



Alumni Council Meeting Agenda
March 29, 2016

In attendance: David Zietsma, Kristel Bulthuis, Cassandre Dauphin, Wendy Fennema, Scott Kooy, James Constable, Jacqueline Slater

Absent: Doug Sikkema, Llyod Rang, Miranda de Rooy, Rachel Brouwer

1. Welcome and Devotions – Kristel Bulthuis

2. Conflict of Interest –N/A

3. Introduction of Dr. David Zietsma

- David Zietsma, Alumni Council's new Redeemer liaison, VP of Marketing and Enrollment introduced himself and his new role.
- David is grateful for what the Alumni Council is doing and explained the reduction in staff.
- David oversees the external relations for Redeemer and is doing a review of our existing relations, and strategic relations and the number one priority is alumni and facilitate the best relationships that promote the school and its needs
- Continue to restructure the relations and better/more effectively work with alumni and other external groups
- Review to be complete by June

Concerns Raised by Council:

- RAMP- David will meet with Miranda and Kristel as its not on the radar, will deal as the restructuring continues
- Who will be at our meetings? David? Will some one always be at the meeting to facilitate and relay the internal reports/goings on
 - o Response: It is important that senior leadership to be engaged in the council to achieve our common goals such as the 2020 vision
- Important to have the voice from the school to work together and our decisions are aligned with the schools
- Focusing on the out comes of the strategic relations, out comes based reviews will help all of us focus on the important issues that need to be addressed and what out comes would we like to see and how to build that reputation

4. Minutes – January 19, 2016 Meeting

a. Approval; Moved by: Cassandre, Second be: Scott, all were in favour.

5. Matters arising

i. Affinity Program - Launch

-An ad was in the recent tangents, maybe on the website would be a good place for it available to students and staff

- TD wanted to communicate with the alumni three times a year, Alumni Relation's previously decided not to all the three party group to do it but to keep it in house. This lead to confusion in the changing of hands but it has been resolved and will go the third party to mass email and one is to be sent out soon
- The marketing is up to the previously agreed by (Tim Wolfert also left due to offer of position), terms email and mailing after getting the list of names clean up ?? what does this means
- MONEY: Ideas - \$1500 this year and then \$5000 the rest of the years
- TD Only requires the email 3 and publish it in the magazine to receive the money to be double checked (what does this mean)?
- The leadership was not clear that the money goes to the alumni council, a misunderstanding that will need to be clarified
- The money would go to the operating budget of the alumni – not additional to spend on new things, it would be fundraised funds for our operating budget
- Leadership and council want to work together – this money is an investment in Redeemer
- No conflict everyone just wants to be transparent about the expectations

ii. Alumni Bursary & Scholarship – Rubric

- Conversation over what kind of Rubric is needed and previously discussed ones and we agreed it needs to be changed: it needs clarity as to why we are giving the scholarship for and what qualifies the student to receive it
- What's the difference between bursary and scholarship ... one for senior and freshmen, what are the leadership qualifications – these need to spelled out for the committee to make a decision on winners
- Each need a different rubric and applications
- We haven't seen any applications for this year they are due on April 12?
- A representative form council needs to talk to financial aid person to help sort this out, discuss our needs and how to handle the scholarship
- Online application Maybe in the future
- We can resolve this issue by talking with financial aid, the rubric still needs to

be tighten up by separating the bursary and scholarship more clearly on both rubric and applications

- As seen in the President report: financial aid review one of the pieces, with hopes to digitize all of it
- TO DO: Kristel to meet with David and financial aid to work on these concerns and send guidelines to Cassandre and Wendy and applications, with rubrics

iii. Distinguished Alumni Award

- The goal is to still have it and to bring forward names from the previous years, we really don't want to lose momentum for this award
- Questions about going back to previous years and not to this year other candidates, we are unsure of why that is happening we want answers
- Discussion about pulling the names forward from pervious year, was discussed in a pervious meeting
- Go back to the list of this year candidates, look at revisiting them and that if that still doesn't work and using previous years as a last resort
- Need to address the policy – plan that is already in place for the future
- Emailed Miranda to address these concerns

iv. Alumni Association Mission/Vision Work Plan

- Been presented to David and given feedback
- All of Redeemer's programs are currently being reviewed in order to align with the 20/20 vision.
- Check wording for the affinity program
- Questions about he environmentally sustainable, seems confusing and pointless – disconnected from the rest of the point
- The young alumni program; it's the young alumni around Hamilton helping them get connected/ mentored and involved in the community, don't want to lose it to help get them plugged in to the community right after graduation but it has not been up and running effectively
- Bullets one and two combined – they are similar and could be good to have three pillars of the alumni council
- Bring the things we want to work out and a working document to calendar of things we want to accomplish and when a goal for over the summer
- These points need to be on the website on our alumni page
- Does the institution need to approve these, yes submit these to another body by the school – president council for transparency and accountability
- Working together no more silos by sharing the documents and ideas
- Maybe no approval but just sharing and redflag/ second look for these ideas
- Kristel will work on revision to be emailed and get approval from us via email in the next week and then sending to David to move up the ladder.

v. Networking Event in St. Catherine's

- Been organized and email sent out working on gathering RSVP's
- Cullies sport bar – April 13 5:30 -7:30
- Facebook invites, website, and targeted emails -more target emails still to go out
- Other events? Kristel's company is sponsoring an unofficial event later this year, having it catering throwing her own party
- Tell people you know to go and encourage them to RSVP
- Goals to have it along side choir tours and presidents visits etc.
- We need a plan... to set up alumni chapters (geographic areas of alumni)
- CHAPTERS!! A systematic way to group alumni and to approach these networking events
- Toronto area is a concerned area
- PUT AFFINITY IN THE GRAD CEREMONEY plug it DONE

5. Reports

a. Board of Governors Report – Lloyd Rang

- working on a new brand marketing to re-adjust for brand consistency after the discussion about Redeemers mission statements – to many actions not focused enough

b. Academic Senate – Doug Sikkema

- Core courses, new student senator and wanting to make the adjustment easier for them
- New bursary
- Senate as to go through a process with a council to get approval, part of feasible study to make this program work, third party market research- on the population of people to be interested in the Information Systems program, so it on hold, issue with the faculty appointment's
- Media program is already launched, third highest program of interest for incoming class, also being promoting highly
- Radio is extremely expensive, to use isolate as a test demographic, response to the strategic plan – not measurable test
- Career search apps, chatter high and answering questions about university, measuring how much to be in the feeds as a target using these to reach out to high school students

c. Student Senate – James Constable

- New senators for the next year, president – Jessica Mostert, James Constable is back as Vice President of Student Affairs
- Alexander Neville first Redeemer student to be elected to parliament
- Cross country cut has a varsity program, frustration by students over why they were cut as a cheaper team was cut and valiant effort to revise the decision they want to fundraise to save them

- Its complicated that are more things cut once you start to pull stuff back
- d. Alumni Office – David/Miranda
 - Their isn't one, working to keep going the programs and events through us the council and David's staff

6. New Business

- a. New Alumni Council Members for 2016/2017; We will need one person with a Masters of Education
 - Need five new people, one spot this year is unfilled, Miranda is finished, Cassandre, Wendy and Scott are finished Rachel is not coming back
 - We need to expand are reach, Ottawa chapters and council members
 - Scott would be able to stay another year if possible
- b. Other Business
 - Alumni Gallery – if you have not sent your items in please do so
 - Goal is to have 50 alumni stories at grad
 - Kristel to send a branded speel
 - Excited about the review, and the future of our council
 - Not a fan of the recent phone campaign
 - Alumni database talking for the last 4 years, we need to start connecting better
 - Confusion about the alumni golf tournament – losing the money, 100% no golf tournament , if we want to run one in a budget neutral way, We got cut when we were lump together all got cut

7. Closing Prayer

8. Next meeting: June 13, 2016- Monday