



Brock University Alumni Relations
ANNUAL REPORT
2018-2019

Brock
UNIVERSITY 
Alumni Association

BUAA GOALS AND OBJECTIVES



MISSION

Fostering and recognizing a tradition of excellence by working together to advance the value and reputation of the Brock degree and experience.

VALUES

These values guide the work of the Brock University Alumni Association:

Advocacy

Act as the voice of alumni.

Collaboration

Forge partnerships and lifelong relationships.

Commitment

Contribute to the success of Brock University and its alumni.

Integrity

Commit to ethical, honest and transparent operations.

Leadership

Cultivate, demonstrate and celebrate leadership.

STRATEGIC DIRECTION

Act as the representative voice of alumni

- Improve the integration of the BUAA into the ongoing activities of the University.
- Improve the participation/contribution of the BUAA in University governance.
- Strengthen the internal governance of the BUAA.

Alumni engagement

- Improve the promotion of the BUAA mission with alumni.
- Strengthen the connections alumni have with each other and the University.

Student engagement

- Educate and engage all students, undergraduate and graduate, at all points in the student life cycle.
- Build relationships in pursuit of common interests and goals with the undergraduate and graduate student associations.

Community engagement

- Share stories of alumni providing meaningful impact in their communities.
- Identify and support alumni community activities that have a national presence.
- Support alumni in service opportunities that strengthen their community while furthering their connection to Brock University.

BUAA BOARD OF DIRECTORS 2018-2019

The BUAA is represented by a volunteer Board of Directors and operates in accordance with its Constitution and Bylaws. The Board of Directors may consist of up to 15 members elected from BUAA's membership. As members of the board, directors are trustees under the law and have responsibility to oversee the conduct of the business, monitor the management, and endeavour to ensure that all major issues affecting the business and affairs of the organization are given proper consideration.



Jim Dainard
(BAcc '02)



Mary Ann Edwards
(BPhEd '76; BEd '77)



Allie Hughes
(BA '09)



Erin Mathany
(BSM '05)



Cooper Millard
(BA '14)



Jayne Morrish
(MA '12)



James O'Brien
(BA '07)



Greg Plata
(BSM '08)



Matt Swindley
(BAcc '08)



Lauren Swindley
(BA '07)



Ryan Treanor
(BA '04)



Chris Ventura
(BA '12, MEd '17)

MESSAGE FROM THE BUAA PRESIDENT



When I assumed the role of President of the Alumni Association last year, I was filled with excitement and optimism. Our outreach and engagement activities have grown considerably in the past number of years and I was committed to ensuring that we would continue to provide valuable benefits and services to our alumni.

I'm pleased to report that we have had another year of growth. We welcomed Contiki as a new alumni affinity provider, offering discounted trips around the world to those alumni 35 and under. We partnered with Manulife to offer banking opportunities, and specifically, access to Manulife's unique One Mortgage. We have partnered with RBC Future Launch and Ten Thousand Coffees to expand mentorship programming for current students and alumni to help build a strong career and personal network. All of these initiatives assist in meeting our prime objective of providing benefit to our alumni.

This year we approved our new strategic plan. This three-year working plan will see us continue to focus on advocacy, student and alumni engagement, but also puts a focus on alumni community engagement. We know Brock Alumni are active in their communities and we want to support our alumni in their community pursuits. Brock Alumni are making a huge impact in the lives of those around them, and we are committed to sharing these stories with our Brock community.

Our success is based on a strong group of volunteers who work hard to advocate for Brock alumni, and their dedication and enthusiasm is essential to our growth and development. I'm grateful and thankful to all of our alumni who take the time to volunteer with the Alumni Association.

Brock Alumni are spread across the world and it's always a pleasure to hear from our grads wherever they might land. Please share your Brock stories with us, we love to hear from you. We thank you for your support and loyalty and we encourage you to stay Badger proud.

Surgite!
Erin Mathany (BSM '05)

“Brock Alumni are making a huge impact in the lives of those around them, and we are committed to sharing these stories with our Brock community.”

2018-2019 ACCOMPLISHMENTS

BUAA BOARD OF DIRECTORS

- ✓ Regular exchanges between the BUAA executive and the senior team at Brock.
- ✓ Graduate Student Association representative on the alumni board.
- ✓ BUSU representative on the alumni board.
- ✓ Strong support from board members at a variety of events and activities.
- ✓ Provided feedback on University strategic plan.
- ✓ Provided feedback on University community engagement strategy.

AUDIT COMMITTEE

- ✓ Oversaw Brock University Alumni Association financials for fiscal year 2018/19.
- ✓ Completed the 2018-2021 strategic planning process with the BUAA board.
- ✓ Approved the strategic plan in March 2019.

RECOGNITION OF EXCELLENCE COMMITTEE

- ✓ Celebrated the Distinguished Alumni Award and Faculty Graduate Awards at Homecoming.
- ✓ Celebrated the Alumni Co-op Employer Award at the Community Partner Recognition and Appreciation Event hosted by Brock Co-op, Career, and Experiential Education (CCEE).
- ✓ Celebrated the Alumni Community Engagement Award at the Brock University Students' Union Volunteer Appreciation Event.

STUDENT OUTREACH AND SPONSORSHIP COMMITTEE

- ✓ Supported the promotion of activities and events that connect students with alumni.
- ✓ More than 140 alumni shared inspiring messages to current students through our new Kind Mail initiative.
- ✓ Grad Send-off events were held at both St. Catharines and Hamilton campuses for new graduates.
- ✓ Promoted the BUAA through a variety of events and activities with current students.
- ✓ Partnered with BUSU to host two student breakfasts and participate in Wellness Week.
- ✓ Partnered with Graduate Students' Association on the SHIFT conference as well as their end of year Gala.
- ✓ Collaborated with Athletics on a number of games and reunions.
- ✓ Furthered engagement and growth of the Student Alumni Association.
- ✓ Increased alumni engagement through events and social media.

COMMUNITY ENGAGEMENT COMMITTEE

- ✓ Championed local alumni community initiatives including the Rankin Cancer Run and Toolbox Project.
- ✓ Recognized alumni community activities that had a national or international presence such as the Erasing Hate movement.
- ✓ Confirmed Terms of Reference for the committee.



AWARDS & RECOGNITION

The Alumni Association takes great pride in recognizing the achievements of our fellow alumni. By highlighting our collective successes, all Brock degrees increase in value. The recognition of accomplished alumni promotes the excellence of the University, its graduates and the Alumni Association.

COMMUNITY ENGAGEMENT AWARD

Recognizing alumni who have set a high standard for community service and who have made a significant contribution as a volunteer to their community, and in doing so, enriched the lives of others.

Corey Fleischer (BA '06)

ALUMNI CO-OP EMPLOYER AWARD

Recognizing alumni who have contributed to the growth and success of co-op by being instrumental in developing quality opportunities for Brock Co-op students.

Rhonda Klosler (BBA '93)

DAVID BETZNER AWARD

Recognizing alumni who have demonstrated loyalty and commitment to their alma mater by supporting Brock University and/or the Alumni Association through continuous, dedicated volunteer service.

Crispin Bottomley (BA '04, BEd '05)



DISTINGUISHED ALUMNI

The Alumni Association's most prestigious award is presented annually during the Alumni Recognition Reception at Homecoming weekend, to a graduate who is seen to be an accomplished professional, a prominent citizen and an inspiration to Brock students.

Joe Kenny (MEd '85) &
Karen McAllister-Kenny (MEd '97)

DISTINGUISHED FACULTY GRADUATE AWARDS

The Distinguished Faculty Graduate Awards celebrate individual faculty alumni who have earned prominence as a result of their exceptional professional achievements and/or service to society.



FACULTY OF APPLIED HEALTH SCIENCES DISTINGUISHED GRADUATE

Gerry Townend (BPhEd '90)

FACULTY OF EDUCATION DISTINGUISHED GRADUATE

Michele Zoccoli (BA '89, BEd '91)

GOODMAN SCHOOL OF BUSINESS DISTINGUISHED GRADUATE

Brian Parsons (BAdmin '90)

FACULTY OF HUMANITIES DISTINGUISHED GRADUATE

James Crichton (BA '79)

FACULTY OF MATHEMATICS & SCIENCES DISTINGUISHED GRADUATE

Peter Putnam (BSc '77)

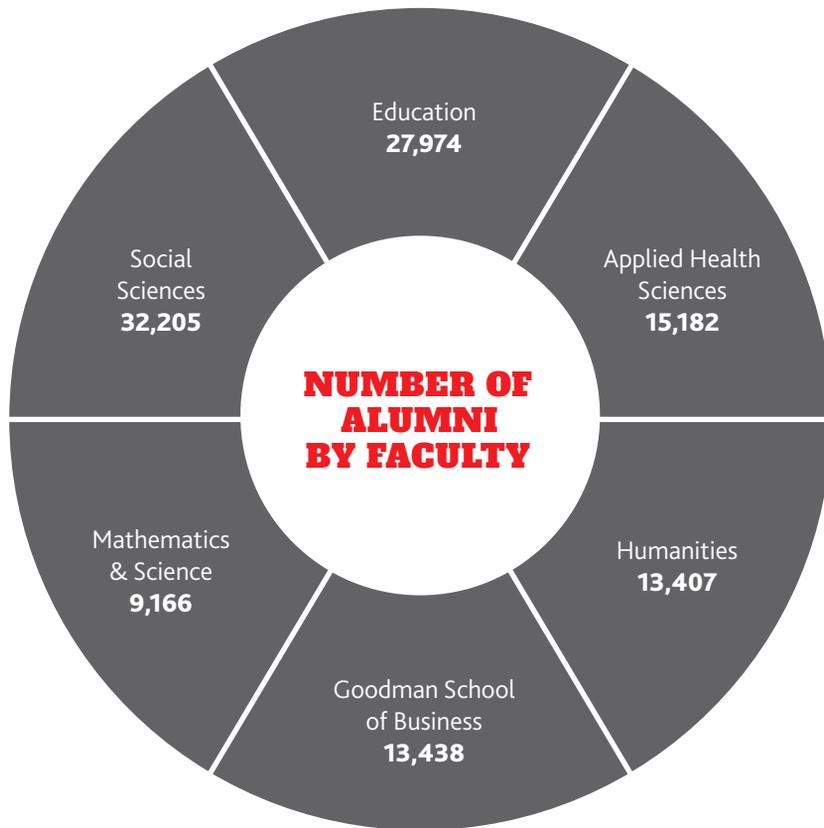
FACULTY OF SOCIAL SCIENCES DISTINGUISHED GRADUATE

Taylor Book (BA '14)



Nominate an alumnus who exemplifies excellence at brocku.ca/alumni

ALUMNI PROFILE & INVOLVEMENT



17,675

UNDERGRADUATE STUDENTS

1,756

GRADUATE STUDENTS

MORE THAN

2,000

ALUMNI ATTENDED NETWORKING EVENTS

101,286

TOTAL NUMBER OF ALUMNI



STAY CONNECTED

Alumni social networking

Reconnect with Brock University and former classmates by joining these Brock University Alumni social media pages:



Like Brock University Alumni on Facebook

7,867 likes



Follow @brockalumni on Twitter

5,113 followers



Follow @BrockUAlumni on Instagram

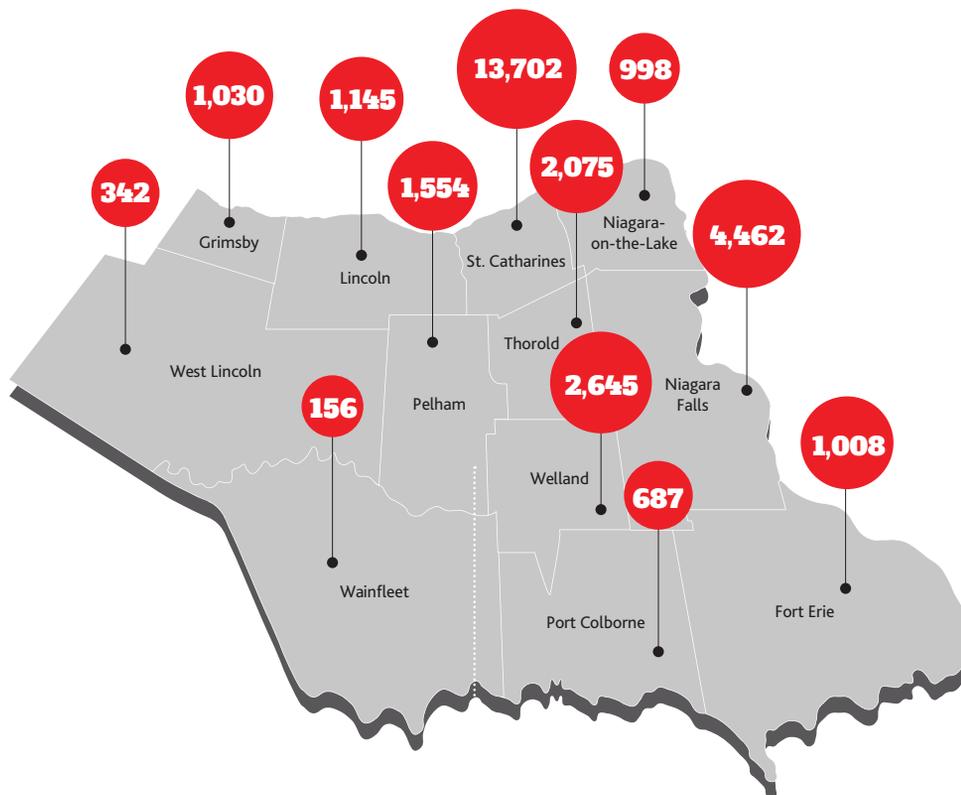
3,379 followers



Follow Brock University Alumni on LinkedIn

6,909 members

NUMBER OF ALUMNI IN THE NIAGARA REGION



Alumni population in areas with active chapters across Canada:

Niagara	29,804
Burlington/Hamilton	16,443
Greater Toronto Area	22,235
Ottawa	1,760
Calgary	630

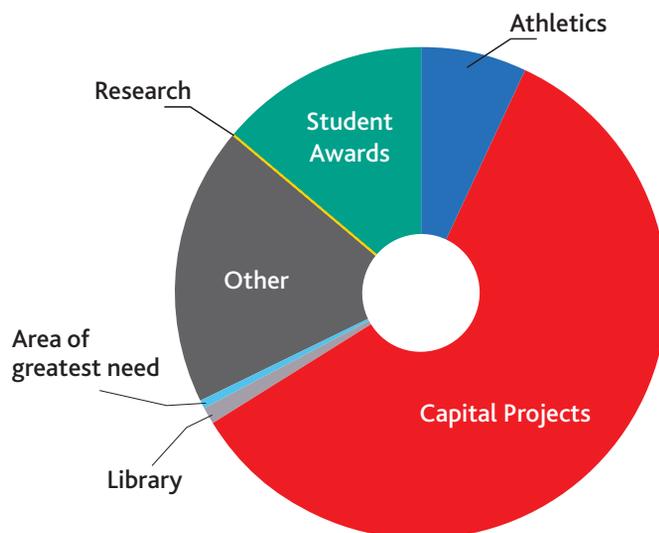
We have alumni ambassadors in:

- Vancouver
- Edmonton
- Waterloo-Wellington
- Halifax
- New York City
- Kelowna

WHERE ALUMNI GAVE IN 2018-19

Without donor support, Brock would not be one of the fastest growing universities in Canada. The University relies on the generosity of our donors to help deliver exceptional student experiences.

Every donor has the option to designate an area where they would like to make a difference. In the 2018-2019 fiscal year, alumni donated in the following areas:



ALUMNI TODAY — VOLUNTEER FOR LIFE

PURPOSE

Alumni volunteers are integral to creating a positive and life-long Brock University experience. There are a number of ways that you can stay involved upon graduation:



ALUMNI AMBASSADORS

An alumni ambassador is a Brock graduate who promotes Brock University in their specific geographical location (not already serviced by an alumni chapter) by helping organize and support various local alumni and recruitment functions, and by supporting fellow Brock grads living in their region.



CLASS REPRESENTATIVES & REUNION LEADERS

Alumni class representatives serve as liaisons between their Class and the University. They promote events and initiatives of the Alumni Association, and when it comes time, also help organize class reunions. Reunion leaders can be class representatives or representatives of a specific affinity group, such as a department or sporting group, and help organize reunion activities in celebration of 1, 5, 10, 25 and 50 year reunions.



ALUMNI CHAPTER VOLUNTEERS

Alumni chapter volunteers assist alumni and friends in building life-long relationships with each other and the University. Chapter volunteers promote Brock University and our alumni successes and meet on a regular basis to plan and coordinate various events and opportunities for alumni living in the same region.

CONNECT & STAY CONNECTED!

You can be part of creating a better alumni experience by getting involved as a volunteer! Whether you are looking to volunteer near campus, or far away, you can apply today at:

brocku.ca/alumni/stay-connected/volunteer



STUDENT TODAY — BADGER FOR LIFE

PURPOSE

The Brock University Student Alumni Association (BUSAA) seeks to empower students to become active in their school and community by creating opportunities for them, graduates, donors, faculty and staff to connect.

GOALS

- Promote passion and pride in Brock students.
- Support the mission and vision of the BUAA.
- Increase public support and awareness of Brock University within the community.
- Cultivate a spirit of giving back.

RESPONSIBILITIES

- **Represent** – be an advocate of the University while volunteering at alumni and student events.
- **Promote** – communicate and market upcoming initiatives and events.
- **Collaborate** – strengthen relationships both on and off campus.
- **Grow** – build upon personal and professional skills.



EVENT PARTICIPATION

+ Career Networking

+ Professional Development

+ Homecoming

+ Random Acts of Kindness Day

+ Wellness Week

+ Orientation

+ Frost Week

+ Convocation

+ Grad Send-Off

+ Resumé Review

+ Athletics Events

+ Receptions

+ Social Outings

+ Webinars / Online Networking

+ Chapters

AND MORE!

PREFERRED RATES & AFFINITY PARTNERS



"No matter how my life changes, or if my family grows, I can rely on Manulife's suite of life, health and travel insurance to keep me covered."

Welcome,
Alumni!



Did you know...?

There's a whole collection of Brock University insurance plans for alumni, offered by Manulife

TD Insurance Meloche Monnex

"When I was ready to buy a new car and my first home, I was impressed by TD's competitive group rates for Brock alumni."

TD Insurance
Meloche Monnex

An exciting home, condo, renter's and car insurance benefit for you as a Brock University graduate.

HOME | CAR

Get a quote and see how much you could save!
Call 1-888-589-5656 or go to tdinsurance.com/brocku



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mbna

"Why do I carry a Brock MNBA MasterCard? Because it gives me a better interest rate, cashback, rewards, loyalty points and no annual fee."

contiki

TRAVEL WITH NO REGRETS

From quick breaks to epic journeys, Brock alumni 35 and under can save on travel with Contiki.

QUALITY SERVICES & BENEFITS



ON CAMPUS SERVICES

Career Resource

- Access CareerZone for job postings, events and online resources.

Library Privileges

- Access the Library resources in-person.

Walker Complex

- Sports memberships are available for purchase and includes sauna, squash and outdoor tennis courts, track, gymnasias, studios, use of The Zone fitness centre, spin and Express Fit classes.
- Parking is included in the Walker Sports & Walker Swim Membership fees for alumni, community and seniors.

Campus Store

- Save 10% on regular priced items!

ALUMNI BENEFITS

Receive discounts to local sporting events, attractions, hotels and more!

Visit brocku.ca/alumni/services-benefits

+ Canada's Wonderland

+ Safari Niagara

+ Niagara Vintage Wine Tours

+ Great Wolf Lodge

+ Four Points

+ Niagara River Lions

+ Choice Hotels

+ And many more!



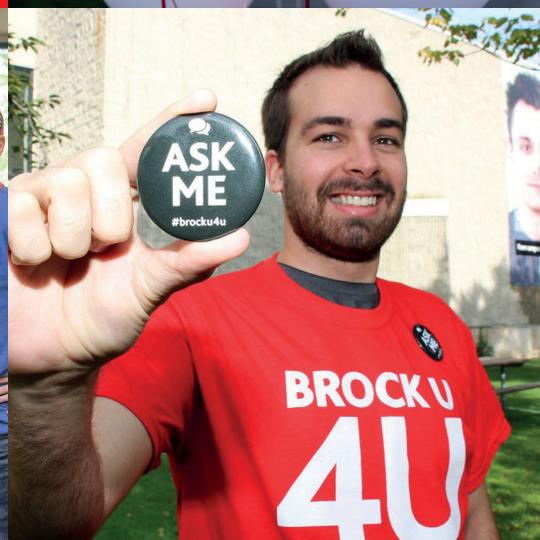
THANK YOU

to all our volunteers who help create a better Brock Alumni experience!

"Everybody can be great because everybody can serve."

- Martin Luther King, Jr.

We couldn't do it without you.



MESSAGE FROM THE DIRECTOR, ALUMNI RELATIONS

The support of our alumni is essential to the success of our University as they help grow our reputation and contribute to the direction of our institution. Through the work of the Alumni Office, we strive to build, strengthen and sustain relationships with the alumni community.

Establishing and maintaining meaningful relationships with our alumni is a key measure of success and is dependent on the participation of alumni. The more alumni become involved, the more robust and valuable our alumni network becomes.

I'm pleased to say that it has been another strong year of alumni participation in our outreach activities, and that we are especially proud to see our young alumni so actively engaged. Our continued success is dependent upon our alumni's willingness to give their time, energy and expertise. Alumni who volunteer their time to talk to students, attend events, participate on alumni boards and alumni chapters or volunteer for all of our various alumni and institution initiatives contribute immeasurably to our overall success.

Alumni are our greatest voice and we rely on them to serve as advocates for both the Alumni Association and Brock University.

I am grateful to work with so many dedicated alumni each and every day. I am astounded by their loyalty and devotion and I'm tremendously proud to hear of their accomplishments both personally and professionally.

Lastly, I want to acknowledge and thank the Alumni Relations Office team for their passion and dedication. They work hard to provide great service and benefits for the more than 100,000 Brock alumni that live across the world.

Together, we are raising Brock's reputation and our alumni voice. Surgite.

Shelley Huxley
Director, Alumni Relations



STAY CONNECTED

Update your contact information to stay in-the-know about all Brock Alumni news and events!

Share your stories with us to help encourage students and future alumni.

Follow us on social media and share, comment and engage.

- Facebook & LinkedIn – **Brock University Alumni**
- Twitter – **@brockualumni**
- Instagram – **@brockualumni**

Attend planned events or host your own reunions.

Visit **brocku.ca/alumni**



LOOKING AHEAD TO 2019-20

- Expand community engagement and involvement.
- Corporate programming.
- Online networking and webinars for students and alumni.

Brock **UNIVERSITY** **Alumni Association**

Brock University

Niagara Region

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E alumni@brocku.ca

brocku.ca/alumni

