 - Thank yous to volunteers
 - Councillors to student award recipients
 - Legacy Award thank you to donors



NUMBER OF THANKVIEW MESSAGES

SENT: 3,159

NUMBER OF UNIQUE OPENS: 1,429

SPONSORSHIP PROGRAM

In 2020-21, the Associated Alumni distributed \$30,353.72 in sponsorship monies. Due to COVID-19 restrictions, we did not have many groups reach out for sponsorships and therefore the total amount of sponsorship monies distributed is lower than in previous years.

- General/Student-Alumni Engagement: \$7,525
- Other: \$22, 828.72

In 2020-21 sponsorship dollars helped support 8 student events and programs, impacting hundreds UNB students.

Events and programs supported include: Canadian Engineering Competition 2021, UNBF & UNBSJ James Mullinger Orientation Event, Reaching Higher, Renaissance College Student-Alumni Mixer, Girls STEM Up Unity Conference, UNB REDS Athletics, UNB Red Bombers and Sponsorship of diploma frame shipping for online orders of all graduates.



The Renaissance College alumni-student mixer we sponsored connected 24 RC alumni with current students, faculty and staff, and treasured faculty traditions.



DEEPEN RELATIONSHIPS WITH ENGAGED AND SOMEWHAT ENGAGED ALUMNI

VOLUNTEER PROGRAM

In January 2021, we launched a new volunteer platform, housed on ePly, to recruit, track, support, and meet the interests of our alumni volunteers. Fifty-six existing volunteers completed their online profiles and 62 new volunteers signed up to be part of the program.

Ways our alumni volunteer

- Webinar hosts
- Blog contributors
- Ten Thousand Coffees mentors
- Career Talks mentors
- Video messages for graduation
- Video messages for exam packs

NUMBER OF ALUMNI
325

VOLUNTEER HOURS
OVER 2,300

FACULTY OF LAW ALUMNI VOLUNTEERS

Over 80 alumni answered the call to become peer mentors for law students within 24 hours of the initial email request. These alumni gave a substantial amount of time supporting and providing guidance to current UNB law students through virtual peer mentor groups in regions across the country.



AFFINITY PARTNER BENEFITS

Through our affinity partner programs we connect with engaged alumni through exclusive alumni benefits and services. When alumni purchase through our affinity partners, they're supporting sponsorships and scholarships for UNB students - our future alumni!

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

In 2020-21 we also partnered with Irving Oil to offer discounts on their products and services to our alumni. Fifteen alumni took advantage of this discount, engaging with the association and UNB's strategic partner.

ALUMNI DONORS

In 2020-21, 3,337 alumni gave to scholarship, opportunities, and support funds at UNB. Of those 3,337 alumni donors, 129 gave for the first time.

- 106 licence plates sold = \$2,650 for Alumni Legacy Award



PARTNER	2020-21	2019-20	2018-19	2017-18	2016-17
TD	\$389,847	\$373,009	\$340,196	\$316,512	\$284,220
Manulife	\$50,262	\$50,182	\$66,291	\$63,978	\$67,995
MBNA	\$21,500	\$20,000	\$40,000	\$50,000	\$40,398



TD Insurance



Manulife

mbna

OBTAIN THE BEST POSSIBLE DATA TO MAKE EVIDENCE-BASED DECISIONS AND OPTIMIZE EFFECTIVENESS

CONTACT UPDATE

UPDATES COMPLETED

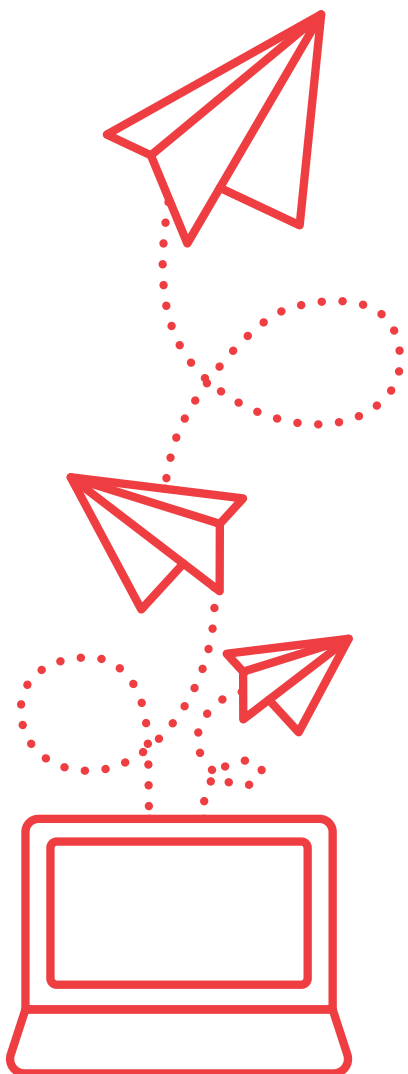
21,507

FOUND CONTACTS

207

LOST CONTACTS

166



RECENT GRAD SURVEY

Class of 2019

- Response rate: 12.5%

Class of 2018

- Response rate: 11.5%

FOCUS GROUP AND OTHER ALUMNI SURVEYS

In August 2020, we conducted focus groups on alumni communications. We used Ray Satterthwaite of Engagement Analysis Inc. as the moderator. Participants were divided into four groups: Saint John grads, under 35, 35-55, 55+.

These focus groups helped shape our communication strategies and allowed us to deeply engage with a subset of our alumni audience.

EVENT SURVEYS

Event surveys completed

- 12 event surveys conducted
- 46% of those surveyed were first time alumni event attendees
- 230 alumni completed surveys
- Overall satisfaction (1 low – high 5): average 4

//

I really appreciated the interactivity with the polls and the chat feature available. Most webinars you just sit and listen - it was nice to be able to participate a bit. Also, I really enjoyed the speaker. So much of what he had to say really resonated with me. Well done! "

//

[It was great] getting to hear the alumni brewers/owners describe their own beer and their perspectives on what to look for in the taste. This is rare unless you go to the brewery and arrange a personalized beer tour and, even then, it is usually done with staff rather than the owner. "



DRIVERS OF ALUMNI ENGAGEMENT

PERSONAL EXPERIENCE

Over 2,800 students impacted through event sponsorship, scholarships, programming, and grad class outreach.

COMMUNICATIONS

Over 600,000 engagements with our alumni communications pieces including email opens, social media engagements, website and blog views, and magazines delivered.

ACTIVITIES & PROGRAMS

More than 10,000 alumni engaged through alumni events, affinity partner benefits and other programming in 2020-21.

VOLUNTEERISM

Throughout the 2020-21 year, 325 alumni volunteered over 2,300 hours of their time, knowledge and experiences to UNB.

DONOR ACTION

3,337 alumni donors gave to numerous UNB causes in 2020/21 including 129 first time alumni donors.








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