

UNB ASSOCIATED ALUMNI

# ANNUAL REPORT

2024-25

100,000 REASONS  
TO BE  
PROUD



@unbalumni



@unbalumni



@unbalumni



University of New Brunswick



alumni@unb.ca



[unb.ca/alumni](https://unb.ca/alumni)



UNB  
EST. 1785  
UNIVERSITY OF NEW BRUNSWICK

Associated  
Alumni



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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 UNB organized the association for the "promotion of sound education and the advancement of the interest of the university."

## ALUMNI BY THE NUMBERS

**101,019 LIVING ALUMNI**

78% FR • 14% SJ • 8% other

**83,431 CONTACTABLE ALUMNI**

2023-24: 81,324 • Increase of 2.6% YoY



## ALUMNI LIFE STAGES

EARLY CAREER &  
YOUNG FAMILIES

MID-LIFE

SENIOR

34%

54%

12%

NB • 44%

NS • 5%

ON • 12%

US • 2%

OTHER • 37%

# OUR STORY

## 2024-25

The momentum of our 100,000 alumni living around the world was felt in full force this year! As we close out the Alumni Engagement Strategy 2020-2025, I'm thrilled to see our community continuing to engage with UNB. While the numbers only tell part of the story, it is worth celebrating how far we've come together. Over the last five years, event and program participation increased by 298 per cent, communication increased by 401 per cent, and engagement with students increased by an incredible 852 per cent.

This year we saw our vision of *"a proud, inspired and motivated community of alumni and students engaged in the life and success of UNB"* become reality.

The momentum was likely influenced by the 100,000 Reasons to Be Proud campaign, launched in December. Through the campaign we are telling stories of UNB alumni around the world who are transforming knowledge into action, effecting positive change in their communities and professions. The idea behind the campaign is that each of our alumni represents 1 of 100,000 reasons we all have to be proud of being UNBers. The campaign has resonated with members, with one of the results being an increase in the number of alumni submitting their stories to us.

To support the campaign, the team redesigned the way we share alumni stories. In late fall, we introduced a new evergreen news site. [Please check it out if you haven't already!](#)



# 100,000 REASONS TO BE PROUD

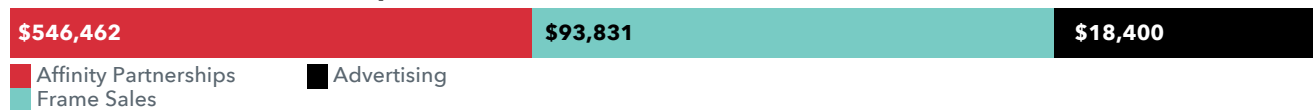
**CAMPAIGN GENEROUSLY FUNDED BY ASSOCIATED ALUMNI BENEFACTORS  
ANDY DEVEREAUX (BScE'71, BA'73, DLitt'98) AND ANN DEVEREAUX (BN'70)**

# FINANCIALS

## SPHERE I (ASSOCIATION)

This is the association's independent account, including revenue primarily from 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 association operating expenses. The association remains in a healthy financial position.

### TOTAL REVENUE: \$658,693



### TOTAL EXPENSES: \$664,925



## SPHERE II (UNB OPERATING ACCOUNT)

This is a consolidated operating budget, representing the university's budgetary interactions with the association, including Alumni Office staff salaries, Alumni News magazine, events and programming, scholarships and awards for students, and general operating expenditures.

### TOTAL REVENUE: \$1,699,395



### TOTAL EXPENSES: \$1,699,395



The increase in contributions from UNB is due to four main factors: a change in accounting practices whereby employee benefits are now charged to the unit instead of centrally, a university-wide review of salary for administrative, professional, and technical employees which, resulted in new salary bands for staff, the addition of a full-time staff member to focus on faculty-based engagement, and a 3 per cent increase to non-salary budgets university wide.

## SPHERE III (FUNDS HELD IN TRUST)

These are accounts held in trust and managed by the university, but over which the association has a fiduciary responsibility. It is made up of **restricted funds** [\$2,137,507] and **unrestricted funds** [\$2,326,199] with a **total value of \$4,463,706**. These funds are largely designated for specific purposes like bursaries, awards, and scholarships for students. Two accounts are available to the association to support our mission and vision.





**PRESIDENT**  
**JENNIFER SUTHERLAND GREEN**  
 (LLB'99) · Fredericton, NB

**VICE PRESIDENT**  
**ANDREW MARTEL**  
 (BCS'15) · Fredericton, NB

**TREASURER**  
**IAN HARDY**  
 (BBA'07) · Saint John, NB

**SECRETARY**  
**ERIN STAFFORD**  
 (BSc'08) · Toronto, ON

**SAINT JOHN REPRESENTATIVE**  
**OLIVE OZOEMENA**  
 (MBA'16) · Halifax, NS

**PAST PRESIDENT**  
**JILL JEFFREY**  
 (BPE'82, BEd'83) · Halifax, NS

**COUNCILLORS**  
**BEVERLY GUIMOND**  
 (BBA'04) · Saint John, NB

**CINDY FLANN**  
 (BBA'84) · Fredericton, NB

**CHRISTOPHER WEIR**  
 (BA'93, BEd'94) · Saint John, NB

**COUNCILLORS** continued  
**SARAH BIRCH**  
 (BBA'01, LLB'04) · Halifax, NS

**KYLE FERGUSON**  
 (BBA'09) · Toronto, ON

**BEV KENNEDY STEEVES**  
 (BA'11) · Fredericton, NB

**REPRESENTATIVES ON**  
**ALUMNI COUNCIL**  
**JANE KIDNEY-HERMELIN**  
 (BBA'97) · Fredericton, NB  
 [Associated Alumnae]

**AYUSH ABHIJIT BHOSALE**  
 Student · Saint John, NB  
 [Student Representative]

**DRASHTANT VARMA**  
 Student · Fredericton, NB  
 [Student Representative]

**DR. PAUL MAZEROLLE**  
 (BA'89) · Fredericton, NB  
 [UNB President and Vice Chancellor]

**MICHELLE MCNEIL**  
 (BBA'03, MBA'09) · Fredericton, NB  
 [Association Executive Director]

**REPRESENTATIVES TO**  
**BOARD OF GOVERNORS**  
**JILL JOLLINEAU**  
 (MEd'02) · Saint John, NB

**PETER SYROID**  
 (BScEng'98, D-TME'98, MBA'03)  
 Fredericton, NB

**JILL JEFFREY**  
 (BPE'82, BEd'83) · Halifax, NS

**REPRESENTATIVES TO**  
**UNB SENATES**  
**MICHAEL MEAGHER**  
 (BScEng'77) · Fredericton, NB

**JORDAN TRACEY**  
 (BSc'15, BBA'18) · Saint John, NB

# ALUMNI OFFICE STAFF

## EXECUTIVE DIRECTOR

**MICHELLE MCNEIL** (BBA'03, MBA'09)

## ADMINISTRATIVE COORDINATOR

**YENNI RODRIGUEZ** (BIS in-progress)

## ALUMNI ADVANCEMENT OFFICER [COMMUNICATIONS]

**NATALIE MONTGOMERY** (BBA'99)

## ALUMNI ADVANCEMENT COORDINATOR [CHAPTERS & SPECIAL EVENTS]

**DIANE MCADAM** (BBA'89)

## ALUMNI ADVANCEMENT COORDINATOR [YOUNG ALUMNI]

**NATASHA REGO MONAGHAN** (BA'13)

## ALUMNI ADVANCEMENT COORDINATOR [REUNIONS & ATHLETICS]

**SHONDA IRVING**

## ALUMNI OUTREACH COORDINATOR

**KATE MORRISON** (MASRS'10)

## MARKETING & COMMUNICATIONS COORDINATOR

**DOUG BARKMAN** (MEd'18)



# ALUMNI ENGAGEMENT STRATEGY 2020-2025

The UNB Associated Alumni's engagement strategy provides a map for the future of the association, setting forth our goals to actively engage more alumni in the life and success of UNB. This is the final year of this strategic plan.

## 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 • Strategic Priority #1

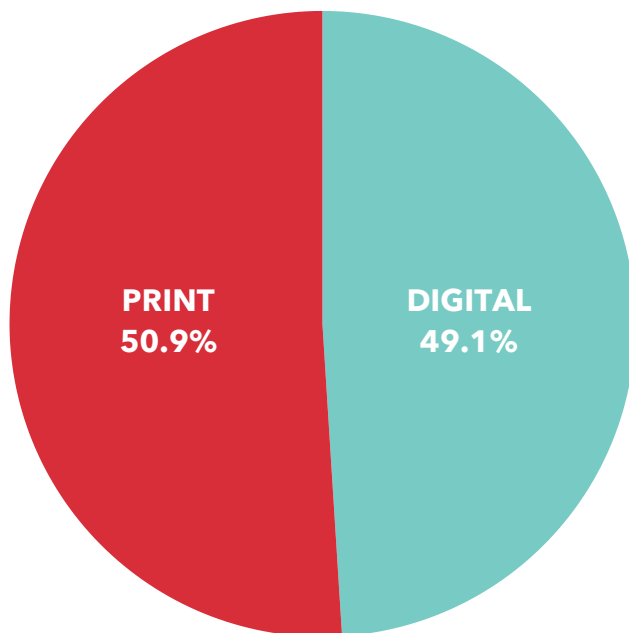
TELL OUR STORY  
TO INCREASE AWARENESS AND PRIDE

## ALUMNI NEWS MAGAZINE

Alumni News is the association's largest touchpoint with our alumni. It is mailed, and emailed, twice a year to alumni around the world. This year, we also created a unified Alumni News site, combining all of our blog articles and Alumni News magazine issues on one site, providing greater accessibility and representation to the stories about our incredible alumni!

### NUMBER OF MAGAZINES DISTRIBUTED

157,673



NUMBER OF  
DIGITAL  
MAGAZINE  
PAGE VIEWS

34,634



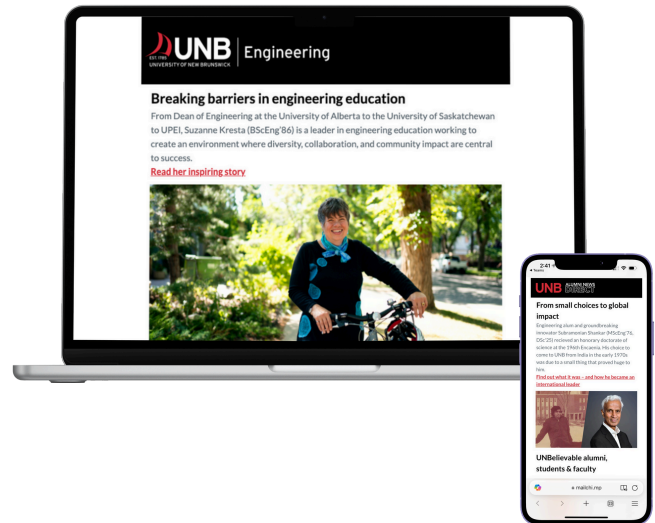


# STRATEGIC PRIORITY #1 continued

## ALUMNI NEWS DIRECT

We continue 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 provided alumni with faculty stories of innovation, experiential learning and research, so they can stay involved and informed.

- Total newsletters delivered: 457,056
- Total unique opens: 133,378
- Average open/click rate: 29.2% / 1.7%



**FACULTY SEGMENTED OPEN / CLICK RATE: 32.6% / 3.1%**

**NON-SEGMENTED OPEN / CLICK RATE: 27.7% / 1.0%**

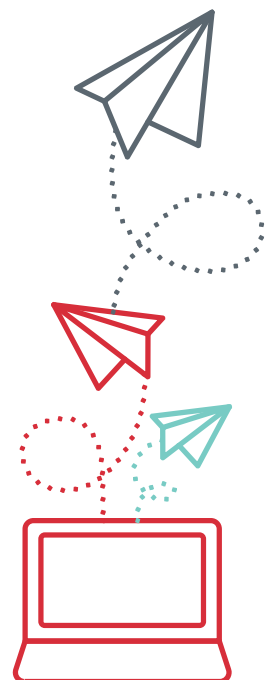
## ALL ALUMNI EMAILS

We engage our alumni regularly through email communication. Email is one of our main methods of communication and a driver of various alumni engagements.

We frequently email our global community about upcoming events, faculty happenings, special UNB announcements, alumni programming such as Proudly UNB Awards, the alumni podcast (UNBeknownst) and more.

**TOTAL  
UNIQUE OPENS:  
718,737**

**AVERAGE  
OPEN / CLICK RATE:  
31.1% / 1.3%**



## TOTAL UNIQUE EMAIL OPENS





# STRATEGIC PRIORITY #1 continued

## SOCIAL MEDIA

We operate Facebook, Instagram and X (formerly Twitter) accounts and collaborate on content for the UNB LinkedIn page, which reaches over 63,000 UNB alumni.

This year represents an outlier due to two large ad campaigns, impacting the metrics on Facebook and LinkedIn. However, our organic 90 per cent growth in reach and 490 per cent growth in engagement on Instagram demonstrates our natural growth.

## FACEBOOK

# 3,615,600

## IMPRESSIONS

**215,688 ENGAGEMENTS**

**5.97% ENGAGEMENT RATE**

**11,391 FOLLOWERS**

## INSTAGRAM

# 821,697

## IMPRESSIONS

**142,554 ENGAGEMENTS**

**17.35% ENGAGEMENT RATE**

**3,571 FOLLOWERS**



## TOP POSTS

Saying farewell to Coach Gardiner MacDougall, and congratulating the generational REDS women's basketball accomplishments of Jennifer Veinot (BSc'92) and her daughter Jayda.



## TOP POSTS

Giving Day reel produced with UNBSU, and congratulating Dr. Ryan Hamilton (BA'00, MESS'03, PhD'11) for his involvement in Team Canada's 4 Nations Face-Off championship win.

# STRATEGIC PRIORITY #1 continued

X (formerly Twitter)

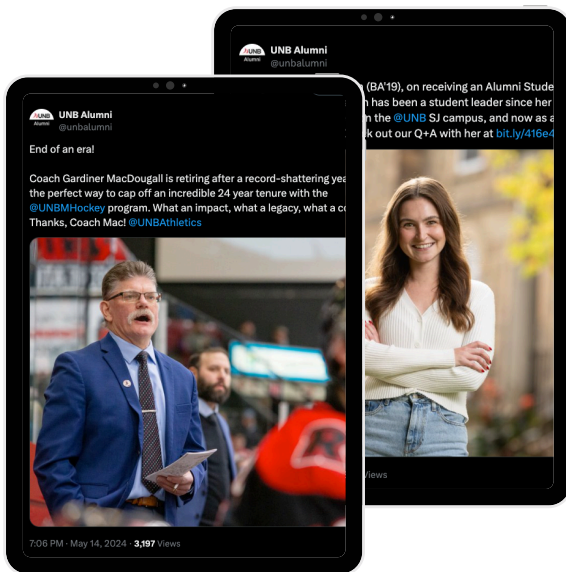
**23,489**

**IMPRESSIONS**

**966 ENGAGEMENTS**

4.31% ENGAGEMENT RATE

**2,780 FOLLOWERS**



## TOP POSTS

Saying farewell to Coach Gardiner MacDougall, and congratulating alum and current student Caitlin Grogan (BA'19) on receiving an Alumni Student Leadership Award.

LINKEDIN

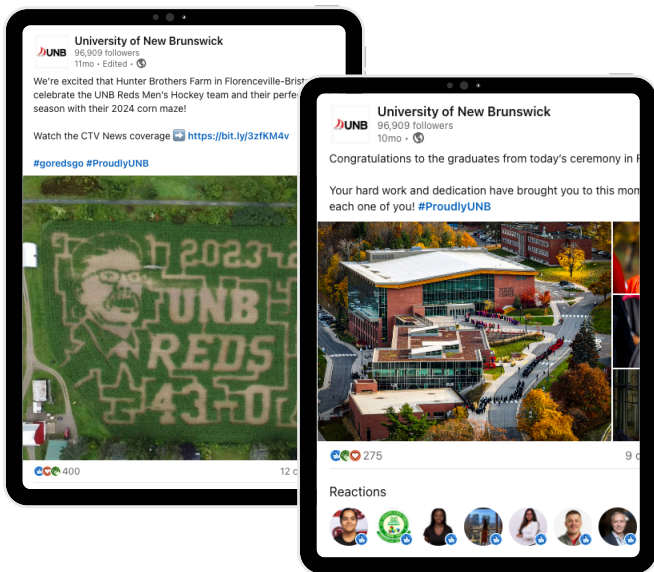
**11,744,778**

**IMPRESSIONS**

**168,620 ENGAGEMENTS**

2.35% ENGAGEMENT RATE

**63,000+ ALUMNI FOLLOWERS ON UNB PAGE**



## TOP POSTS

The REDS men's hockey team showing up in a corn maze on CTV News, and congratulating grads, our newest alumni, at Fall Convocation.

## LINKEDIN FACULTY CONNECTIONS

**ENGINEERING PAGE: 4,997**

**MANAGEMENT PAGE: 1,988**

**COMPUTER SCIENCE PAGE: 1,772**

## SOCIAL MEDIA ENGAGEMENTS



# STRATEGIC PRIORITY #1 continued

## WEBSITE

Our website is the hub of all our alumni stories, event updates, programming and UNB news. We direct all online traffic, from our newsletters, social media posts and organic searches to the alumni website.

# PAGEVIEWS

# 210,139

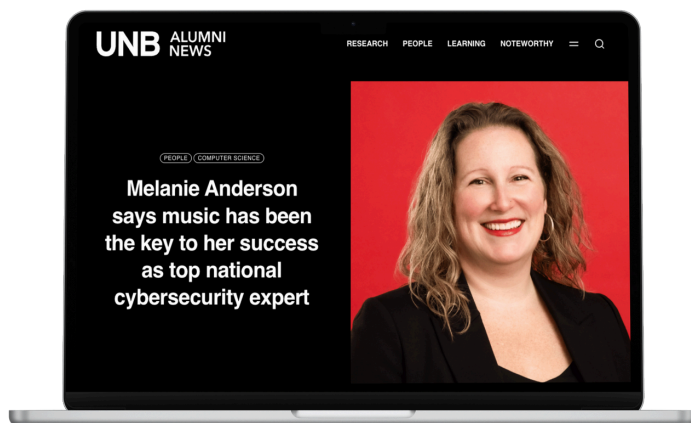
## TOP SOURCES



**28% SEARCH:** They looked for us

**33% DIRECT:** They came back to us

**39% SOCIAL:** They were sent to us through a post



## BLOG (ALUMNI FEATURES)

Our alumni have amazing stories and we enjoy sharing them with the community! This year, we united our blog with Alumni News magazine for the Alumni News website. This provides us with one space to enhance all of our storytelling, including UNBeknownst, the UNB alumni podcast.

By sharing these stories, we make each other stronger and share in our UNB pride.

## MOST VIEWED STORIES

Alexandra Pope (BPhil'06) on her work with *Canadian Geographic*, Maria Hernandez (BSENR'21) on her creative sustainability efforts through upcycled fashion, and Melanie Anderson (BCS'03) on the relationship between music and cybersecurity as an expert in the field, all part of our 100,000 Reasons to be Proud campaign.

## WEBSITE PAGEVIEWS





# STRATEGIC PRIORITY #1 continued

## UNBEKNOWNST

### THE UNB ALUMNI PODCAST

Our podcast for alumni, by alumni features stories, insights and ideas from UNB alumni around the world and digs deep into discussions on hot topics and their secrets to success.

In 2024-25, the podcast received 1,697 unique downloads, in addition to weekly broadcasts on CHSR-FM 97.9, the UNB Fredericton campus radio.

Since beginning the podcast in September 2021, we've produced 50 episodes and have had over 9,000 unique downloads.

## UNIQUE DOWNLOADS

# 1,697

### HOSTS OF UNBEKNOWNST

After hosting nearly three full seasons of UNBeknownst, Katie Davey (BA'17) signed off for the last time as she transitioned to a new role in the Office of the Premier of New Brunswick.

Following in her footsteps are Andrew Martel (BCS'15) and Kayla Reneé Ossachuk (BA'15), who stepped in to finish out the podcast's fourth season.



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #2

CELEBRATE ALUMNI, STUDENT,  
AND UNB MILESTONES & ACHIEVEMENTS

## PROUDLY UNB AWARDS

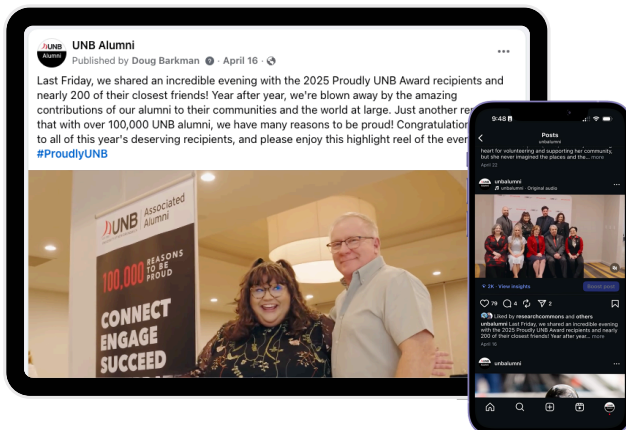
In April, we celebrated our 2025 Proudly UNB award recipients at a wonderful event in Saint John, NB. This is always an incredible evening in which we celebrate the accomplishments of our #ProudlyUNB alumni!

## ALUMNI REACHED

**34,169** EMAIL OPENS  
**73,025** SOCIAL IMPRESSIONS

## PROUDLY UNB EVENT

**160** ATTENDEES  
**9,512** VIDEO VIEWS





# STRATEGIC PRIORITY #2 continued

## REUNION WEEKEND

The UNB Associated Alumni has a rich and proud tradition of keeping UNB alumni connected with each other and with the university through its reunion activities.

Alumni came back to the Fredericton campus May 30 to June 2 to reconnect and reminisce with former classmates. The weekend was filled with events and celebrations that brought alumni back to their 'good old days' at UNB.

EVENT	REGISTRANTS
All classes meet & greet	154
Senior classes dinner	136
25- and 50-year pin ceremony and BBQ	100
UNB at Boyce Farmers' Market	100
Engineering BBQ	81
Law alumni pub night	55
Faculty open houses	174
UNB @ Picaroon's Roundhouse	148
Farewell breakfast	80
Golden grad breakfast	77
Maritime lobster boil	258





# STRATEGIC PRIORITY #2 continued

## ALUMNI WEEKEND

2024 marked the 60th anniversary of the establishment of the Saint John campus and (from the association's perspective) the 50th anniversary of its first graduating class. For the first golden grads from Saint John, it was a milestone year and the perfect opportunity to celebrate in style by hosting Alumni Weekend from Sept. 20 to 21, 2024.

# 184

## REGISTRANTS

The weekend welcomed alumni back to campus to reconnect with the community through faculty open houses, campus tours, and a Red+Black Day ice cream social. We celebrated our golden grads with a special spaghetti dinner at the home of professor emeritus Wayne Jollineau, a memorial tree planting next to the Flora and Barry Beckett residence, and a special pin ceremony where we presented 50-year and 25-year alumni pins and commemorated the hard work and persistence of students who fought for the Saint John campus to be able to confer degrees starting in 1974.

Two highlights of the weekend were: a night out at alumni-owned Wasted Day and Area 506, and an alumni campus party in the newly renovated Whitebone Pizzeria. While the weekend was a celebration of our past, full of great alumni connections, it was also a chance for us to look to the future, with the Integrated Health Initiative and the new Health and Social Innovation Building at the forefront of our programming for the weekend.



# STRATEGIC PRIORITY #2 continued

## CELEBRATING 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.



### Athletics Awards Ceremony

The UNB REDS and UNB Saint John Seawolves host awards ceremonies to recognize their student-athletes. As part of our student engagement initiatives, we presented diploma frames to **95** graduating REDS and Seawolves athletes at their respective awards ceremony.

### Digital Exam Packs

UNB students who engaged with our Instagram campaign received an instant digital Starbucks coffee card, as well as a video message from an alum sending their well wishes and best exam week advice.



**REACH: 4,388**

**COFFEE CARDS SENT: 251**

## Graduation

We engage students as they prepare to graduate and join the UNB alumni network, helping them to get the most out of their graduation experience and know about the tools available to them as alumni. One highlight and key experience for Saint John campus graduates is the alumni toast.

**NEWSLETTER OPENS: 12,456**

**NEWSLETTER OPEN RATE: 73%**

**CONTACT INFO UPDATES: 284**

**ALUMNI PINS DISTRIBUTED: 2,682**

**DIPLOMA FRAMES SOLD: 785**



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #3

FOSTER A CULTURE OF CONNECTION  
AND CONTRIBUTION AMONG STUDENTS & ALUMNI

## STUDENT AWARDS & SCHOLARSHIPS

### Alumni Legacy Award

This award enables the Associated Alumni to support future UNB leaders and alumni ambassadors who share our pride in this great institution.

Awarded to a student who has completed at least the minimum requirements for the second year of the student's first undergraduate degree program and has not completed the requirements for the third year. Selection is based on academic achievement and demonstrated involvement in the university.



HOUDA EL HAJJAOUI

### Alumni Student Leadership Award

This award is presented each year to undergraduate students who have demonstrated outstanding leadership through involvement in extracurricular activities on campus and in their community. In 2024, three incredible students received Alumni Student Leadership Awards.

To further engage these students in the culture of connection and contribution at UNB, we ran Q&A features for each of them on our Alumni News site.



LAUREN LOCKHART



CAITLIN GROGAN



KARAN ANAND

# \$307,405

IN ALUMNI SCHOLARSHIP MONIES AWARDED TO 170 UNB STUDENTS



# STRATEGIC PRIORITY #3 continued

## 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. Due to technical issues, we did not have access to ThankView for the start of the year, impacting our use of the platform in the 2024-2025 reporting year.

### THANKVIEW MESSAGES SENT

# 159

**UNIQUE OPENS: 149**  
**OPEN RATE: 93.7%**

## ALUMNI EVENTS

We are proud to offer a variety of in-person events year-round helping to connect our alumni to each other, to their association and to the university, while continuing to learn, network and share good times. These events include major programming such as chapter events, regional gatherings, and reunion weekends.

Our virtual event programming continues to support and engage our alumni online, connecting alumni around the world.

### Webinars

SERIES	WEBINAR TITLE	REGISTRANTS	VIDEO VIEWS
UNB Talks Online	From seed to vase - growing a cut flower garden	77	44
UNB Talks Online	UNB President AMA	81	77
UNB Talks Online	How to HireDiverse	84	34
UNB Talks Online	TD: Small business insurance for alumni	16	22
Office Hours	Career conversations with RC alum Maclean Boyd	7	35
UNB Talks Online	Winter wine pairings with a sommelier	97	37
Career Talks Online	Becoming a LinkedIn Thought Leader	68	12
UNB Talks Online	Balancing cybersecurity and the pressures of AI adoption	175	52
Office Hours	Career conversations with chiropractor Dr. Maria Parisien	6	26
UNB Talks Online	Rethinking our approach to mental illness	193	64
Office Hours	Supply chain management career conversations	43	24
UNB Talks Online	Managing menopause with ease	284	163
<b>TOTAL</b>		<b>1,131</b>	<b>590</b>



# STRATEGIC PRIORITY #3 continued

## Chapter gatherings

EVENT	REGISTRANTS
Vancouver reception	62
Edmonton gathering	32
Calgary dinner	62
Southwestern Ontario dinner	20
Windsor gathering	8
Montreal meet & greet	20
Engineering alumni in Charlottetown	11
Engineering meetup in Halifax	26
Ottawa Redblacks event	16
Toronto Rodney's gathering	46
Ottawa 67's event	42
Calgary pub night	29
Montreal reception	29
<b>TOTAL</b>	<b>443</b>

## Notable in-person alumni events

EVENT	REGISTRANTS
Reunion Weekend	426
Alumni Weekend	184
Proudly UNB dinner	160
JDI at Work	90
OSCO at Work	53
Trinidad & Tobago reception	222
Pride Network launch event	18

This year saw a sharp increase in total events and event participation, including **six international events** in the US, Singapore, Hong Kong, UAE, the Philippines, and Trinidad and Tobago.

## TEN THOUSAND COFFEES

UNB's Ten Thousand Coffees platform continues to engage students and alumni in virtual networking conversations. During this period, 79 new members joined the platform.

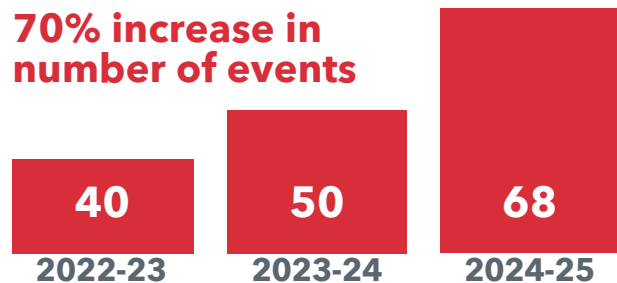
### ACTIVE ALUMNI PARTICIPANTS

**589**

### ACTIVE STUDENT PARTICIPANTS

**660**

## 70% increase in number of events



## 3,799 REGISTRANTS FOR 2024-2025 EVENTS

In addition to our six international events, **20 of our Canadian events were hosted outside of New Brunswick.**



# STRATEGIC PRIORITY #3 continued

## CHAPTER CHARITIES INITIATIVE

In 2024-25, our chapter volunteers helped us distribute \$5,000 to local organizations, supported by our affinity partners TD Insurance and Manulife.

We were proud to support the following non-profit organizations:

CHAPTER	DONATION RECIPIENT
Halifax	Feed Nova Scotia
Moncton	Harvest House Atlantic
Saint John	The Harbour Lights Campaign
Fredericton	The Fredericton Homeless Shelters
Ottawa	Ottawa Food Bank
Toronto	First Book Canada
SW Ontario	My Sister's Place, and Mission Services
Calgary	Pet Access League Society
Edmonton	Edmonton's Food Bank
Vancouver	Variety - the Children's Charity of BC



## SPONSORSHIP PROGRAM

The Associated Alumni provided \$82,903 to support students and alumni through our sponsorship program. These funds supported 55 student events, creating 8,549 student engagements and 1,028 alumni engagements.

Events and programs supported include:

- Canada-Wide Science Fair 2025
- UNB Women's Hockey Alumni Weekend
- Kinesiology Undergrad Formal
- Nursing Pin Dinner
- Atlantic Engineering Competition
- Project AUDE: The UNB History Card Game
- 2025 ACAA Basketball Championships

### GENERAL SPONSORSHIP FUND

**\$78,734**

### STUDENT ALUMNI ENGAGEMENT FUND

**\$1,175**

### STUDENT PERSONAL DEVELOPMENT FUND

**\$2,994**



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #4

## DEEPEN RELATIONSHIPS WITH ENGAGED AND SOMEWHAT ENGAGED ALUMNI

### VOLUNTEER PROGRAM

Engaged alumni are the heart of the alumni association. Our volunteer opportunities bring graduates together for the common purpose of encouraging increased participation and strengthening connections with each other, with their association and with the university.

Through our volunteer opportunities, alumni contribute their time, knowledge and experiences to the mission of the Associated Alumni and UNB.

#### Some of the ways our alumni volunteer:

- Faculty support (panellists, presenters & speakers)
- Panellists for Career Talks Online
- Grad activities
- Proudly UNB Award recipient supporter videos
- UNB Talks Online presenters
- Affinity/Chapter community donations
- Host and guests for UNBeknownst

## 454 ALUMNI VOLUNTEERED 6,108 HOURS

### ALUMNI DONORS

The Associated Alumni partnered with UNB Development and Donor Relations (DDR) for the second annual Giving Day. The campaign took place in March and focused on addressing food insecurity for students.

#### GIVING DAY CAMPAIGN

##### FUNDS RAISED

**\$30,989**

##### ALUMNI DONORS

**91**

##### EMAIL OPENS

**42,512**

##### ASSOCIATED ALUMNI GIFT

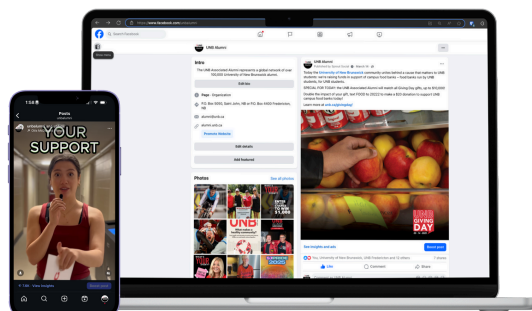
**\$10,000**

##### NEW ALUMNI DONORS

**12**

##### SOCIAL MEDIA VIEWS

**37,234**



# STRATEGIC PRIORITY #4 continued

## AFFINITY PARTNER BENEFITS

Our affinity partner programs are a way to say thank you to alumni and offer them valuable benefits just for being a member of our alumni community. As an added bonus, 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:

	2024-2025	2023-24	2022-23	2021-22	2020-21	2019-20
TD	<b>\$500,662</b>	\$452,960	\$421,914	\$400,531	\$389,847	\$373,009
Manulife	<b>\$45,800</b>	\$45,502	\$60,319	\$60,792	\$50,262	\$50,182



**TD Insurance**



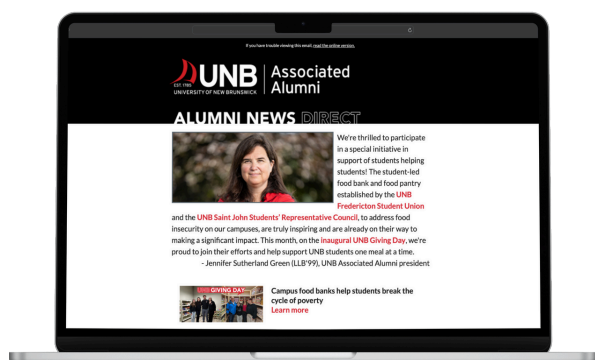
**Manulife**



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #5

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

## CONTACT UPDATES



**1,195**  
REQUESTS TO UPDATE  
CONTACT INFORMATION  
MADE THROUGH OUR  
ALUMNI WEBSITE

## RECENT GRAD SURVEY

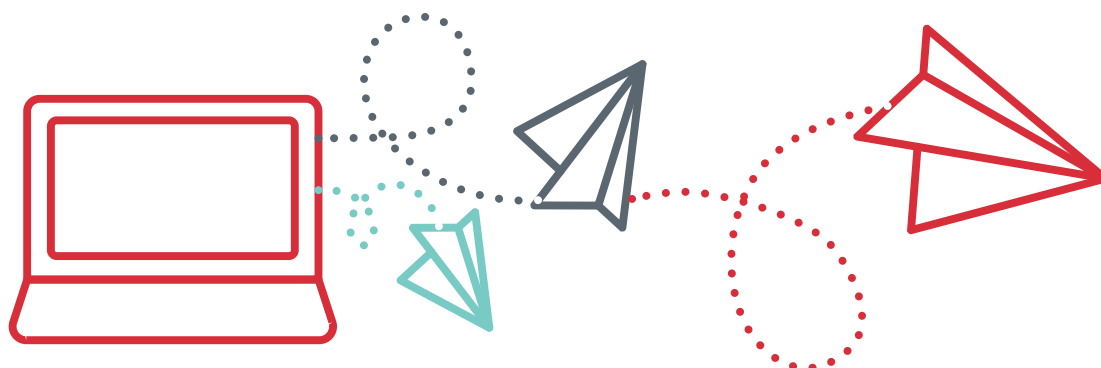
Each year, we provide an opportunity for recent grads to describe their UNB experience and share where life has taken them since graduating. The feedback we gather through this annual survey helps us better understand our emerging alumni community.

**CLASS OF 2023  
RESPONSE RATE**

**14%**

**88.6%**

**OF RESPONDENTS WOULD RECOMMEND UNB TO  
FAMILY AND FRIENDS BASED ON THEIR EXPERIENCE**



# DRIVERS OF ALUMNI ENGAGEMENT

## PERSONAL EXPERIENCE

Student engagements through event sponsorship, scholarships, programming, and grad class outreach



## COMMUNICATIONS

Alumni engagements through email opens, podcasts, social media engagements, website and blog views, and magazines delivered



## ACTIVITIES AND PROGRAMS

Alumni engagements through alumni events, affinity partner benefits and other programming



## VOLUNTEERISM

Alumni volunteered their time, knowledge, and experiences to UNB



## DONOR ACTION

Alumni donors gave to numerous UNB causes in 2024-25

