



ACADIA
ALUMNI



ACADIA ALUMNI ASSOCIATION

ANNUAL GENERAL MEETING

Saturday, May 09, 2020

11:00 a.m.

Virtual

Ryan Conrod, '06 Presiding

AGENDA

1. Welcome
2. Introduction of technology use
3. Approval of Agenda
4. Approval of Minutes of AGM of May 11, 2019 – pg. 3
5. Greetings from President Ricketts
6. 2019-2020 Annual Report - R. Conrod/O. Proudfoot – pg. 5
7. 2019-2020 Treasurer's Report –T. Walker – pg. 21
8. Questions
9. New Business
10. Nominations Committee Report – G. Irvine - pg. 25
11. Closing Remarks – D. MacBeath
12. Adjournment



ASSOCIATED ALUMNI OF ACADIA UNIVERSITY

MINUTES OF MAY 2019 ANNUAL GENERAL MEETING

May 11, 2019 – 9:30 am – Wu Welcome Centre at Alumni Hall

1. Welcome - Call to order

The meeting was called to order by President R. Conrod. R. Conrod welcome those in attendance and acknowledged the presence of Chancellor Bruce Galloway '68, University President Dr. Peter Ricketts, University Vice President Dr. Rod Morrison and several Past-Presidents of the Alumni Association.

A sign-in sheet was circulated to record attendance. Attendees were provided with a copy of the Acadia Alumni Association Annual Report.

2. Approval of the Agenda

Motion: Moved by Mike Kennedy, seconded by Malcolm Smith that the agenda be approved as circulated. Carried.

3. Approval of the Minutes of AGM of May 12, 2018

Motion: Moved by Alan Baker, seconded by Tom Prescott that the minutes of May 12, 2018 be approved as circulated. Carried.

4. Greetings from President Ricketts

Dr. Ricketts welcomed those in attendance and thanked the alumni for their contribution to the University. Highlights of the previous year included the installation of Bruce Galloway '68 as Chancellor, the appointment of a new Provost and Vice-President Academic (pending), Vice-Provost and Dean of Arts (pending). Dr. Ricketts acknowledged the increasing diversity of the student body and the addition of 800 new alumni during the 2019 Spring Convocation.

5. 2018-2019 Annual Report – R. Conrod / I. Murray

R. Conrod shared the highlights of the 2018-2019 Annual Report as circulated. The Alumni Association remains in a healthy financial position.

R. Conrod provided those in attendance with advance notice of a pending announcement, the Acadia Alumni Association has made a pledge in the amount of \$1.5 million to Campaign for Acadia. A public announcement will take place at the Acadia Alumni Awards planned for May 23, 2019.

The Alumni Association was please to be the major sponsor in support the Dr. Jane Goodall lecture.

R. Conrod acknowledged the attendance of Bev Richards, the most recent recipient of the Isaac Chipman award for outstanding service.



A new Alumni event will be held in Halifax in September. The goal of this event is to engage more recent graduates.

R. Conrod thanked Dr. Rod Morrison, Ian Murray, Oonagh Proudfoot and staff for the ongoing support of the association.

R. Conrod thanked the outgoing members of the Board of Directors; Malcolm Smith, Barry Taylor, Lisa Peck, Greg Young and Geoff Irvine for their service.

Ian Murray shared the highlights of the 2018-2019 Annual Report as circulated. He thanked the Alumni in the room and acknowledged Oonagh Proudfoot for her contributions. Significant progress has been made in the more effective use of various social media platforms. I. Murray referenced the success of the various Alumni events held throughout the year.

Dr. Rod Morrison provided a brief update on the Campaign for Acadia. The campaign has exceeded \$60. million towards the \$75. million target. The campaign is currently ahead of the initial plan.

6. 2018-2019 Treasurer's Report

T. Walker shared the highlights of the 2018-2019 Annual Report as circulated. The Alumni Association concluded 2018-2019 with revenue in excess of expenses of \$150,065. The Association remains in a health financial position, concluding the year with Total Assets of \$1,444,026.

Motion: Moved by Matt Rios, seconded by Dr. Fred Gilbert that the Financial Report be approved as circulated. Carried.

7. Questions

A question from the floor addressed the fact that contributions from the Alumni come from only 5% of the membership. It was noted, the 5% engagement is within the norm for Canadian institutions. The Alumni Association with support from the University Development Office have identified several initiatives focused at increasing Alumni engagement; targeted appeals involving Class Officers, a gift matching program and the new event planned for Halifax focused at recent graduates.

No further questions were received from the floor.

8. New Business

Dr. Ricketts brought to the attention of the attendees that Acadia University will be hosting Emerging Leaders for Sustainable Community Development program 2019, June 16th to 22nd.

9. Nominations Committee Report – G. Irvine

G. Irvine reported that the first year operating within the new committee structure as defined within the 2018 Constitutional amendments has operating very effectively. The nominations committee remains committed to the diversity of the Alumni Board and the Alumni nominations to the Acadia University Board of Governors. The outgoing members of the Alumni Board were thanked for their service.



The Nominations Committee proposed the following members for appointment to the Acadia Alumni Board of Directors;

Christine Luckasavitch
Carol D'Amelio
Jeff Aucoin
Sam Zhang

Candidate profiles were available in the handout material.

A call for further nominations was made three times. With no nominations from the floor, nominations to the Acadia Alumni Board or Directors were closed.

Motion: Moved by G. Irvine, seconded by Gordon Lummis that the candidates as proposed be appointed to the Acadia Alumni Board of Directors. Carried

10. Adjournment

With no further business the meeting was adjourned at 10:30 am.

Motion: Moved by Tom Prescott, seconded by Maxine McQuaid that the 2019 Acadia Alumni Annual General Meeting be adjourned. Carried.

2019-2020 ANNUAL REPORT

From the President of the Association

The Acadia Alumni Association had a successful and productive year, which in large part is due to the hard work of the volunteers within the Alumni Association and the staff within the Alumni Office. One significant highlight of the year was the adoption of a Strategic Plan to set the goals for the Alumni Association over the course of the next five years. Through the execution of this plan, the Alumni Association aims to provide leadership in the transformation of career services and mentorship; create impact throughout the Acadia journey; and build upon the success of our Alumni communications. I am truly excited to see the results of the hard-work ahead as the Association moves forward with these objectives.

The Alumni Association was faced with some bittersweet news in the fall of 2019 when it learned that the Alumni Office's Executive Director, Ian Murray ('88) was taking a position in the President's Office to serve as the Executive Director of Communications and Government Affairs. Acadia Alumni have been well-served by Ian over the years and he has been a tremendous supporter of the Alumni Association Board and the entire alumni community. Ian has had, and will no-doubt continued to have, a meaningful impact on the lives of many of our alumni. We wish Ian all the best in his exciting new position within the senior administration and are happy we will continue to see him regularly at local alumni events. Oonagh Proudfoot, former Senior Alumni Officer, has stepped into the role of Acting Manager of Alumni Affairs and the Alumni Association Board has appreciated Oonagh's time, effort and assistance over the ensuing months.

The Acadia Alumni Association Board of Directors met as a full Board on May 11 and October 19, 2019 and on March 28, 2020 (via Video conference). Our annual retreat was held in Wolfville during convocation weekend on May 11-12th, 2019. The retreat was a great opportunity to welcome new members to the Board of Directors and we focused on strategic planning under the guidance and facilitation of Mike Kennedy ('05), former member of the Alumni Association Board of Directors and current faculty member in the School of Business.

The Executive Committee met monthly and the standing committees, including Finance, Governance, Communications, Awards, Young Alumni, Events and Nominations met regularly or as needed. I would like to thank all of the committee chairs and committee members for the extra work they put into ensuring the Alumni Association's activities were successful. As you will see from the Treasurer's Report, the Alumni Association ended its fiscal year with net positive income and remains in a healthy financial position.

Key Alumni Association accomplishments this year include:

- Development and adoption of a five-year strategic plan;
- Approval of a multi-year agreement to provide financial support to Acadia Athletics;
- Development of our career services programming initiative within the strategic plan and the launch of Ten Thousand Coffees (on-line networking tool) with funding from RBC;
- Launch of a new Alumni social event in Halifax - a Kitchen Party - which was held in September;
- Financial support for initiatives of the Acadia Students' Union;
- Adoption of revised disbursement policy and Communications Committee by-laws;
- Launch of the "Family Campaign" in conjunction with the Office of Advancement to raise funds from Alumni donors in support of the Campaign for Acadia;
- Financial support to the class of 2020 for their development of workshops for new graduates;
- Financial support for WISE (Women in Science and Engineering) event held on campus;
- Development of engaging and new Alumni Association communication materials;
- Sponsorship of the U-Cup National Men's Hockey Championships in Halifax, to be hosted by Acadia. Unfortunately after the opening Gala and one game, the event was cancelled due to COVID-19;
- Continued success in affinity programs that provide valuable services to alumni and grow the revenue of the Association; and
- Collaborating with the university on communication platforms for alumni including the "Alumni Bulletin", monthly e-newsletters and other social media.

Over the course of the past year, Dr. Ricketts has continued his past practice of remaining highly engaged with the Alumni Association and its members. Peter takes many opportunities to engage with alumni at all levels and has been a welcome participant in our Alumni Board meetings where he brings greetings and provides updates to the board on the activities of the University. I have truly enjoyed working with Peter over the course of the last two years, I thank him for his continued support and involvement and look forward to seeing him at many alumni events in the future.



I would like to close this report by offering sincere gratitude to retiring alumni Directors Marian Reid ('85) and Rebecca Carr ('15) and to ex-officio member Olivia Bryant ('19). Marian and Rebecca have well-represented the interests of their fellow alumni on the Alumni Association Board – thank you for volunteering your time and talents for our Association.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Ryan Conrod', is written in a cursive style.

Ryan Conrod ('06)
President, Associated Alumni of Acadia University

From the Office of Alumni Affairs

This has been a year of change and opportunity. The Alumni Office, along with the Alumni Association, has had a full year with events, strategy development, financial health, transition and celebration. All of this wrapped up at the end of the year, with a very unique situation presented to us providing us with an opportunity to rethink our processes and allow for evolution, for example a virtual AGM.

First and foremost, I would like to extend a profound and heartfelt thank you to Ian Murray for his nine years of service in the Office of Advancement, Alumni Affairs offering his guidance, leadership, thoughtfulness and humour. I, for one, have appreciated his counsel over the years and wish him well in his next stage.

I want to thank members of the Alumni Association Board of Directors for their partnership during my term as Executive Director Alumni Affairs. Serving as the primary staff link between the University and the Association for almost ten years, I enjoyed working with numerous board members, all of us united by our affection for Acadia. I also served with six different Association presidents, each of them bringing a unique perspective and style that helped me to expand and define my own perceptions and when setting priorities. I owe each director and president, past and present, a debt of gratitude for the support and encouragement I received, but I would be remiss if I failed to mention the influence Bruce Phinney had on me and my work. Bruce was an exemplary alumnus and an intuitive and inspired business leader, friend, husband, and father. His spirit of generosity extended beyond philanthropy to personal and professional mentorship. As I try to live up the standard Bruce set, I will be forever grateful for time we spent together on our shared Acadia journey. I also wish to thank and acknowledge my former direct colleagues in the Office of Alumni Affairs and overarching Office of Advancement. I am enormously proud of what the staff team has accomplished



working together with the Alumni Association on behalf of our alma mater, work that has enabled me to develop meaningful relationships with hundreds of alumni from places all around the world. Our Association is truly a family. I am thankful for the opportunity to have contributed to the work of the Association, and equally so, pleased to now work directly with President Ricketts and his Executive Team on initiatives important to sustaining Acadia's unique educational experience. My congratulations go to Ryan Conrod on the completion of his very successful term as Association President as I extend a hearty welcome to the incoming executive and board. I look forward to continuing our work together from my new spot in the Office of the President.

Ian Murray ('88)

With the departure of Ian to his new post in the President's Office as the Executive Director External Communications and Government Relations, I would like to extend a tremendous amount of gratitude to the entire Alumni Affairs staff team as we adjusted to the lay of the land in the interim. Melanie Jackson, Sandra Symonds and Debbie MacMillan with event wrap-up and projection, along with some changes in responsibilities and tasks; Melanie Coleman for administratively supporting us all and, often, altering how tasks are done; and Fred Sgambati and Natalie Weekes with our communication strategies, particularly in this time of unknown. A special thanks to Melanie Jackson, for providing additional support and contributing to the work of the Alumni Association. As an entire entity, the Office of Advancement, under Dr. Rod Morrison's leadership and direction, continues to complement the work of the Alumni Association with management and guidance from Nancy Handrigan and Cassie Tremain. I offer my gratitude and tribute.

I would like to extend my sincere appreciation to Ryan Conrod as the Alumni Association President for the last two years. I have, very much, enjoyed and appreciated his leadership. I warmly welcome Donald MacBeath to the position of President and look forward to the next two years working with her and the rest of the Board of Directors.

In true form, and in supporting the brand promise of the Alumni Association of Mobilizing Connections, the Alumni Office worked tirelessly to create, schedule and implement a robust schedule of events around the world. The last in-person event was in Florida in early March. We will be coming to you enthusiastically virtually for the foreseeable future. Please see the list of alumni events schedule for 2019-2020 on the pages 13 and 14 of the report. We are extremely fortunate to have access to a host of resources in order to be able to add to the values of the Alumni Association of excellence, leadership, innovation and engagement.

I am honoured and privileged to assist the Alumni Association in delivering their Awards program, currently providing six separate platforms for celebrating the people that make our university and association great. It is a delight to be a part of celebrating our Acadia community as they contribute to facilitating a connection and growth among the global network of Acadia graduates, students, staff and friends to optimize our lives. The recipients in this year's awards program bring honour and pride to Acadia University.



I look forward to working with the Alumni Association on their Strategic Plan 2020-2025 in the coming years in concert with the Acadia 2025 Strategic Plan. The next several years will be a time of exciting growth, opportunity and excitement for the Alumni Association and for Acadia University.

Stand Up and Cheer!

Respectfully submitted,
Oonagh Proudfoot ('93, '06)
Manager, Alumni Affairs (Acting)

Mobilizing Connections: Acadia Alumni Strategic Plan 2020-2025

Acadia Alumni are eager to remain connected with their *alma mater* and are committed to supporting the institution and its students. Since 1860, the Acadia Alumni Association has existed “to bring about the unity of graduates and former students of Acadia University and to... promote the best interests of the University.” Continuing with the tradition of bringing Alumni together in support of Acadia, the Acadia Alumni Association has adopted a five-year strategic plan that will improve connections amongst Alumni, and between Alumni, Acadia and its students.

The Acadia Alumni Association is in a great position to look forward and plan for the future. The Alumni Association’s strong balance sheet allows it to make strategic investments in line with its purpose and in support of Acadia. In the recent past, the Alumni Association has made great strides with its internal affairs: the members have recently adopted a new constitution and the Alumni Association board has improved its governance model. The Association has also re-instated previously stagnant awards and adopted a new brand-DNA which is reflected in our modernized logo. Now is the perfect time to plan strategically for the future.

In 2019, the Alumni Association made a \$1.5M commitment to the University in support of its Campaign for Acadia. The strategic plan adopted by the Alumni Association sets out the primary priorities for some of this funding through its initiatives of: Lifelong Engagement; Going “Upstream”; Leadership in Career Services & Mentorship; and Strategic Communication. With the implementation of these priorities, the Alumni Association hopes to create a meaningful impact on the lives of students and Alumni throughout their Acadia journey. We will improve upon our communications within our Alumni community and leverage this network to transform career services and mentorship opportunities for students and recent graduates.

The Alumni Association Board of Directors is proud of this strategic plan and looks forward to implementing the plan with the support of the broader Acadia Alumni community.



Strategic Themes

A. Lifelong Engagement

Provide opportunities for meaningful connections to members of the Acadia family from the time they are a prospective student and throughout the rest of their life.

Develop deeper engagement between current students as well as recent graduates and other Acadia Alumni with the objective of nurturing deep relationships to drive lifelong learning, career development, leadership capacity, mentorship and volunteerism.

B. Going “Upstream”

Prioritize early activation of relationships with current students and GOLD (Graduates of the Last Decade) Alumni. Shift the perception of current students and recent graduates from a perception that Acadia Alumni asks for money to a perception that Acadia Alumni is an invaluable asset in supporting graduates’ achievement of their full potential.

Support Acadia by encouraging Alumni to financially support the University and assist the Advancement Office in increasing the number of active alumni donors.

C. Leadership in Career Services & Mentorship

Assume a leadership role in developing and implementing a visionary, holistic approach to career services, skill development and mentorship for members of the Acadia Family that leverages the unique closeness and willingness of Acadia Alumni to give back. Engage directly with Acadia Students’ Union and University stakeholders to develop and implement this opportunity to connect alumni with students.

D. Strategic Communication

Building on the success of the Bulletin and increased use of social media, play a major role in sharing the story of Acadia Alumni and Acadia University through two-way communications on issues of importance to our members.

Strategic Goals

Moving forward, the Acadia Alumni will be guided by three strategic goals:

1. Provide leadership in the transformation of career services and mentorship;
2. Create impact throughout the Acadia Journey; and
3. Build upon our Success in Alumni Communications.

Provide leadership in the transformation of career services and mentorship

Objective	Supporting Activities
<i>Provide leadership, strategic direction and resources in the development of a holistic approach to career services, skill development and mentorship.</i>	Express desire for Acadia Alumni to play a leadership role in the development of a holistic strategy to transform career services, skills development and mentorship at Acadia at Board of Governors Level/ through relevant Acadia 2025 planning activities.
	Establish/ seek seat on steering committee for Acadia Career Development Centre, an initiative that will coordinate the provision skills for employment transition, mentorship for current students and alumni, and career services across current on-campus silos.
	Environmental scan on best practices in alumni involvement in career services and mentorship.
	Business plan developed.
	Acadia Centre for Career Development launched in October 2020.

Create impact throughout the Acadia Journey

Objective	Supporting Activities
<i>Prepare current students to be engaged alumni. Shift perception of alumni amongst current students and GOLD ("Graduates of the Last Decade") alumni from A\$K to asset.</i>	Provide funding for GOLD alumni / current students to attend alumni events.
<i>To increase programming targeting future alumni (current students), GOLD alumni.</i>	Introduce an event targeting GOLD alumni in Halifax in 2019.
<i>Explore opportunities to include Acadia Alumni in Lifelong Learning through an Alumni Lecture Series.</i>	Perform a jurisdictional scan of current offerings at Acadia and comparative programs at other institutions/ potential for speaker circuit. Present business plan to the Board. Consider possible lecture sponsorship opportunities.
<i>Engage wider demographics.</i>	Strategy to promote engagement with non-athletics groups.
<i>Assist university development office in targeting alumni donations and increasing percentage of alumni donors.</i>	Regular alumni appeals, targeted appeals to promote new donors

Build upon the Success of our Alumni Communications

Objective	Supporting Activities
<i>Modernize Acadia Alumni communications.</i>	Develop a robust communications plan / content strategy for Acadia Alumni that builds on the success of the Bulletin. Additional emphasis to be placed on communications mechanisms outside of the Bulletin engaging integration of GOLD alumni and current Acadia students.
	In conjunction with University efforts, increase social media followership through development of contesting and content strategy.
	Supplement traditional Annual Report with Infographic highlighting

	core accomplishments.
<i>Improve understanding of the role of Acadia Alumni.</i>	Build a one pager / infographic on what the Acadia Alumni does to be distributed at events / available online.
<i>Use opportunities at alumni events to communicate important information to alumni.</i>	Distribute and refer to written material at events, such as "one pager / infographic" and alumni awards material.

Office of Advancement Event Schedule 2019-2020

Event	Date
Campus - Acadia Alumni Association Retreat	May 10-11, 2019
Campus - Acadia Alumni Association AGM	May 11, 2019
Campus - Spring Convocation	May 12-13, 2019
Charlottetown - Dinner	May 15, 2019
Moncton - Dinner	May 16, 2019
Halifax - Alumni Dinner & Awards	May 23, 2019
Ottawa - Maritime Lobster Picnic	May 31, 2019
Ottawa - Atlantic University Alumni Pub Night	June 6, 2019
Saint John - Dinner	June 10, 2019
Fredericton - Dinner	June 11, 2019
St. John's - Reception	June 13, 2019
Campus - TD Gift Announcement	June 20, 2019
Zürich - Canadian Universities Alumni Event (Promo)	June 20, 2019
Campus - Hockey Celebrity Dinner	June 26, 2019
Campus - Summer Reunion	July 5-7, 2019
Campus - Seminary House Reunion	July 5-7, 2019
Hong Kong - Summer Gathering (Promo)	July 9, 2019
Campus - Alumni Golf Tournament	July 26, 2019
Halifax - Kitchen Party	September 5, 2019
Colorado - Canadian University Alumni Reception (Promo)	September 10, 2019
Campus - Hockey Honour Roll	September 28, 2019
Campus - Employee Campaign Rally	October 4, 2019
Barbados - High Commissioner of Canada Reception (Promo)	October 17, 2019
Campus - Homecoming Weekend	October 17-20, 2019
Campaign Cabinet Meeting	October 17, 2019

Business Banquet	October 17, 2019
Bulmer Event	October 18, 2019
Class of 1999 Reception	October 18, 2019
Computer Science Reception	October 18, 2019
1979 Football Reunion	October 18, 2019
Sports Hall of Fame	October 19, 2019
Acadia Alumni Association Meeting	October 19, 2019
Backyard BBQ	October 19, 2019
Calgary - Homecoming Social	October 19, 2019
Mark MacFarlane Room Naming	October 19, 2019
London - Social	October 23, 2019
Campus - Elizabeth Cannon Gift Announcement	October 23, 2019
Antigonish - AUS Women's Rugby Championship (Promo)	October 26, 2019
Ottawa - U SPORTS Women's Rugby Championship (Promo)	Oct. 30 – Nov. 3, 2019
Cape Breton - AUS Women's Soccer Championship (Promo)	November 1 & 3, 2019
Campus - Women's Basketball Meet and Greet	November 2, 2019
Athletics - Victoria - U SPORTS Women's Soccer Championship (Promo)	November 7-10, 2019
Hong Kong - Terry Fox Run	November 9, 2019
Campus - AUS Football Championship Pre-Game Reception (Loney Bowl)	November 9, 2019
Campus - Roy Bishop Gift Announcement	November 12, 2019
Campus - Annie G. Murray (IODE NS Chapter) Reception	November 14, 2019
Campus - 1838 Society Reception	November 15, 2019
Athletics - Campus - U SPORTS Semi-Final Football Pre-Game Reception (Uteck Bowl)	November 16, 2019
Campus - Athletics Corporate Partner Night	November 23, 2019
Toronto - Young Alumni Event	November 28, 2019
Ottawa - Holiday Reception	December 4, 2019
Montreal - Holiday Dinner	December 5, 2019
Campus - Lessons and Carols for Christmas (Promo)	December 8, 2019
Halifax - Holiday Reception	December 10, 2019
Zürich - Canadian Universities Alumni Event (Promo)	December 12, 2019
Halifax - Maple League Jump Program	February 4, 2020
Halifax - AUS Swimming Championships (Promo)	February 7-9, 2020

Nassau - Reception	February 12, 2020
AUS Volleyball Semi Finals (Promo)	February 21-23, 2020
Japan - Meet and Greet (Promo)	February 22, 2020
London - Canadian Universities Alumni Networking Evening (Promo)	February 27, 2020
Toronto - Business Breakfast	February 28, 2020
Athletics - Halifax – AUS Women's Basketball Championship Pre-Game Reception	February 29, 2020
Campus - Tully Tea	February 29, 2020
Athletics - Halifax – AUS Women's Basketball Championship Pre-Game Reception	March 1, 2020
Florida - Luncheon	March 4, 2020
Athletics - Halifax - U SPORTS Hockey Awards Gala	March 11, 2020
Athletics - Halifax - U SPORTS Alumni Hockey Reception	March 12, 2020
Athletics - Halifax - U SPORTS Men's Hockey Championship (POSTPONED)	March 12-15, 2020
Campus - Acadia Alumni Association Meeting	March 28, 2020
Halifax - Maurice Tugwell Event (POSTPONED)	March 31, 2020
Bermuda - Reception (POSTPONED)	April 21, 2020
Boston - Reception (POSTPONED)	April 23, 2020
Vancouver - Reception (POSTPONED)	April 28, 2020
Calgary - Lobster Dinner (POSTPONED)	April 30, 2020

Awards

Student of the Year

- The Athenaeum and Associated Alumni of Acadia University Student of the Year Award was awarded at the Graduation Banquet on May 12, 2019 to two outstanding students who excelled throughout their time at Acadia by contributing to the Acadia and Wolfville communities and worked hard to further the Acadia spirit through their extracurricular and academic activities. Samantha Teichman, Class of 2019 and Ruvimbo Chipazi, Class of 2020 were the recipients and are pictured here.

Distinguished Alumni Award

- Dr. Catharine Farrow, Class of 1989, was selected as the recipient of the Distinguished Alumni Award recipient for the year. As a result of COVID-19 pandemic, the Annual Alumni Dinner was cancelled. The Alumni Association looks forward to continuing to celebrate Dr. Farrow as this year's recipient through social media, as well as ceremoniously celebrating her at the Alumni Dinner in 2021.

Outstanding Young Alumni Award

- This Outstanding Young Alumni Award for the year is Mr. Paul McFarland who was also the speaker at the annual Toronto Business Breakfast. We aim to celebrate both Dr. Farrow and Mr. McFarland at next year's dinner, along with the 2021 recipients.

Faculty Award for Excellence in Teaching

- The year’s award recipient is Dr. Ian Spooner. Dr. Spooner would normally have been recognized at each of the three convocation ceremonies over graduation weekend at Acadia, along with being formally presented with the honour at the Graduation banquet, also on Graduation weekend. Our intention is to celebrate Dr. Spooner through our communication platforms, along with during the convocation ceremonies, when they are planned.

Scholarships

Each year the Acadia Alumni Association, through their partnership with Acadia Athletics, awards two scholarships to female athletes. This year’s recipients were Ellen Hatt (basketball) and Harley Tucker (rugby).

The Acadia Alumni Association also funds a scholarship for a student in each of the three Faculties: the Faculty of Professional Studies, the Faculty of Pure and Applied Science and the Faculty of Professional Studies.

The J.W. Johnstone Jr. Scholarship for a student in the Faculty of Professional Studies was awarded to Jennifer Steinmann Bachelor of Kinesiology for the 2018-2019 year.

The Beveridge Science Scholarship was awarded to Alexander Hebert in Chemistry and the Chancellor Libby Burnham Scholarship for a student in the Faculty of Arts was awarded to Samantha Teichman in Sociology and Women and Gender Studies.

Affinity Programs

The Acadia Alumni Association continues to have a healthy, successful, long-standing relationship with TD Insurance Meloche Monnex offering home and car insurance and Industrial Alliance and Financial Services offering Health and Life Insurance. These affinity partnerships provide financial gains for the Association, but, more importantly, offer our alumni community great rates, benefits and services.

Total numbers of clients/policies:

TD Insurance Meloche Monnex	Clients: 3768	Policies: 6522
	Students: 252	Policies: 297

Industrial Alliance	Clients: 319
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BMO MasterCard	Clients: 127
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Total Revenue since April 1, 2019:

TD Insurance Meloche Monnex	\$ 148, 718.00
Industrial Alliance	\$ 31, 241.88
BMO MasterCard	\$ 3, 030.29
Total Affinity Revenue	\$ 182, 990.17

The 'Bulletin' and Communications

Two alumni magazines (the *Bulletin*), meeting with very favourable feedback from members, were delivered during the past year – one in the fall and one in the spring.

Each edition featured profiles and stories on people in our outstanding alumni community who represent Acadia's transformative educational experience and continue to have a positive impact on their respective communities, including: award-winning teacher Melanie Kennedy ('01); Challenger Baseball founder Randy Crouse ('03); businesswoman Diane Campbell ('64); researchers and historians Dr. Greg Edgecombe ('85) and Stephen Flemming ('84, '88); and tech industry leader Cathy Simpson ('90) to name a few.

The spring 2020 edition also featured a wide-ranging Q. and A. with our five Deans, all of whom are alumnae: Dr. Anna Redden (BSC '79; BSCH '82; MSC '86); Dr. Laura Robinson (BA '88; HC '88); Dr. Anna Robbins (MRE '93; MAT '97); Dr. Suzie Currie (BSCH '91); and Dr. Ann Vibert (BA '74).

We created a special section in the spring 2020 edition under the rubric, 'Those Who Serve', which profiled: Dr. Trevor Jain ('93), a trauma specialist and major in the Canadian military; Dr. Ron Stewart ('63, '65, DSc '88), the father of paramedicine, and PhD candidate Robin Campbell ('08, '13), who is researching the psychological consequences of volunteer firefighting; Rev. Col. Barb Putnam ('95), a chaplain with the Canadian Armed Forces and currently Director of Chaplaincy Operations in the Royal Canadian Chaplain Service; and RCMP Cpl. Stephen Larkin ('93), who trains fellow officers to be more effective in their jobs at national HQ.

A total of 11 pages in the two editions were dedicated to *Campaign for Acadia* and included full-page ads featuring retired professor Dr. Maurice Tugwell and Dr. Barb Anderson; a profile of Campaign Cabinet member Ruth Hennigar ('81); features on Professor Emeritus Dr. Roy Bishop ('59, '61), and Dr. Elizabeth Cannon ('82, '10); the *Family Campaign for Acadia*, that outlined matching donations from the Acadia Alumni Association to the Centre for Student Success; and a story on why Dr. Andy Blackadar ('97) supports beautiful Bon Portage Island.

We recapped approximately 20 individual alumni events from here at home and around the world using photos and cutlines and dedicated two-page spreads to our annual Golf Tournament, Summer Reunion, and Homecoming. We profiled four members of the Alumni Association Board: Sam Zhang ('05), Christine McRae ('11), Carol D'Amelio ('72) and Jeff Aucoin ('96); and shared information about Alumni Association Awards and winners.

We also offered a retrospective on our excellent achievements in Athletics and provided a robust collection of Class Notes and photos in each edition for our alumni audience. Our Acadia Remembers and popular Final Frame sections rounded things out.

Both editions came in on time and on budget.

Our e-News is another avenue of alumni outreach and continues to enjoy strong audience engagement with higher than average industry open rates. It provides updates, invitations, and



campus news to all alumni for whom we have e-mail addresses. We work cooperatively and constantly with Digital Communications Coordinator Natalie Weekes to refine the visual identity of this publication to ensure audience engagement and currency in our information package.

Natalie is also working cooperatively to post novel and curated content on our social media channels: Facebook, LinkedIn, Instagram and Twitter. The posts published on our alumni channels are individually created for the audience members that use them (i.e. there is a tendency for recent graduates to gravitate toward Instagram rather than Facebook). We aim to share useful, authentic updates, with language that reflects our personalized approach to engagement. We work alongside our colleagues in Acadia's recruitment and institutional communications departments to ensure that our messages complement one another and flow coherently throughout the University's online presence.

All of these communication channels are underpinned by a more streamlined and contemporary set of web pages that are updated frequently throughout the year. We would also like to acknowledge the thoughtful input and counsel we receive regularly from the Alumni Association Communications Committee.

Respectfully submitted,
Fred Sgambati ('83)
Communications Officer, Editor, Bulletin, Acadia University

Natalie Weekes
Digital Communications Coordinator, Acadia University

Social Communications Notes: May 1 2019 – April 23 2020



Facebook - Acadia Alumni 646 likes, April 23, 2020



- 423 new likes
- 297 posts published to the page
- 565 post shares by audience
- 137 comments made
- Total reach: 450k
- Post with largest reach: Remembering Heidi Stevenson (April 20, 2020)



Twitter – Acadia Alumni 490 followers, April 23, 2020



- 218 new followers
- 293 updates published
- 466 retweets made
- 92 replies made
- 976 mentions made
- Most retweeted tweet: Remembering Heidi Stevenson (April 20, 2020)



Instagram – Acadia Alumni 704 followers, April 23, 2020



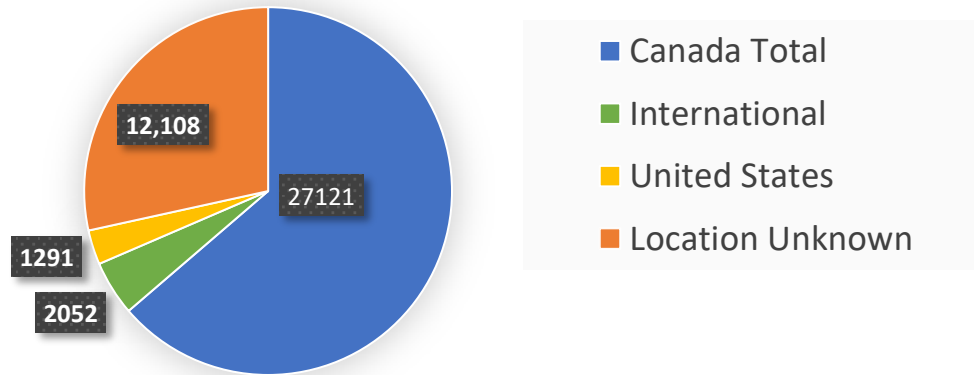
- 635 new followers
- 73 new posts
- 5,049 likes by audience
- 95 comments made
- Most liked post: Remembering Heidi Stevenson (April 20, 2020)

Alumni Records

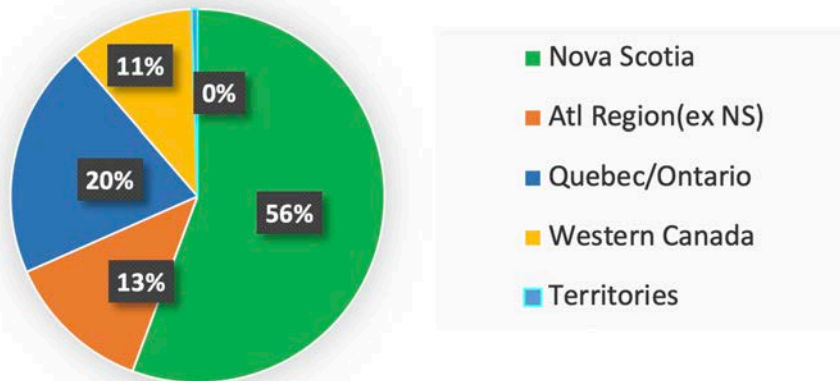
Maintaining accurate alumni records is an important function of the Alumni Affairs Office as it enables us to communicate effectively with our alumni worldwide. We consider an individual to be an “active alum” if we have contact information for them. We encourage all alumni to update their current contact information as we regularly use email, mail and the alumni “Bulletin” to inform our alumni about special events, reunions and branch activities. We will often get mail returned to us because an alumna/alumnus has moved and has not forwarded a new address. If you know of someone who is not hearing from us and would like to, please encourage them to get in touch with the Alumni Office. Our extensive information management system allows us to manage each relationship with an alumna/alumnus as they would like. We are able to maintain current contact information for an individual, yet code them in our system to not receive email correspondence if they do not want to; to not be solicited if they do not want to, etc. Currently we sit at a total of 42,571 living alumni as of April 8, 2020 (This includes those for whom we do not have contact information for). The total of active, alumni is 30,463. See breakdown below.

Nova Scotia	15,096
Atlantic Region (ex NS)	3,444 (NB - 1,903; NL - 819; PE - 722)
Quebec/Ontario	5,503 (QC - 472; ON - 5,031)
Western Canada	2,940 (BC - 1,074; AB - 1,560; SK - 142; MB - 164)
Territories	138 (NU - 29; YT - 47; NT - 62)
Canada Total	27,121
International	2,052
United States	1,291
Location Unknown	12,108
Global Total	42,572

Acadia Alumni Around the Globe



Acadia Alumni Coast to Coast to Coast





ACADIA ALUMNI ASSOCIATION

TREASURER'S REPORT: 2019-2020

The Association saw net revenues grow this year over last year from the continuing support of our Affinity Partners and our Alumni community. We reported net receipts over and above disbursements of \$136,000 this year. Our balance sheet continues to expand, now reporting total assets of \$1,580,000.

This upcoming fiscal year will obviously be an unusual one due to the Covid-19 crisis. Many of our recurring events and initiatives have been cancelled or postponed at this point so it will be challenging to accurately predict our year end position.

The finance committee has been working towards developing a comprehensive, annual budget that reflects on-going revenues and various recurring and special initiatives that are undertaken on behalf of the membership. This is an important tool in planning our annual activities and projects. One significant item of note is the Comprehensive Campaign. The Association last year committed \$1.5 million to the Campaign. Our remaining obligation is roughly \$700,000 over the next three fiscal years.

We are routinely tasked with reviewing the Association's finances to determine the viability of various proposals. I would like to thank the members of the committee including Donalda MacBeath, Hilary Arenburg Gobien, Sam Zhang, and Marian Reid for their assistance and counsel.

I would like to thank Cassie Tremain, Senior Manager, Advancement Services who spends many hours preparing and maintaining the Financial Statements for the Association. Lastly, I would also like to thank Oonagh Proudfoot, Manager, Alumni Affairs (Acting) for always making time in her very busy schedule to answer our questions and give us guidance.

Respectfully submitted,
Tammy Walker ('92)
Treasurer, Associated Alumni of Acadia University



**Acadia Alumni Association
Unaudited Receipts & Disbursements
For the Period April 1, 2019 to March 31, 2020**

	Projected	Actual	Variance	2018-2019 Restated
RECEIPTS				
Affinity Revenue	\$ 165,000	\$ 182,990	\$ 17,990	\$ 164,894
Alumni Fund	35,000	34,858	(142)	37,222
Alumni Events	34,000	23,751	(10,249)	29,460
Short-Term Interest	25,000	32,711	7,711	27,066
Total Receipts	\$ 259,000	\$ 274,310	\$ 15,310	\$ 258,642
DISBURSEMENTS				
<i>Athletics</i>				
Academic All Canadian Awards Reception	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
Axemen Celebrity Hockey Dinner	1,000	1,000	-	1,000
Female Athlete Awards	10,000	10,000	-	10,000
Hockey Honour Roll	2,000	2,000	-	2,000
Signage	2,500	2,500	-	2,500
Varsity Sport Special Initiatives	7,000	7,000	-	7,000
Women in Sport/Sports Hall of Fame	3,500	3,500	-	3,500
	\$ 28,000	\$ 28,000	\$ -	\$ 28,000
<i>Other</i>				
Acadia Students' Union	\$ 5,800	\$ -	\$ 5,800	\$ 1,762
Alumni Events	55,000	25,882	29,118	22,095
Awards/Scholarships (Alumni/Student/Faculty)	10,000	9,755	245	8,000
Board Meetings and Director's Travel	6,000	5,975	25	4,938
Career Services Initiative	10,000	-	10,000	-
D&O Insurance	750	570	180	570
Director's Fund	2,000	-	2,000	-
Discretionary Disbursements	5,000	19,456	(14,456)	17,250
Homecoming Weekend	5,000	5,000	-	-
Off-campus Events	11,250	11,250	-	-
President's Fund	10,000	10,000	-	9,962
Recruitment	10,000	-	10,000	-
Staffing Commitment	10,000	13,580	(3,580)	8,000
Sunday Music in the Garden	8,000	8,000	-	8,000
	\$ 148,800	\$ 109,468	\$ 39,332	\$ 80,577
Total Disbursements	\$ 176,800	\$ 137,468	\$ 39,332	\$ 108,577
NET RECEIPTS	\$ 82,200	\$ 136,842	\$ 54,642	\$ 150,065



**Acadia Alumni Association
Balance Sheet
As at March 31**

	Unaudited 2020	Restated Unaudited 2019
Assets		
AAAU/Acadia Joint Account	\$ -	\$ 62,292
Affinity Fund	1,098,553	909,588
Allan Fulton Fund	13,988	13,693
Constance Hayward Fund	294,796	288,580
Carr Fund	45,775	44,810
General Fund (Alumni Hall)	63,122	61,791
Graham Fund	17,527	17,157
Toronto Fund	15,599	15,271
Vesta Magee Fund	31,508	30,844
Total Assets	\$ 1,580,868	\$ 1,444,026
Committed Funds		
<i>Athletics Proposal</i>		
Academic All Canadian Awards Reception	\$ 4,000	\$ -
Axemen Celebrity Hockey Dinner	2,000	-
Female Athlete Awards	20,000	-
Hockey Honour Roll	4,000	-
Signage	5,000	-
Varsity Sport Special Initiatives	14,000	-
Women in Sport/Sports Hall of Fame	7,000	-
	\$ 56,000	\$ -
<i>Other</i>		
Acadia Students' Union	\$ 17,400	\$ -
Awards (Alumni/Student/Faculty)	10,000	10,000
Campaign for Acadia ¹	696,236	-
Scholarships	6,000	-
Staffing Commitment	10,000	-
President's Fund	10,000	10,000
	\$ 749,636	\$ 20,000
Total Committed Funds	\$ 805,636	\$ 20,000
Uncommitted Funds	\$ 775,232	\$ 1,424,026

¹ The Acadia Alumni announced a \$1.5 million commitment to Campaign for Acadia during its Alumni Dinner and Awards Ceremony in Halifax on May 23, 2019. The commitment is reduced annually by qualified campaign disbursements.



ACADIA ALUMNI ASSOCIATION

CURRENT BOARD 2019 - 2020

EXECUTIVE OFFICERS

Ryan Conrod ('06)	2018 - 2020	President
Donalda MacBeath '75)	2018 - 2020	Vice-President
David Davidson ('81)	2018 - 2020	Secretary
Tammy Walker ('92)	2018 - 2020	Treasurer

EXECUTIVE COMMITTEE APPOINTEES

Fred Gilbert ('65)	2018 - 2020	Director
Leah McNally ('07)	2017 - 2019	Director
Stephanie Reid ('05)	2018 - 2020	Director

DIRECTORS

Tony Stewart ('72)	2018 - 2020
Matt Rios ('14)	2018 - 2020
Rebecca Carr ('15)	2018 - 2020
Ted Upshaw ('80)	2017 - 2019
Heather Hickman ('77)	2017 - 2019
Kyle Power ('13)	2017 - 2019
Hilary Arenburg Gobien ('12)	2018 - 2020
Marian Reid ('85)	2018 - 2020
Jeff Aucoin ('96)	2019 - 2021
Christine McRae ('11)	2019 - 2021
Carol D'Amelio ('72)	2019 - 2021
Sam Zhang ('05)	2019 - 2021

EX-OFFICIO

Olivia Bryant ('19)	2018 - 2020
Taylor Wilson ('20)	2019 - 2021

NOMINATING COMMITTEE REPORT - PROPOSED BOARD, 2019 - 2020

EXECUTIVE OFFICERS

Donalda MacBeath ('75)	2020 - 2022	President
Matt Rios ('14)	2020 - 2022	Vice-President
Leah McNally ('07)	2020 - 2022	Secretary
Tammy Walker ('92)	2020 - 2022	Treasurer
Ryan Conrod ('06)	2018 - 2020	Past - President

DIRECTORS

Stephanie Reid ('05)	2020 - 2022
Hilary Arenburg Gobien ('12)	2020 - 2022
Tony Stewart ('72)	2019 - 2021
Ted Upshaw ('80)	2019 - 2021
Heather Hickman ('77)	2019 - 2021
Kyle Power ('13)	2019 - 2021
Jeff Aucoin ('96)	2019 - 2021
Christine McRae ('11)	2019 - 2021
Carol D'Amelio ('72)	2019 - 2021
Sam Zhang ('05)	2019 - 2021
David Davidson ('81)	2020 - 2022
Fred Gilbert ('65)	2020 - 2022
Natalie Irwin ('01)	2020 - 2022
Tiffany James ('14)	2020 - 2022
Kelton Thomason ('07, '10)	2020 - 2022

EX-OFFICIO

Taylor Wilson ('20)	2019 - 2021
Olivia Shive ('21)	2020 - 2022

ACADIA ALUMNI ASSOCIATION**BOARD NOMINEE BIOGRAPHIES****Natalie Irwin ('01)**

Natalie Irwin resides in Ottawa, ON where in addition to completing an MA, Sustainable Energy Policy part-time at Carleton University, she is Director of Stakeholder Engagement at Efficiency Canada, the national voice for an energy efficiency economy. Prior to joining the national think-tank, Natalie managed the successful trade-ally program for EfficiencyOne, the franchise holder that operates Efficiency Nova Scotia for the province. As a Professional Business Relationship Manager, her role encompasses stakeholder engagement with North American energy efficiency organizations, partners, and associations.

Upon graduation from Acadia University with her Bachelor of Business Administration, Natalie received the Golden A Award for her volunteer work on Acadia Student's Union, as student member of the Board of Governors, and SMARTT President, of the former student-alumni group. Since then, Natalie has continued to be an active volunteer and in 2019 was awarded the national Chapter Volunteer Leadership Award from the Canada Green Building Council and in 2016 received the Best Super-Connector Award by Halifax Partnership for her work with their Connector Program.

**Tiffany James ('14)**

Tiffany James was born and raised in Toronto, Ontario. She moved to Nova Scotia on an athletic and academic scholarship, and upon graduating decided to continue living in the province for many years. She graduated from Acadia University in 2014 with a Bachelor of Business Administration and a Major in Marketing. While in school, she was employed by both the Acadia Entrepreneurship Centre, as well as a technology company on campus. She was also a varsity athlete playing on the women's basketball team. Tiffany represented Acadia University by competing in and winning numerous business competitions. She is passionate about building leadership programs and invested in community growth initiatives.



After graduating from Acadia, Tiffany obtained a Master of Technology, Entrepreneurship and Innovation (MTEI) Degree at Saint Mary's University in 2017. Tiffany has been an executive-level marketing professional with a focus on technology development and innovative industries. She has worked with numerous companies to build their brand strategy, expand their marketing reach, and grow their businesses through new technologies.

Tiffany enjoys robotics, travel, arts, literature, and nature. When she's not supporting the Toronto Raptor's or attending Blue Jay's games, she can be found gardening, painting, or exploring one of Canada's National parks.

Kelton Thomason ('07, '10)



With a Master of Education, and Bachelor of Recreation Management both from Acadia, Kelton hopes to bring valuable skills, knowledge, and experience to his role on the board and is delighted to work and serve with our alumni community.

Until recently, he worked in Higher Education with a focus on student life and improving the student experience. This work included positions within Acadia Student Services and with Residence Life at the University of Prince Edward Island. He is always willing to share his thoughts on student support and creating conditions for student success.

His university experience was somewhat unconventional as he returned to university to complete his education later in life, joining his first class at Acadia more than twenty years after high school and giving up a career in industry, manufacturing and sales. He was inspired to return to university after realizing he was the last member of his family to earn their degree, with his father returning to university in his early 60s. His decision to study at Acadia was based on its reputation.

Kelton is currently the Director of Parks and Recreation for the Town of Wolfville and continues to support students and the Acadia community directly and indirectly. He grew up in Seabright, NS and currently lives in Berwick, NS.

Olivia Shive ('20) Ex-officio



Olivia Shive is a 3rd year Biology student at Acadia University, from Elmsdale, Nova Scotia. I am involved in many volunteer activities such as the S.M.I.L.E. Program, the Hants Community hospital and teaching dance. The biology program here at Acadia has opened my eyes to many career options in the field of biology, and now consider becoming a veterinarian or high school biology teacher for my future endeavor. Outside of my education, I deeply enjoy the art of dance. I have been a dancer since the age of three and have continued to dance through my time in university

with Dance Acadia. I am one who loves to take on leadership roles. I am excited to be taking on the position as the Co-captain of Dance Acadia, where I am able to share my choreography skills with the team and others. I took on the role of Grad Class President for the year of 2021 to be able stay connected with Acadia and continue all of the friendships that our peers have created throughout our time at university. It gives me great pride to be a part of the Acadia student body, and it means so much to represent our graduate class in our final year here at Acadia.



A SPECIAL THANK-YOU

The Acadia Alumni Association and Acadia University would like to thank the following retiring Board Members for their dedication and service:

Rebecca Carr ('15)

Marian Reid ('85)

Ex-Officio

Olivia Bryant ('19)

Stand Up and Cheer!

**ALUMNI HALL, ACADIA UNIVERSITY
512 MAIN STREET, WOLFVILLE, NOVA SCOTIA, CANADA B4P 2R6
PHONE: 902-585-1459**
