

UNB ASSOCIATED ALUMNI

ANNUAL REPORT

2021-22



ALUMNI MEMORIAL BUILDING





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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

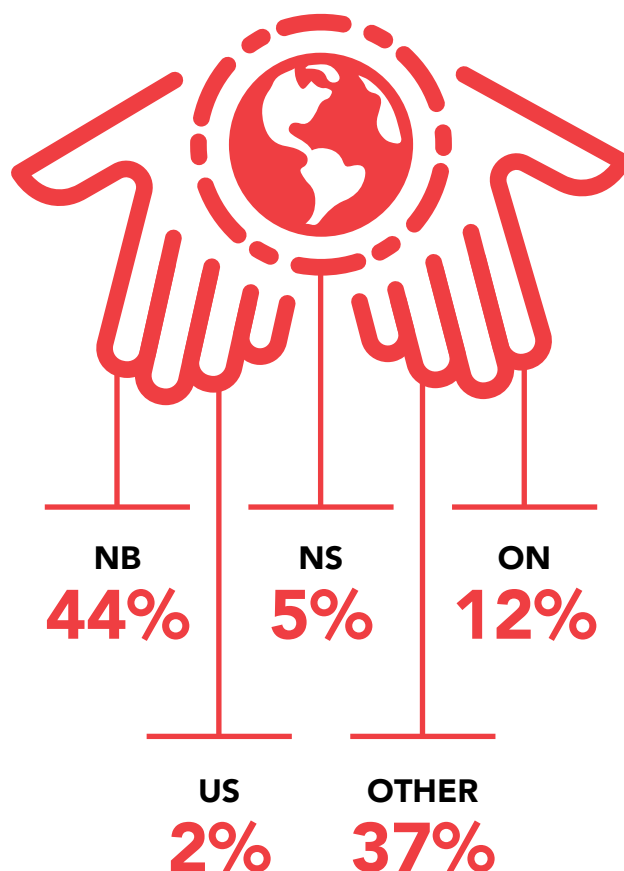
95,103 LIVING ALUMNI

80% FR | 14% SJ | 6% other

77,616 CONTACTABLE ALUMNI

2021: 75,662 | Increase of 2.6% YoY

ALUMNI LIFE STAGES



OUR STORY FROM 2021-22

This year, we continued to be impacted by the global pandemic in deep and unexpected ways. We took every opportunity to gather with members of the alumni family in person; and while these were few and far between, they proved to be cherished moments that sustained us throughout the year.

It speaks to what we were dealing with as a global community that three of our four in-person events this year were comedy shows! We clearly needed to seek laughter and joy where we could find it. We were also thrilled to be able to host the Proudly UNB Awards again; this time celebrating our recipients from 2020 and 2022 in a special evening on our Fredericton campus.

Building on the previous year's online engagement, we continued to see our engagement efforts thrive this year.

In July, we hosted Virtual Homecoming to celebrate the 50th anniversary for our grads of 1970 and 1971. The weekend involved a mix of pre-recorded productions, social media posts, and real-time zoom events. Highlights included a talk-show-style series of faculty conversations with deans, faculty, students and alumni. These were well received and a great way to keep alumni up to date on what is happening in their faculty. We also hosted zoom events like a summer cocktail social with an alumni-owned distillery, golden grad reunions, and a virtual yoga session hosted by an alumnus. We had more than 250 registrations for Virtual Homecoming and nearly 8,000 views of the videos we produced.

In September, we launched the UNBeknownst podcast – created by alumni for alumni. We are so proud of the hosts and guests who produced 20 episodes, each of which brought to light stories that were previously untold and unknown to the alumni family. Over the course of the year, we had 2,470 unique downloads of the podcast!

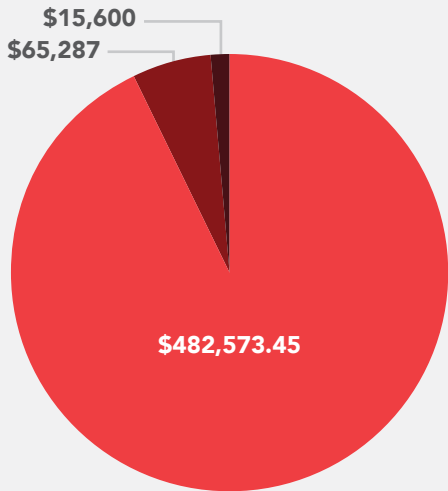
As we continue to make data-informed decisions about our communications strategy, our digital communications engagement broadens. Nearly 90,000 newsletters were opened and read this year – a 29 per cent increase over last year. The number of total emails that were opened and read this year more than doubled. We also enjoyed some record-high engagements on social media with a nostalgic post about the Social Club, a pop-culture post about the UNB campus appearing in an Ed Sheeran and Taylor Swift video, and a profile of an alumnus on his journey through athletics and finding his calling in teaching Indigenous history. These posts all contributed to a 49 per cent increase in social media engagement.

As we look forward to returning to in-person gatherings with our alumni family soon, we remain confident that our new online engagement efforts are an important part of our future. These programs allow us to connect with alumni living all over the world who we would not otherwise be able to connect with through in-person activities. The 2021-22 year has laid a strong foundation for our association as we move into a post-pandemic world prouder than ever to be UNBers.

FINANCIALS

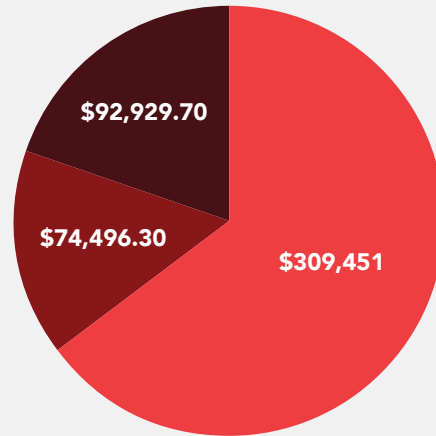
SPHERE I (ASSOCIATION)

TOTAL REVENUE: \$563,460.45



■ Affinity Partnerships ■ Advertising
■ Frame Sales

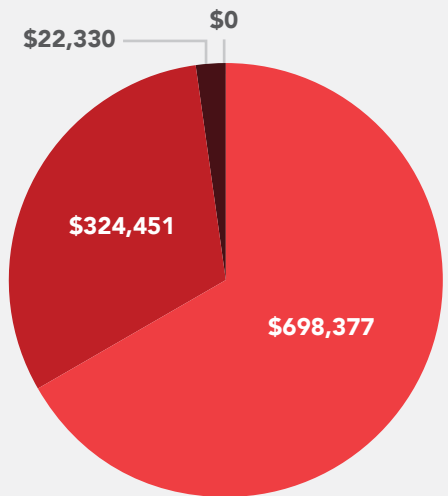
TOTAL EXPENSES: \$476,877



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

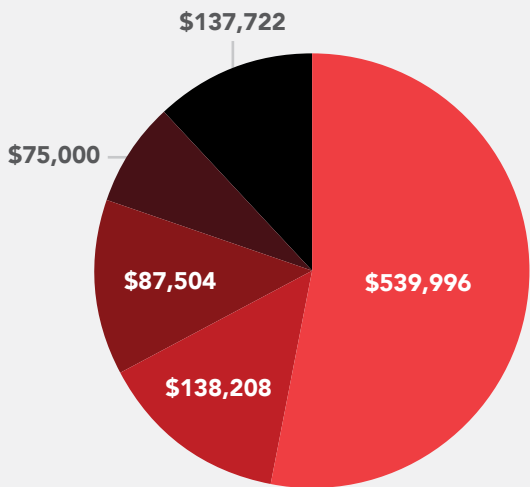
SPHERE II (UNB OPERATING ACCOUNT)

TOTAL REVENUE: \$1,045,158



■ UNB ■ Faculties
■ Sphere I Contributions ■ Donations

TOTAL EXPENSES: \$978,430

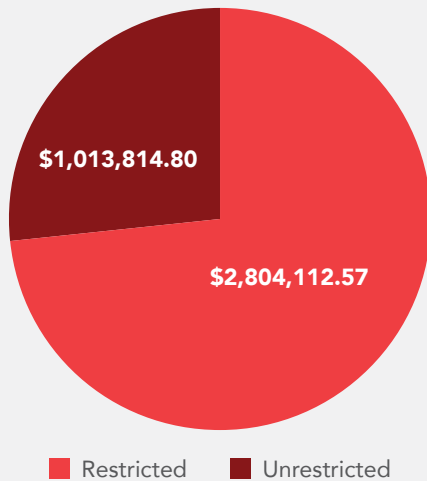


■ Salaries ■ Scholarships & Awards
■ Alumni News & Communications ■ Operational & Council
■ Events & Programming

SPHERE III (TRUST FUNDS)

(Please note the numbers from last year are backwards, unrestricted amount is under restricted and vice-versa)

TOTAL: \$3,817,927.37



SPHERE IV (DEVEREAUX FUND)

\$308,548.40

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

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

VICE-PRESIDENT

JENNIFER SUTHERLAND GREEN
(LLB'99), Fredericton, NB

TREASURER

BEVERLY GUIMOND
(BBA'04), Saint John, NB

SECRETARY

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

SAINT JOHN REPRESENTATIVE

OLIVE OZOEMENA
(MBA'16), Saint John, NB

PAST PRESIDENT

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

REPRESENTATIVES TO BOARD OF GOVERNORS

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

JILL JOLLINEAU

(MEd'02), Saint John, NB

BROOKE DELONG

(BA'95), Sudbury, ON

COUNCILLORS

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

IAN HARDY

(BBA'07), Saint John, NB

ERIN STAFFORD

(BSc'08), Toronto, ON

FREDERICTON SENATE REPRESENTATIVE

ANDREW MARTEL
(BCS'15), Fredericton, NB

SAINT JOHN SENATE REPRESENTATIVE

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

PRESIDENT OF THE ASSOCIATED ALUMNAE

JANE KIDNEY-HERMELIN (BBA'97),
Fredericton, NB

SAINT JOHN STUDENT REPRESENTATIVE

CHARLOTTE FANJOY
Saint John, NB

FREDERICTON STUDENT REPRESENTATIVE

BRENNAN MARKS
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)

ADMINISTRATIVE COORDINATOR

LAUREN CARAVAN (BBA'12)

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)

RECEPTIONIST

YENNI RODRIGUEZ



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.

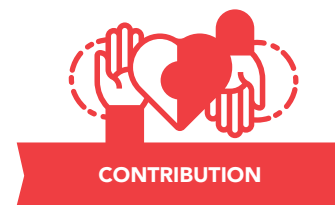
PILLARS

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

In 2021, two issues of Alumni News magazine – spring/summer and fall/winter – print and digital were distributed to alumni around the world.

NUMBER OF MAGAZINES DISTRIBUTED

PRINT – 78,940
DIGITAL – 116,262

NUMBER OF DIGITAL MAGAZINE PAGE VIEWS:

22,976

(46% increase over previous year)

MOST VIEWED STORY:
JENNIFER FLANAGAN STEM EDUCATION STORY – 688 PAGE VIEWS



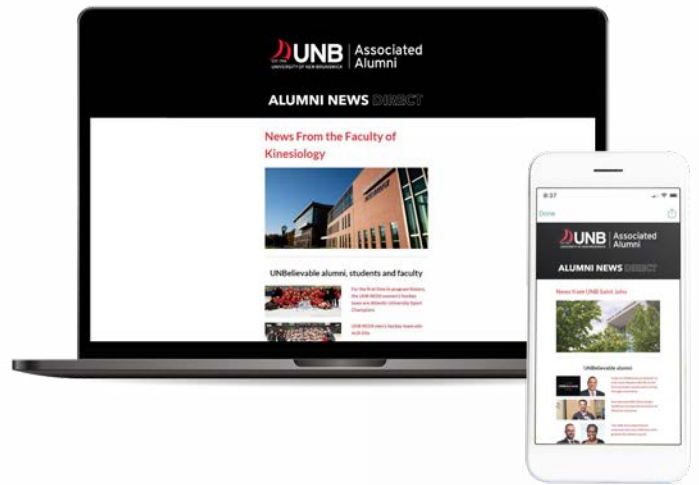
ALUMNI NEWS DIRECT

We continue to work 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!

- Total newsletters delivered: 446,884 (17% increase)
- Total unique opens: 89,494 (29% increase)
- Average open/click rate: 20.1% / 2.7%

**FACULTY SEGMENTED
OPEN / CLICK RATE:**
30.0% / 6.5%

**NON-SEGMENTED
OPEN / CLICK RATE:**
18.1% / 1.9%



ALL ALUMNI EMAILS

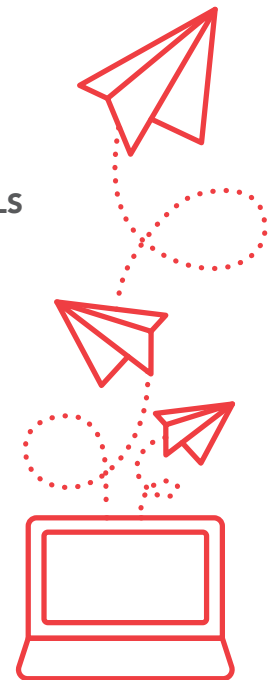
We engage our alumni regularly through email communication. Email has become one of our main methods of communication and a driver of various alumni engagements.

We frequently email our alumni, all over the world, about upcoming events, faculty happenings, special UNB announcements, alumni programming such as Proudly UNB Awards, the alumni book club, alumni podcast, and more.

**TOTAL NUMBER OF EMAILS
DELIVERED: 2,585,201**

**TOTAL UNIQUE
OPENS: 563,682**

**AVERAGE OPEN / CLICK
RATE: 21.8% / 1.3%**



TOTAL UNIQUE EMAIL OPENS



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 60,000 UNB alumni.

Over the course of the past fiscal year, we saw 200,985 engagements and 2,534,704 impressions on our social media accounts. One post in particular, confirming the closure of UNB Fredericton's beloved College Hill Social Club, received 84,434 impressions and 13,857 engagements.

FACEBOOK

1,684,793 IMPRESSIONS

(77% increase over previous year)

9,413 followers
(7% growth)

112,521 engagements
(61% increase over previous year)

TWITTER

528,213 IMPRESSIONS

(53% decrease over previous year)

2,852 followers
(4% growth)

5,127 engagements
(52% decrease over previous year)



TOP POSTS:

- Social Club closing
- UNB Fredericton in Ed Sheeran music video



UNB Men's Hockey and UNB Fredericton

12:51 PM · Jun 17, 2021 · Twitter Web App

View Tweet analytics

11 Retweets · 4 Quote Tweets · 01 Likes

TOP POSTS:

- Social Club closing
- Trey Lewis (BBA'18, BEd'20)
- Voices of UNB story



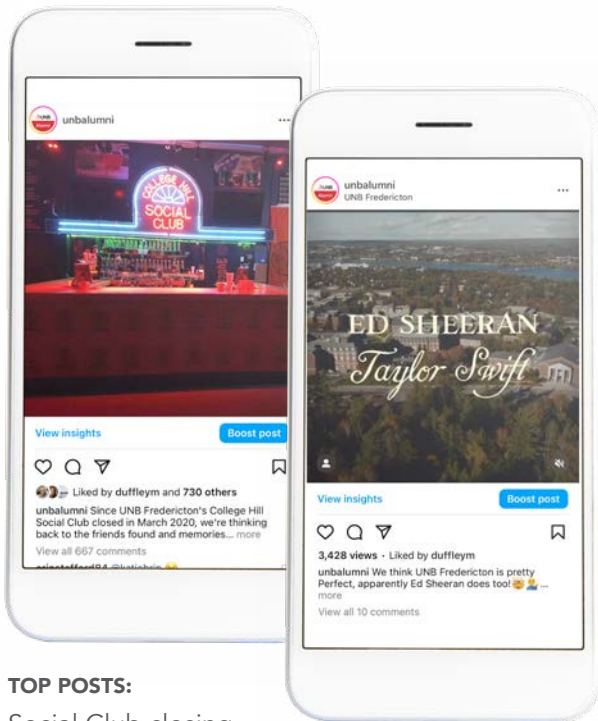
INSTAGRAM

321,698
IMPRESSIONS

(152% decrease over previous year)

2,411 followers
(31% growth)

9,911 engagements
(134% increase over previous year)



TOP POSTS:

Social Club closing

UNB Fredericton in Ed Sheeran music video

LINKEDIN (CORPORATE LINKEDIN PAGE)

1,673,445
IMPRESSIONS

(31% increase over previous year)

60,446 alumni on LinkedIn
73,426 engagements

Faculty of engineering page

Connections: 3,566 (257% growth)

Faculty of management page

Connections: 1,435 (44% growth)

Faculty of computer science page (new this year)

Connections: 464

SOCIAL MEDIA ENGAGEMENTS



*Base year number does not include LinkedIn engagements

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. In this fiscal year, our website acquisitions via social media and direct clicks (which would include newsletter links) both increased by over 12%.

PAGEVIEWS

184,736

(16% increase over previous year)

NEW USERS 66,832

(38.8% increase over previous year)

UPDATE FORM COMPLETIONS 909

(10% decrease over previous year)

TOP SOURCES:

Organic search: 34.8%

Direct: 30.8%

Social: 31.5%

WEBSITE PAGEVIEWS

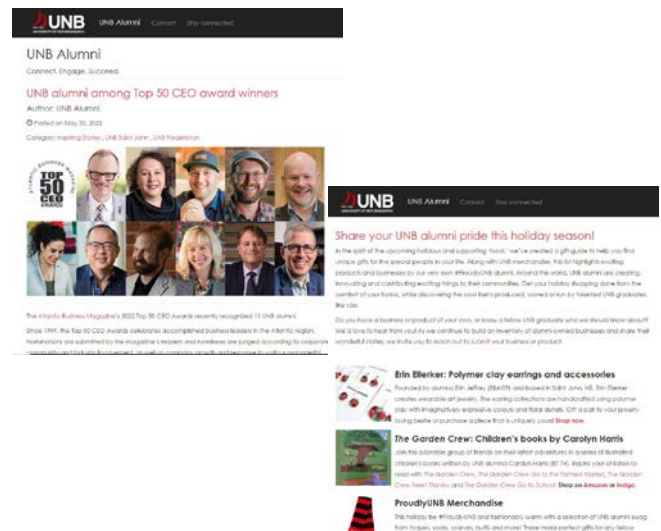


BLOG (ALUMNI FEATURES)

Our alumni have amazing stories worth sharing. We did just that this year on our alumni blog, highlighting the career journeys and insights from our alumni; sharing successes, examples of leadership, positive impacts in the community, and innovation. We also used our blog to complement and enhance the storytelling of our other media, like the UNB alumni podcast. By sharing these stories, we make each other stronger and share in our UNB pride.

Story views: 45,198 (85% increase over previous year)

- Most viewed stories:
 - Holiday gift guide - 2,241
 - Top 50 CEOs - 1,647



**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. Our alumni volunteer hosts unravel stories through a medium that is attracting a younger audience and engaging an audience we've not been able to engage previously.

Since beginning the podcast in September 2021, we've produced 20 episodes and had 2,470 unique downloads.

2,470
UNIQUE DOWNLOADS



CELEBRATE ALUMNI, STUDENTS, AND UNB MILESTONES AND ACHIEVEMENTS

PROUDLY UNB AWARDS

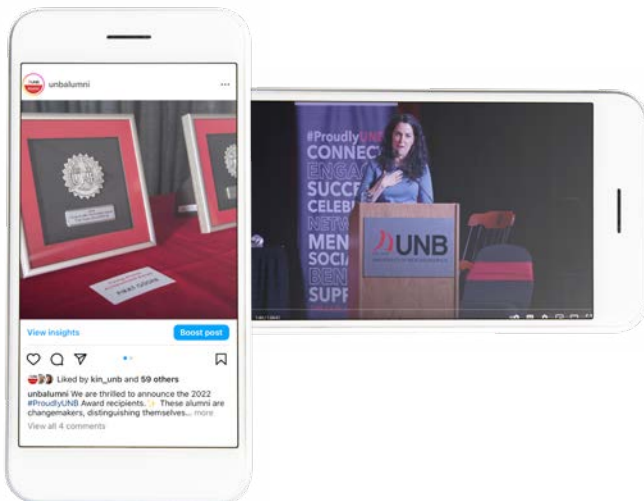
In April 2022, we returned to our in-person Proudly UNB Awards celebration. At a wonderful event in Fredericton, we celebrated the 2020 and 2022 Proudly UNB Award recipients, with 123 proud UNBers.

Continuing with our online celebrations, we reached alumni around the world to recognize our award recipients and extend the momentum from our in-person celebrations.

ALUMNI REACHED

15,280 EMAIL OPENS
65,933 SOCIAL IMPRESSIONS

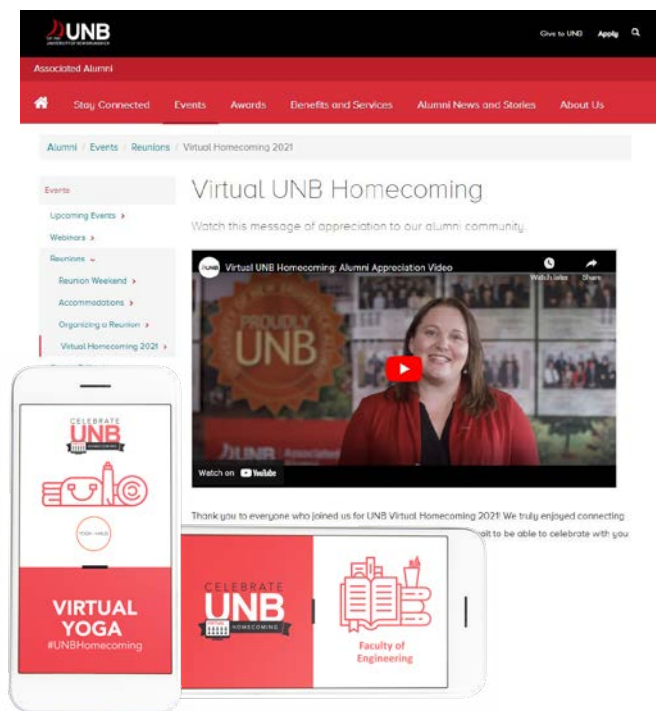
PROUDLY UNB EVENT
ATTENDEES 123
VIDEO VIEWS 755



VIRTUAL UNB HOMECOMING

In July 2021, we celebrated Virtual UNB Homecoming, bringing our alumni from around the world together online. We hosted various virtual social events and class reunions, and shared our UNB Talks: Faculty Conversation videos over the course of the weekend.

The faculty videos were the centrepiece of Virtual UNB Homecoming, garnering 6,209 video views. These conversations deeply engaged alumni, faculty, staff, and students from all UNB Fredericton faculties (except the faculty of science).



EVENT	REGISTRATIONS	VIDEO VIEWS
Virtual UNB Homecoming: REDS Pandemic Play	14	695
UNB Talks: Faculty Conversations – Nursing	3	699
UNB Talks: Faculty Conversations – Computer Science	4	586
UNB Talks: Faculty Conversations – Kinesiology	6	775
UNB Talks: Faculty Conversations – Engineering	6	738
UNB Talks: Faculty Conversations – Forestry & Environmental Management	2	408
UNB Talks: Faculty Conversations – Renaissance College	2	546
UNB Talks: Faculty Conversations – Arts	12	445
UNB Talks: Faculty Conversations – Education	7	510
UNB Talks: Faculty Conversations – Law	0	870
UNB Talks: Faculty Conversations – Management	4	632
Virtual UNB Homecoming: REDS Classic	14	853
Virtual UNB Homecoming: 1970 Golden Grad	27	62
Virtual UNB Homecoming: 1971 Golden Grad	36	28
Virtual UNB Homecoming: Summer Cocktails Social with Devil's Keep Distillery	61	30
Virtual UNB Homecoming: Virtual Yoga with Yoga Haus	59	18
TOTAL	257	7,895

**SOCIAL MEDIA
ENGAGEMENTS**
1,793

EMAIL OPENS
35,612

CELEBRATING AND SUPPORTING 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.

2022 RECIPIENTS:

Ashley MacLean (BA)
Zainab Ali (BBA)
Simon Anctil (BA)
Julia Bennett (BN)
Abigail Bernard (BSc)
Allee Bezeau (BA)
Charlotte Fanjoy (BBA)
Madison Glenn (BSc)
Joshua Goguen (BA/Bed)
Katie Herrington (BA)
Charlotte Knappe (BBA)
Lauren McKinley (BBA)
Delaram Mirshamsi (BSc)
Niomi Monteiro (BBA)
Ashlee Morrell (BA)
Kathryn Nason (BA)
Ria Sabitry (BBA)
Kaitlyn Sears (BSc)
Sophie Sharp (BA/Bed)
Mila Veljanovska (BSc)
Benjamin Wilson (BBA)

Athletic Awards Banquet

The UNB student athletic awards banquet returned to in-person celebrations on both the Fredericton and Saint John campuses, recognizing UNB REDS and UNB Saint John Seawolves student-athletes.

As part of our student engagement initiatives, the Associated Alumni presented diploma frames to graduating student-athletes at the awards banquets.

UNB SAINT JOHN
16 STUDENTS RECOGNIZED

UNB FREDERICTON
51 STUDENTS RECOGNIZED

Digital Exam Packs

In December 2021 and April 2022, we continued our digital exam pack campaign while also re-introducing our in-person deliveries in December. 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 well wishes and exam week advice.

REACH: 5,099

COMMENTS: 119

**NO. OF COFFEE
CARDS SENT: 115**

**NO. OF IN-PERSON
DELIVERIES: 90**

Graduation

In May 2021 graduation was celebrated virtually with a video ceremony. There was no ceremony or virtual celebration in October 2021.

**NEWSLETTER
OPEN RATES: 75.4%**

**GRAD CLASS CONTACT
INFO UPDATES: 276**

TOAST VIEWS: 3,124

FRAMES SOLD: 522

FOSTER A CULTURE OF CONNECTION AND CONTRIBUTION AMONG STUDENTS AND ALUMNI

STUDENT AWARDS AND SCHOLARSHIPS

Alumni Legacy Award

In August 2021, we surprised nursing student Emma Stephen with the news that she was our 2021-23 recipient of the Alumni Legacy Award.

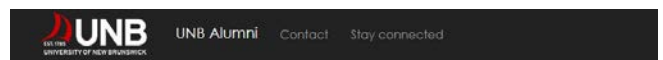
Valued at two years of tuition and fees, the scholarship is funded through the generous support of UNB alumni and friends. It recognizes a UNB student who has completed the minimum requirements for the second year of an undergraduate degree program and has demonstrated immense pride and commitment to the university through extra-curricular involvement.



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. In 2021, three incredible students received Alumni Student Leadership Awards.

To further engage these student award recipients in the culture of connection and contribution at UNB, each of them conducted an Instagram takeover on our alumni Instagram account and were featured on our alumni blog.



UNB Alumni

Connect. Engage. Succeed.

Q&A: Reid Sutherland, UNB Alumni Student Leadership recipient

Author: UNB Alumni

Posted on Mar 21, 2022

Category: UNB Fredericton, Inspiring Stories, Young Alumni



Recipient of a 2021 Alumni Student Leadership Award, UNB Fredericton student Reid Sutherland shares how the award has positively impacted her UNB experience, how she contribu

OTHER ALUMNI SCHOLARSHIP RECIPIENTS

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

ALUMNI EVENTS

We were thrilled to bring back some in-person events in 2021-22 including our Proudly UNB Awards, Halifax ComedyFest, and more.

With the huge success of our virtual events, we also continued to offer virtual event programming to support and connect with our alumni online, and to engage graduates living around the world. We offered our popular UNB Talks Online webinar series, Career Talks Online, Ten Thousand Coffees Office Hours, and more.

Alumni Chapter Events

EVENT	ATTENDEES
Halifax Chapter - UNB Alumni at the Halifax ComedyFest Unplugged	30
Halifax Chapter - 2022 Halifax ComedyFest	35
Saint John Chapter - James Mullinger LIVE at Imperial Theatre	99
TOTAL	164

UNB Talks Online

EVENT	REGISTRATIONS	VIDEO VIEWS
UNB Talks Advanced mobile photography	233	280
UNB Talks Make mindfulness a resolution for 2022	176	252
UNB Talks Deliver your best! Public speaking essentials	208	355
UNB Talks Let go of the imposter syndrome & perfectionism	323	304
UNB Talks Growing herbs from seed to table	91	232
UNB Talks Becoming trusted advisors - why trust is essential to success	127	N/A
UNB Talks and TD Bank Present How to build wealth	155	N/A
UNB Talks and TD Bank Present First time home buyers financial education	147	N/A
TOTAL	1,333	1,423

Career Talks Online

EVENT	REGISTRATIONS	VIDEO VIEWS
Career Talks Alumni Panel Series for Students - How to manage your online presence	95	177
Career Talks Online: Alumni Panel Series for Students - Resumes and interviewing in a digital space	87	216
TOTAL	182	393

Ten Thousand Coffees Office Hours

EVENT	REGISTRATIONS	VIDEO VIEWS
Ten Thousand Coffees Office Hours Science career conversations with McCain Foods Ltd.	21	143
Ten Thousand Coffees Office Hours Not-for-profit career conversations	8	96
TOTAL	29	238

THANKVIEW

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.

NUMBER OF THANKVIEW MESSAGES

SENT: 1,853

NUMBER OF UNIQUE OPENS: 1,321

AVERAGE OPEN RATE: 71.6%



TEN THOUSAND COFFEES

UNB's Ten Thousand Coffees platform continues to engage students and alumni in virtual networking conversations. During this period, 127 new members joined the platform.

NUMBER OF ACTIVE ALUMNI

PARTICIPANTS: 515

NUMBER OF ACTIVE STUDENT

PARTICIPANTS: 483

CHAPTER CHARITIES INITIATIVE

In 2021, our chapter volunteers helped us distribute \$4,500 to local organizations, supported by our affinity partners TD Insurance, MBNA and Manulife.

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



CHAPTER	DONATION RECIPIENT
Halifax - U35 young alumni network	Mi'kmaw Native Friendship Centre
Saint John	United Way Saint John
Fredericton	Fredericton Homeless Shelters
Ottawa	Ottawa Food Bank
Toronto - U35 young alumni network	Canadian Mental Health Association - Toronto
SW Ontario	The Food Bank of Waterloo Region
Calgary	United Way of Calgary Area
Edmonton	Edmonton's Food Bank
Vancouver	Variety – The children's charity (\$500 plus matching)

SPONSORSHIP PROGRAM

In 2021-22, the Associated Alumni distributed \$70,580.87 in sponsorship monies to various student groups.

In 2021-22, sponsorship dollars helped support 17 student events and programs, impacting roughly 2,981 students and 373 alumni.

Events and programs supported include:

- Orientation events on both campuses
- Canadian Engineering Competition
- TEDxUNB
- Reaching Higher
- LEAP
- Connect the thoughts
- USport events
- Renaissance College alumni-student event
- Student professional development
- UNB cross country event
- Sponsorship of diploma frame shipping for online orders of all graduates

GENERAL/ STUDENT-ALUMNI ENGAGEMENT

\$30,250.00

OTHER

\$40,330.87



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.

Ways our alumni volunteer

- Faculty support (panelists, presenters & speakers)
- Thankview videos for grad leaders
- Panelists for career talk session
- Panelists for women in business webinar
- Help with exam care packs
- Grad activities
- PUNB supporter videos
- UNB Talks presenters
- Affinity/Chapter community donations

NUMBER OF
ALUMNI

291

VOLUNTEER
HOURS

OVER
3,280

ALUMNI DONORS

In 2021-22, 3,225 alumni gave to scholarship, opportunities, and support funds at UNB. Of those 3,225 alumni donors, 135 gave for the first time (4.7% increase over previous year).

Alumni Legacy Giving Tuesday Campaign

In November 2021, the UNB Associated Alumni worked with our colleagues in Development and Donor Relations to launch a Giving Tuesday campaign, in support of the Alumni Legacy Award.

With matching funds from the Devereaux family, \$14,780 was raised by 66 donors. The campaign was launched on social media and via email communication with alumni.



SOCIAL MEDIA
ENGAGEMENTS

614

EMAIL
OPENS

9,029

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 2021-22, we also partnered with Bay Ferries to offer alumni a discount on travels with Bay Ferries from Saint John, NB, to Digby, NS. Although the program was very successful with 271 uses of the UNB alumni discount code, the program was offered as a test during the pandemic to inspire regional travel between Nova Scotia and New Brunswick, and was not renewed.

PARTNER	2021-22	2020-21	2019-20	2018-19	2017-18
TD	\$400,531	\$389,847	\$373,009	\$340,196	\$316,512
Manulife	\$60,792	\$50,262	\$50,182	\$66,291	\$63,978
MBNA	\$21,250	\$21,500	\$20,000	\$40,000	\$50,000



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

CONTACT UPDATE

UPDATES COMPLETED

26,820

**FOUND
CONTACTS**

192

**LOST
CONTACTS**

192

EVENT SURVEYS

Event surveys completed

- 42.98% of those surveyed were first-time alumni event attendees
- 167 alumni completed event surveys
- Overall satisfaction (1 low – high 5): average 4.56

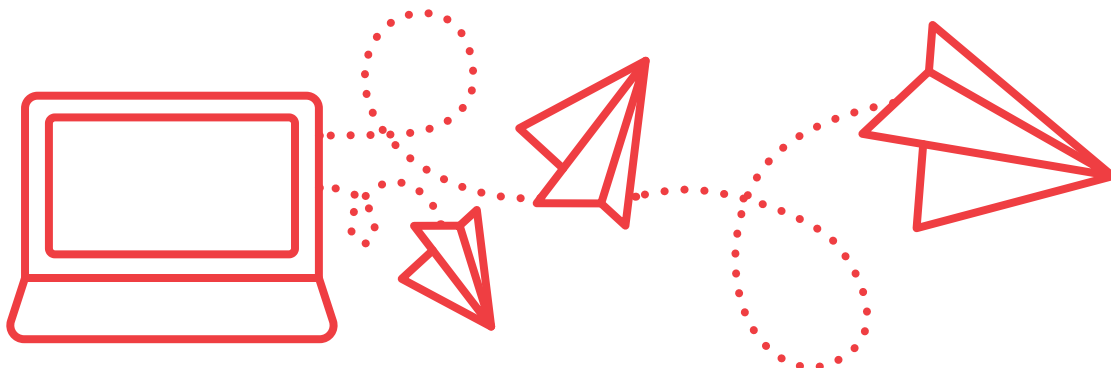
Reunion Weekend survey

- We completed a Reunion Weekend survey to help inform our Reunion Weekend event decisions including programming and timing.
- Surveys completed: 666

FACULTY SURVEYS

In 2021-22, we worked with Fredericton and Saint John faculties to send surveys to their alumni to collect data that was instrumental in supporting the faculties' growth and development.

With supporting data from alumni surveys, the faculty of management in Fredericton and faculty of business in Saint John both received the prestigious Association to Advance Collegiate Schools of Business (AACSB) international accreditation. And UNB was recognized as a five-star institution by the internationally renowned QS Star Rating System, becoming New Brunswick's first university to receive the coveted five-star rating and one of two universities in Atlantic Canada to receive this rating!



Note that a new grad survey was not conducted in 2021-22 due to a delay from the Office of Institutional Analysis

DRIVERS OF ALUMNI ENGAGEMENT

PERSONAL EXPERIENCE*

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



**Due to the nature of some of our student programming, these numbers include estimates of participation at events and other programming.*

COMMUNICATIONS

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



ACTIVITIES & PROGRAMS

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



VOLUNTEERISM

Alumni volunteered their time, knowledge and experiences to UNB.



**Volunteer numbers were not tracked in the 2019-20 Associated Alumni Annual report.*

DONOR ACTION

Alumni donors gave to numerous UNB causes in 2021/22 including 135 first time alumni donors.












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