

UNB ASSOCIATED ALUMNI

ANNUAL REPORT

2022-23



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

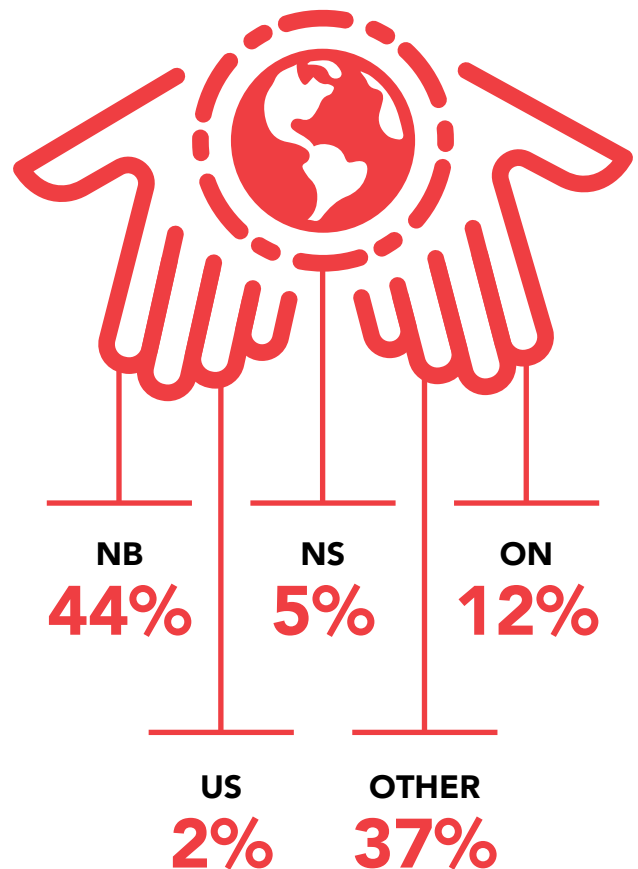
97,011 LIVING ALUMNI

80% FR | 14% SJ | 6% other

79,341 CONTACTABLE ALUMNI

2021-22: 77,616 | Increase of 2.2% YoY

ALUMNI LIFE STAGES



OUR STORY FROM 2022-23

The story of this year for the Associated Alumni is one of a new beginning for alumni engagement – one in which we merged the tradition of connecting and celebrating in person with our new ways of engaging online. Our post-pandemic suite of programs meant an especially brisk pace for the team in the Alumni Office and our alumni volunteers. It has been rewarding to see sustained support for the digital programs we developed during the pandemic and it has been energizing to bring alumni together in person again. Our return to in-person events has not been without struggle as the travel and hospitality industry worked to get back to pre-pandemic service standards and our team tried to figure out how the changed habits and behaviours of our alumni would impact events. As we moved through the year - each in-person event feeling a bit like the first time we had hosted it - we were rewarded time and again by a strong, engaged, proud community of alumni who showed up to connect and celebrate with one another.

In the first two years of the alumni engagement strategy, the association posted surpluses in our financial statements as a result of restrictions on travel and in-person events. We chose to save those surpluses to invest in the Alumni Engagement Strategy in the final three years of the strategy. As a result, our planned annual deficits – funded by investable surpluses in the previous two years – can be seen in our financial statements this year. One of the highlights for Alumni Council this year is how happy we are to be supporting student and alumni events again through the sponsorship program.

We saw a full return to requests for sponsorship and being able to invest funds from our affinity partners to help students and alumni have a positive personal experience with UNB is rewarding for all involved. One of the most exciting parts of this year was the return to in-person graduation activities in May 2022, followed by our first in-person Reunion Weekend in three years. Other highlights included a return to chapter events in Vancouver, Edmonton, Calgary, Toronto, Ottawa, and Southwest Ontario, as well as regional events across Atlantic Canada. The alumni-led Hockey Fellows Society hosted a successful reunion in Fall 2022, and in April 2023 we were thrilled to celebrate them and 11 UNBers at the Proudly UNB Awards in Saint John. It was the perfect cap to our year of connecting and celebrating in person with alumni.

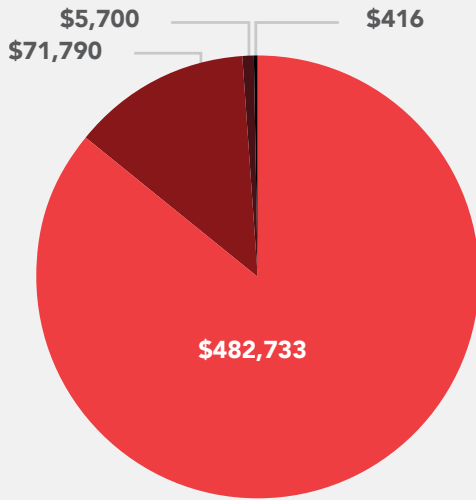
We maintained momentum across our digital engagement efforts including a successful Season 2 of the UNBeknownst podcast, continued support for our UNB Talks Online and Career Talks Online series, and growing interest in our Alumni News Direct and digital Alumni News magazine.

Our story this year is a positive one in which alumni can connect with each other, the association, and the university in whatever ways best suit them – online, in-person or a combination of the two. As we reflect on the year behind us, it is evident that we have come through a global pandemic as an alumni community prouder than ever to be UNBers.

FINANCIALS

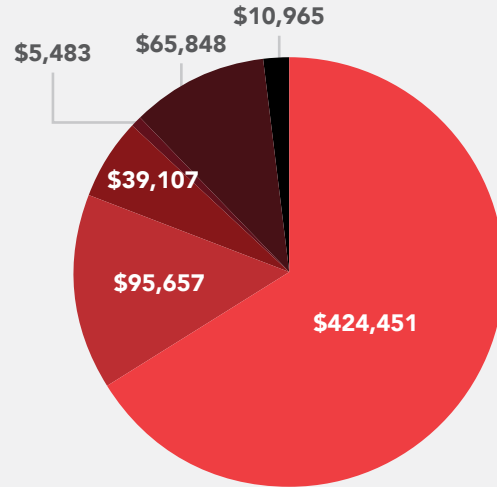
SPHERE I (ASSOCIATION)

TOTAL REVENUE: \$560,640



- Affinity Partnerships
- Advertising
- Frame Sales
- Other

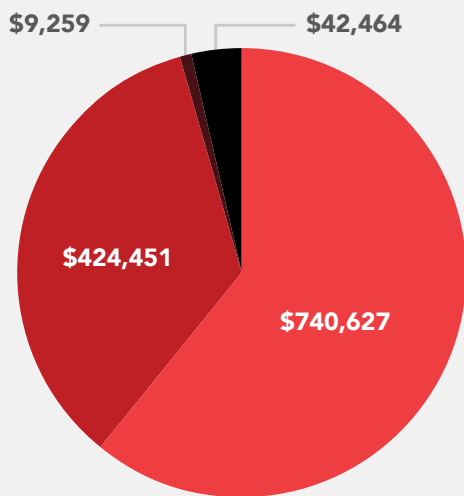
TOTAL EXPENSES: \$640,512



- Contributions to Operating Budget
- Sponsorships / Awards / Donations
- Admin & Operations
- Skybox Hosting
- Frame Expense
- Travel

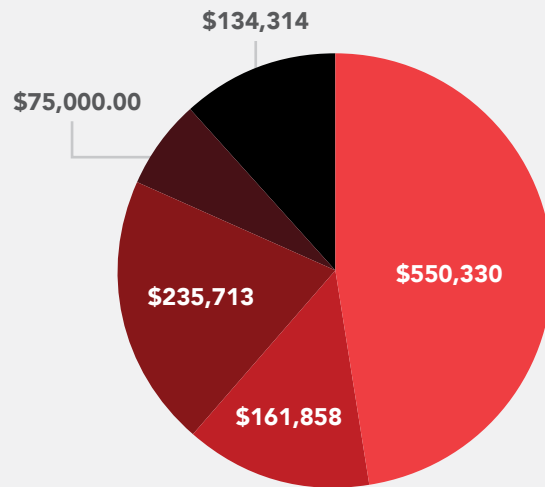
SPHERE II (UNB OPERATING ACCOUNT)

TOTAL REVENUE: \$1,217,071



- UNB
- Sphere I Contributions
- Donations
- Registrations

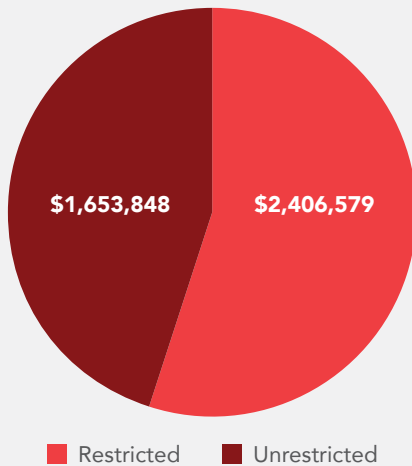
TOTAL EXPENSES: \$1,157,215



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

SPHERE III (TRUST FUNDS)

TOTAL: \$4,060,427



SPHERE IV (DEVEREAUX FUND)

\$318,000.00

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 association operations expenses.

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 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

ANDREW MARTEL

(BCS'15),
Fredericton, NB

SAINT JOHN REPRESENTATIVE

OLIVE OZOEMENA

(MBA'16), Saint John, NB

PAST PRESIDENT

PETER SYROID

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

PRESIDENT OF THE ASSOCIATED ALUMNAE

JANE KIDNEY-HERMELIN

(BBA'97), Fredericton, NB

COUNCILLORS

SARAH BIRCH

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

KYLE FERGUSON

(BBA'09), Toronto, ON

IAN HARDY

(BBA'07), Saint John, NB

ERIN STAFFORD

(BSc'08), Toronto, ON

SHAWN QUINLAN

(BBA'94, MBA'96), Fredericton, NB

CHRISTOPHER WEIR

(BBA'93, BEd'94), Saint John, NB

SAINT JOHN STUDENT REPRESENTATIVE

DEVIN DEBLY

Saint John, NB

FREDERICTON STUDENT REPRESENTATIVE

AMANDA SMITH

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

FREDERICTON SENATE REPRESENTATIVE

MICHAEL MEAGHER

(BScCE'77), Fredericton, NB

SAINT JOHN SENATE REPRESENTATIVE

ERIC SAVOIE

(BBA'08, MBA'14), Saint John, 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)

YENNI RODRIGUEZ

ASSISTANT DIRECTOR

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, ATHLETICS)

SHONDA COTTON

ALUMNI ADVANCEMENT COORDINATOR (YOUNG ALUMNI)

NATASHA REGO (BA'13)

MARKETING COMMUNICATIONS COORDINATOR

ALISHA BAINBRIDGE (BBA'15)

ALUMNI ENGAGEMENT COORDINATOR

ERIKA KING (BSCHE'12)



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

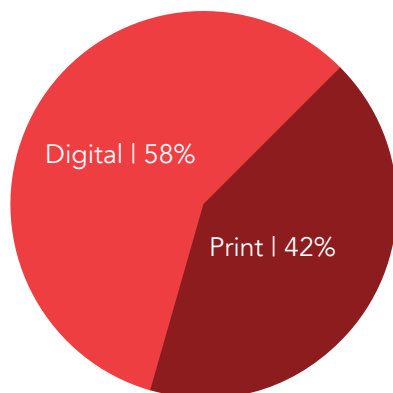
TELL OUR STORY TO INCREASE AWARENESS AND PRIDE

ALUMNI NEWS MAGAZINE

Alumni News is the association's largest touchpoint with our alumni. It is mailed, and emailed, twice a year to alumni around the world.

NUMBER OF MAGAZINES DISTRIBUTED

182,816



NUMBER OF DIGITAL MAGAZINE PAGE VIEWS:

29,998

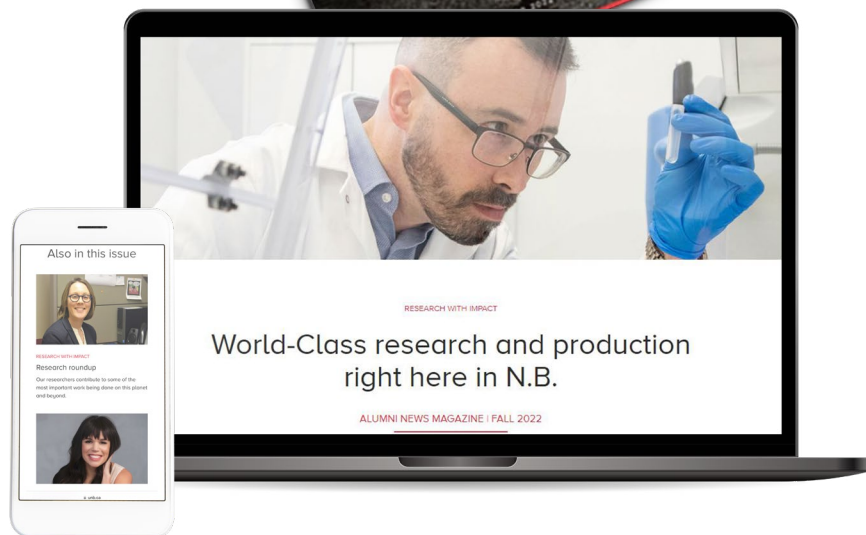
(31% increase over previous year)

MOST VIEWED STORY:

MARCEL LEBRUN

COVER STORY –

2,294 PAGE VIEWS



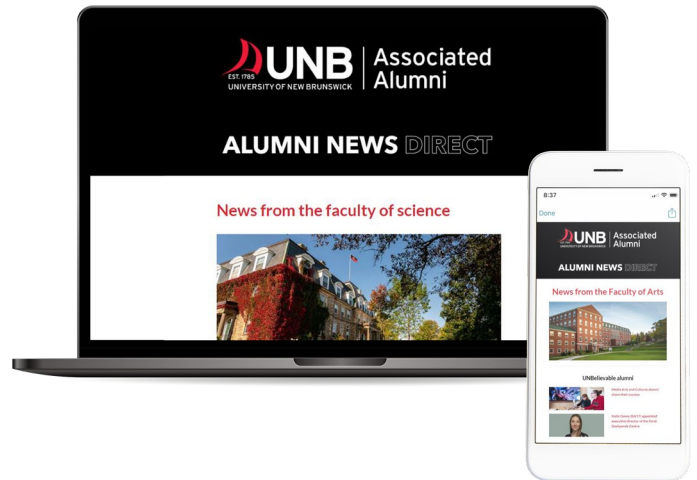
ALUMNI NEWS DIRECT

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 unique opens: 99,573 (11% increase)
- Average open/click rate: 24.6% / 3.0%

**FACULTY SEGMENTED
OPEN / CLICK RATE:
31.7% / 5.9%**

**NON-SEGMENTED
OPEN / CLICK RATE:
22.2% / 2.1%**



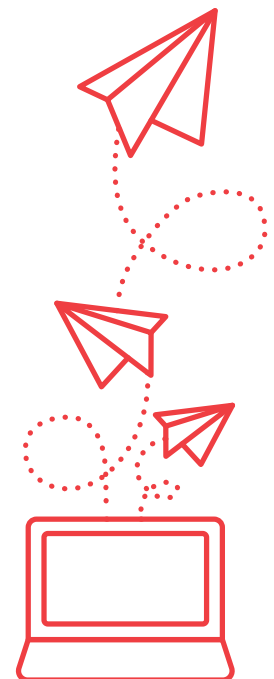
ALL ALUMNI EMAILS

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 UNIQUE
OPENS: 754,903
(34% INCREASE YOY)**

**AVERAGE OPEN / CLICK
RATE: 26.44% / 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. The corporate UNB LinkedIn page reaches over 65,000 UNB alumni.

FACEBOOK

1,603,946 IMPRESSIONS

5% decrease over previous year
112% increase from base year

9,938 followers

6% growth over previous year
71% growth from base year

91,864 engagements

18% decrease over previous year
58% increase from base year

TWITTER

403,988 IMPRESSIONS

22% decrease over previous year
23% increase from base year

2,919 followers

2% growth over previous year
13% growth from base year

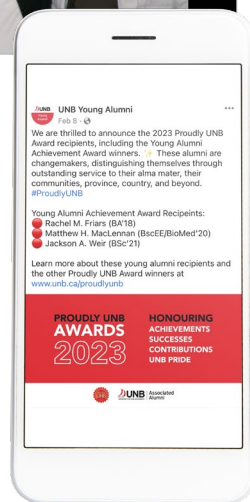
9,834 engagements

22% decrease over previous year
1001% increase from base year



TOP POSTS:

2023 Proudly UNB Awards recipient announcement;
Social Club – what would you do with one more night at SClub



TOP POSTS:

2020 & 2021 PUNB magazine story
Saint John fall Convocation



INSTAGRAM

406,523 IMPRESSIONS

26% increase over previous year
95% increase from base year

2,631 followers

16% growth over previous year
89% growth from base year

8,811 engagements

11% decrease over previous year
106% increase from base year



TOP POSTS:

Exam giveaway spring 2023
Graduation spring 2022

LINKEDIN (CORPORATE LINKEDIN PAGE)

2,160,993 IMPRESSIONS

(29% increase over previous year)

65,824 alumni on LinkedIn 75,890 engagements

Faculty of engineering page

Connections: 3,930
10% increase

Faculty of management page

Connections: 1,628
13% increase

Faculty of computer science page

Connections: 951
105% increase

SOCIAL MEDIA 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.

PAGEVIEWS

164,828

11% decrease over previous year
43% increase from base year

UPDATE FORM COMPLETIONS 992

(9% increase over previous year)

TOP SOURCES:

Organic search: 36.8%
Social: 29.9%
Direct: 7.6%

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.

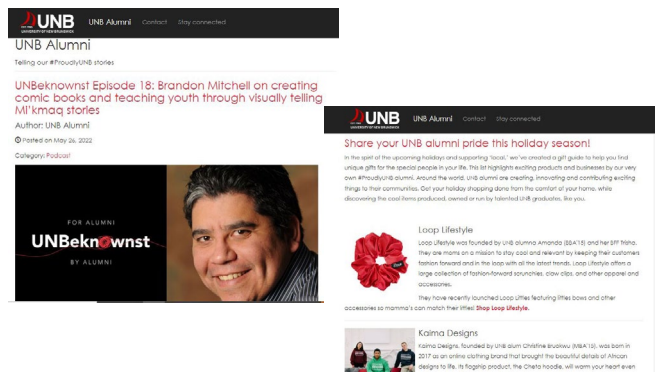
By sharing these stories, we make each other stronger and share in our UNB pride.

Story views: 38,811

14% decrease over previous year

In addition to these story views, our office worked directly with Management, Engineering, and Computer Science on stories that appeared directly on their sites.

- Most viewed stories:
 - Brandon Mitchell podcast shownotes | 1,383
 - Holiday Gift Guide | 1,278



WEBSITE PAGEVIEWS



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 2022-23, the podcast received 2,862 unique downloads. In this year, the podcast was also broadcast once a week on CHSR-FM 97.9, the UNB Fredericton campus radio. Our UNB alumni podcast segment on this station. While we don't know how many listeners tuned in to hear our podcast on the radio, there has been some great word-of-mouth feedback to the station, that people have appreciated being able to listen to it on the air!

Since beginning the podcast in September 2021, we've produced 28 episodes and have had 5,332 unique downloads.

2,862

UNIQUE DOWNLOADS

HOST OF UNBEKNOWNST: KATIE DAVEY

Recently recognized as a 2021 Young Impact Leader by Future of Good for her role in creating Public Policy Forum's podcast, Policy Speaking, Katie brings an entrepreneurial spirit to public policy challenges of the day. Katie is executive director of the Pond-Deshpande Centre at UNB, having previously served as director of policy at Public Policy Forum.

Katie is the creator of Femme Wonk — a policy and current affairs podcast with an Atlantic Canadian and intersectional flare. Katie served as director of policy and stakeholder relations at the Office of the Official Opposition in New Brunswick, senior adviser for policy and stakeholder engagement in the New Brunswick premier's office and president of the UNB Student Union. She was a member of the Youth Working Group on Gender Equality for the Government of Canada, and a 2019-20 Action Canada Fellow. Katie holds a degree in political science from UNB and a master of applied politics from Wilfrid Laurier University. Katie advocates for the integration of economic and social policy.



CELEBRATE ALUMNI, STUDENTS, AND UNB MILESTONES AND ACHIEVEMENTS

PROUDLY UNB AWARDS

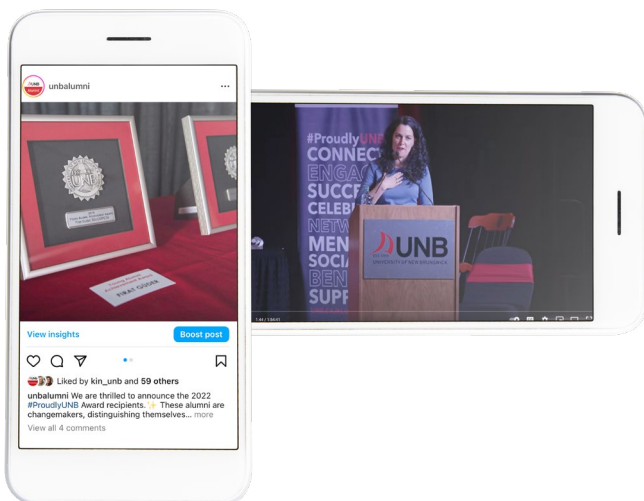
In April of 2023, we celebrated our 2023 award recipients at a wonderful awards event in Saint John, NB.

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

40,444 EMAIL OPENS
49,509 SOCIAL IMPRESSIONS

PROUDLY UNB EVENT ATTENDEES 147
VIDEO VIEWS 1,672



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 June 2-5, 2022 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	177
Golden Grad Breakfast	100
UNB Bus Tour	26
Class of '61/62 Luncheon	44
Class of '72 Golf	16
Celebrate Renaissance College BBQ	39
Faculty Open Houses	184
Picaroons	100
Senior Classes Dinner	150
Class of '82 BBQ	30
Maritime Lobster Boil	193
Farewell Breakfast	60



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. We were excited to recognize the 2023 recipients at an in-person celebration in March, in Saint John, NB.



2023 RECIPIENTS:

Blake Allen, BA/BEEd	Adam Lambert, BBA
Jane Campbell, BSc	Ashley Legacy, BA/BEEd
Bertha Debly, BBA	Emma Lynch, Bachelor of Health
Carson Dorcas, BBA	Haley McGaw, BA/BEEd
Mary Gayle, BA	Hannah Oh, BSc
Amal Koshy George, BA	Tanya Paterson, BA/BEEd
Emma Higdon, BA/BEEd	Amelia Puñales, BBA
Tarandeep Kaur, BN	Maytte Robson, BBA
Clara Kelly, BN	Orianna Ross, BBA
Faseeh Khalil, BBA	Jillian Smith, BA/BEEd
Karlie Kotsabasakis, BN	

Athletic Awards Ceremony

The UNB student athletic awards ceremony 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 REDS student-athletes at the Fredericton awards ceremony.

UNB FREDERICTON 50 STUDENTS RECOGNIZED

Digital Exam Packs

In December 2022 and April 2023, we continued our digital exam pack campaign. 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.

REACH: 2,964

COMMENTS: 143

NO. OF COFFEE CARDS SENT: 161

Graduation

NEWSLETTER OPENS: 11,638

NEWSLETTER OPEN RATES: 77.9%

GRAD CLASS CONTACT

INFO UPDATES: 385

ALUMNI PINS DISTRIBUTED: 2,114

FRAMES SOLD: 435

FOSTER A CULTURE OF CONNECTION AND CONTRIBUTION AMONG STUDENTS AND ALUMNI

STUDENT AWARDS AND SCHOLARSHIPS

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 2022, four 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.

OTHER ALUMNI SCHOLARSHIP RECIPIENTS

\$158,890
IN ALUMNI SCHOLARSHIP MONIES AWARDED TO 127 UNB STUDENTS



Q&A: Callum Hunter, UNB Alumni Student Leadership recipient

Author: UNB Alumni

Posted on Mar 16, 2023

Category: UNB Fredericton , Young Alumni , Inspiring Stories



Q&A: Houda El Hajjaoui, UNB Alumni Student Leadership recipient

Author: UNB Alumni

Posted on Feb 1, 2023

Category: Young Alumni , Engineering , UNB Fredericton , Inspiring Stories



Q&A: Kate Palmer, UNB Alumni Student Leadership recipient

Author: UNB Alumni

Posted on Dec 1, 2022

Category: Young Alumni , UNB Fredericton , Science , Inspiring Stories



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.

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, and Ten Thousand Coffees Office Hours.

Career Talks Online

EVENT	REGISTRATIONS	VIDEO VIEWS
UNB Career Talks Online: LinkedIn	166	141
UNB Career Talks Online: LinkedIn to win - Job search fundamentals	93	133
TOTAL	259	274

Ten Thousand Coffees Office Hours

EVENT	REGISTRATIONS	VIDEO VIEWS
10K Office Hours: Forestry career conversations with JDI	4	112
10K Office Hours: Computer science career conversations with Janet Lin	12	145
TOTAL	16	257

Alumni Chapter Events

EVENT	ATTENDEES
Ottawa Museum Tour	19
Vancouver Alumni Reception	36
Calgary Annual Dinner	70
SW Ontario Dinner	33
Edmonton Reception	48
Ottawa REDBLACKS game	31
Toronto - Rodney's Gathering	48
St. John's Mingler	36
Calgary: Pub Night	32
TOTAL	353

Other in-person alumni events

EVENT	ATTENDEES
Reunion Weekend 2022	493
Brisbane Alumni Diner	8
Kuala Lumpur Reception	36
Singapore Reception	19
Moncton Wine Expo	38
Celebrating 25 years of alumni engagement	63
Calgary: Meet the Dean of Engineering	15
UNB Alumni @ UNB REDS Hockey	33
Toronto: Engineering Meet the Dean	16
Engineering Dean's Coffee House	6
Management: Rodney's Reception	26
Coach Speedy Celebration	75
Volleyball Alumni Weekend	50
UCup - attendees at alumni events @ bar	100
Graduating Student Leadership Awards	78
James Mullingar at the Imperial	50
UNB Alumni with Colin Mochrie at the Fredericton Playhouse	80
UNB Alumni & Friends at the 2023 Halifax ComedyFest	40
PUNB Awards	147
TOTAL	1,373

UNB Talks Online

EVENT	REGISTRATIONS	VIDEO VIEWS
UNB Talks Online: Discovering your values	152	201
UNB Talks Online/TD: Planning for your children's future	40	N/A
UNB Talks Online: Deck your halls with seasonal décor	100	128
UNB Talks Online: Redefining success & building a life/business that fulfills you	202	81
UNB Talks Online: The impact of effective cross-cultural communication	134	261
UNB Talks Online: Nourish to flourish - Caring for yourself so you can care for others	121	153
UNB Talks Online: Spring refresh - A new way to declutter and simplify your home for good	274	165
UNB Talks and TD Bank Present First time home buyers financial education	147	N/A
TOTAL	1,023	989

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.

NUMBER OF THANKVIEW MESSAGES

SENT: 1,087

NUMBER OF UNIQUE OPENS: **816**

AVERAGE OPEN RATE: **75.4%**

TEN THOUSAND COFFEES

UNB's Ten Thousand Coffees platform continues to engage students and alumni in virtual networking conversations. During this period, 119 new members joined the platform.

NUMBER OF ACTIVE ALUMNI PARTICIPANTS: **387**

NUMBER OF ACTIVE STUDENT PARTICIPANTS: **546**



CHAPTER CHARITIES INITIATIVE

In 2022-23, our chapter volunteers helped us distribute \$5,500 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	Nourish Nova Scotia
Saint John	The Harbour Lights Campaign Inc.
Fredericton	Greener Village Fredericton
Ottawa	Ottawa Food Bank & Ottawa Community Foundation
Toronto	Children's Breakfast Clubs
SW Ontario	Ronald McDonald House Charities - Southwestern Ontario
Calgary	Veterans Food Bank of Calgary
Edmonton	Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area (BGCBIGS)
Vancouver	Covenant House Vancouver

SPONSORSHIP PROGRAM

The Associated Alumni provided \$64,456 to support students and alumni through our sponsorship program. An additional \$19,301 in funds were provided in partnership agreements to support REDS Athletics, Seawolves Athletics, and to help the UNBSRC fight food insecurity among students. These funds supported 44 student events, creating 9,627 student engagements and 570 alumni engagements.

Events and programs supported include:

- Hockey Fellows Reunion
- Menstrual Health Society
- NB Women in Business Case Competition
- Nursing Pin Dinners on both campuses
- Computer Science Extra Life Competition
- African Caribbean Society Gala
- Red n Black Revue
- Atlantic Student Research Journal: Sparks of Energy
- Hale Geological student study tour
- Girls STEM Up Conference
- Student Union Recognition Awards

GENERAL SPONSORSHIP FUND

\$57,706

STUDENT ALUMNI ENGAGEMENT FUND

\$3,950

STUDENT PERSONAL DEVELOPMENT FUND

\$2,800



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 sessions
- Grad Activities
- PUNB supporter videos
- UNBTalks Presenters
- Affinity/Chapter Community Donations

**NUMBER OF
ALUMNI**

315

**VOLUNTEER
HOURS**

**OVER
4,843**

ALUMNI DONORS

In 2022-23, 2,921 alumni gave to scholarship, opportunities, and support funds at UNB. Of those 2,921 alumni donors, 74 gave for the first time.

Giving Tuesday Campaign

With matching funds from the Devereaux family, \$26,081 was raised by 96 donors. Of these funds, \$8,675 went to the Alumni Legacy Award.

The campaign was launched on social media and via email communication with alumni.



**SOCIAL MEDIA
ENGAGEMENTS**

676

**EMAIL
OPENS**

9,698

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:

In 2022-23, we ended our partnership with MBNA and introduced a partnership with Contiki Tours as well as expanding our TD Insurance offering by adding travel insurance.

PARTNER	2022-23	2021-22	2020-21	2019-20	2018-19
TD	\$421,914	\$400,531	\$389,847	\$373,009	\$340,196
Manulife	\$60,319	\$60,792	\$50,262	\$50,182	\$66,291
MBNA	\$500	\$21,250	\$21,500	\$20,000	\$40,000

Note that our MBNA partnership ended on January 1, 2023.



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

CONTACT UPDATE

1,067

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 share where life has taken them since graduating. The feedback we gather

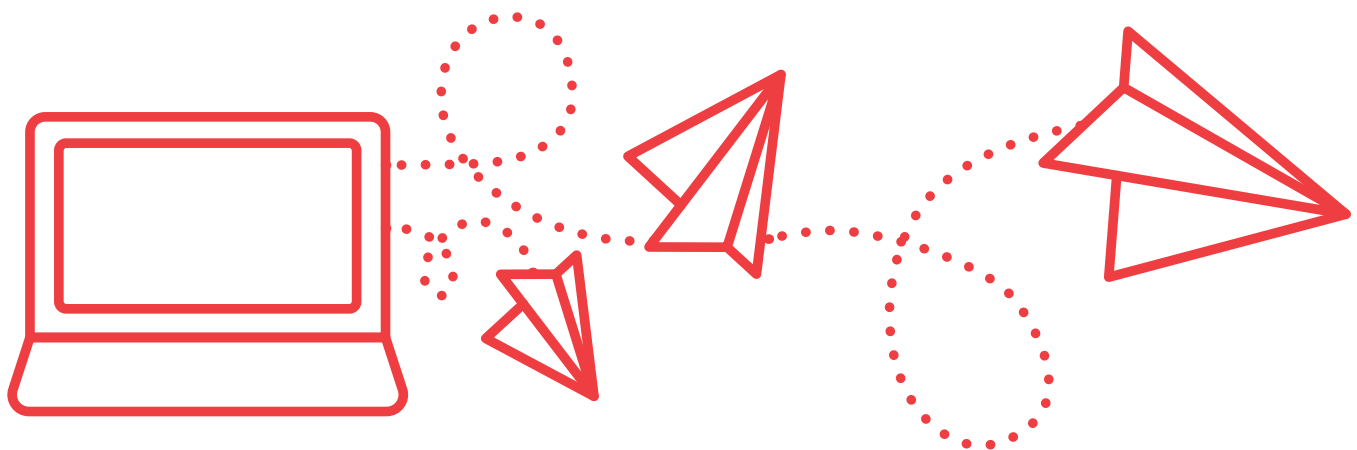
through this annual survey helps us better understand our emerging alumni community.

CLASS OF 2021 RESPONSE RATE

17.4%

CLASS OF 2020 RESPONSE RATE

9.0%



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 & 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 2022/23 including 74 first time alumni donors.













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 University of New Brunswick