

# BROCK ALUMNI ASSOCIATION

## Annual General Meeting

Tuesday, June 28, 2022

*This meeting will be recorded. If you do not consent to having your photo published, please turn your camera off.*

# Meeting Agenda

1. Welcoming Remarks  
Terry Cockerline, Director, Alumni Relations  
Gord Arbeau, AVP, Advancement & External Relations
2. Call to Order- Verify quorum  
Greg Plata
3. Approval of the agenda  
Greg Plata
4. Approval of the minutes from 2021 AGM  
Greg Plata
5. President's Report  
Greg Plata
6. Standing Committee Reports  
Greg Plata
7. Office of Alumni Relations Report  
Terry Cockerline
8. Financial Report  
Anthony Marotta
9. Presentation of Slate of Candidates for 2022-2023  
Greg Plata
10. Other Business  
All
11. Meeting Adjourned

# Meeting Agenda

1. Welcoming Remarks

Terry Cockerline, Director, Alumni Relations  
Gord Arbeau, AVP, Advancement & External Relations

**Call to Order- Verify quorum**

**Greg Plata**

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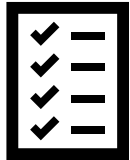
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# President's Report

## Priorities for 2021-2022



Governance Review



Engaging Community



Commitment to EDI

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# Outreach and Sponsorship



**137** listings in the Alumni Business directory



**43** students have received gift cards to Alumni businesses through the **Badgers to Badgers** program

## Discounts for Alumni

ATTRACTIONS	ENTERTAINMENT	RETAILERS	ACCOMMODATIONS	PROFESSIONAL DEVELOPMENT
<p><b>SAFARI NIAGARA</b></p> <p>Brock University alumni, faculty, staff and students save on Safari Niagara tickets. Save up to \$10! Use promo code: SN413578</p> <p><a href="#">BUY TICKETS &gt;</a></p>	<p><b>WONDERLAND</b></p> <p>Receive discounts off admission to Canada's Wonderland each and every summer. Use the username: CW-BrockU and password: wonderland2019 to purchase your tickets.</p> <p><a href="#">WEBSITE &gt;</a></p>	<p><b>NIAGARA VINTAGE WINE TOURS</b></p> <p>Educational Wine Tours: \$10.00 off any public tour (not available on Sat from May to Oct). 1-866-628-5428, promo BROCK10</p> <p><a href="#">WEBSITE &gt;</a></p>		
<p><b>GREAT WOLF LODGE</b></p> <p>Receive up to 20% off at Great Wolf Lodge. Includes water park admission the day you arrive through the day you depart. Use offer code: BROCKU</p> <p><a href="#">WEBSITE &gt;</a></p>	<p><b>ART GALLERY OF HAMILTON</b></p> <p>Use the code <b>AGHBROCK</b> for a 15% discount on a Friend of the Arts level membership at the Art Gallery of Hamilton (AGH).</p> <p><a href="#">WEBSITE &gt;</a></p>			

# Student and Young Alumni





# Recognition of Excellence

## 2022 Distinguished Alumni Award Recipients

- 2022 **Distinguished Alumni** Award Dr. Christina Le Rose, BA '07, BEd '10
- 2022 **Community Engagement** Award Jeremy Ferdman, BA '09
- 2022 Outstanding **Young Alumni** Award Asad Jalib, BA '20
- 2022 **David Betzner** Award Chris Yendt, BA '15, BEd '15, BEd '20, MEd '21

# Governance

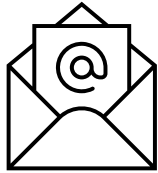


BUAA Handbook and operating guidelines were updated to reflect recent constitutional changes and best practices for board operations

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| 10. Other Business                                   | All  |
| 11. Meeting Adjourned                                |  |

# Alumni Activity Report



**101** = Emails sent to alumni (May 1 - April 30)

**38%** = Avg. open rate for emails (23% is standard)

**83,359** = Contactable alumni (74%)



**463** = *New* alumni members of 10K Coffees

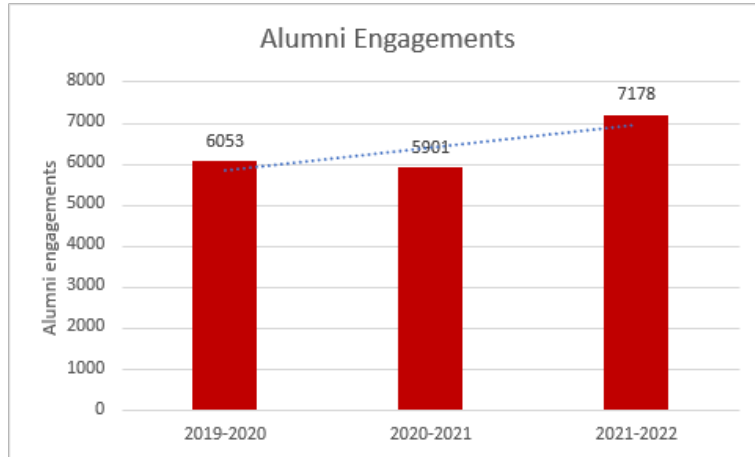
**184** = Alumni Volunteers (that we know of)



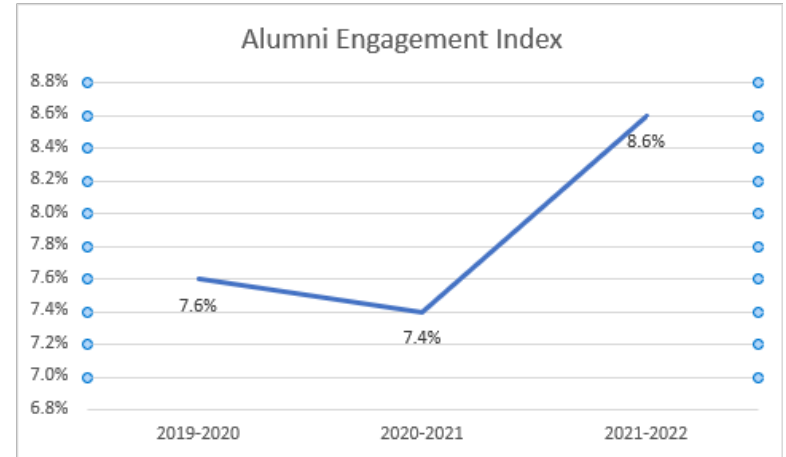
**740** = Alumni donors

**\$122,300** = donated by alumni

# Alumni Activity Report



**7178** = Total alumni engaged this fiscal  
(Target 6200)



**8.6 %** = Alumni Index\*  
(Target 7.4%)

## Alumni Index:

[Donors + Volunteers + Event Participant + Activity Participant + Engagement Actions+ Communications]  
Contactable Alumni as of May 1



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2021-2022 BUDGET	Budget	Actual (Total Spent)	Variance	Details
<b>Revenue</b>				
Brock Budget contribution	\$ 23,650			
<b>TOTAL</b>	<b>\$ 23,650</b>			
<b>Expenses</b>				
Hospitality	\$ 6,000	\$ 1,077.55	\$ 4,922.45	Award winners Gifts, GSA sponsorship
Marketing - Advertising	\$ 13,000	\$ 1,480.21	\$ 11,519.79	Badgers to Badgers
Postage		\$ 13.95	(\$ 13.95)	
Scholarships and Awards	\$ 2,000		\$ 2,000	Paid through other means
Travel	\$ 150		\$ 150	
Miscellaneous	\$ 2,500		\$ 2,500	
<b>TOTAL</b>	<b>\$ 23,650</b>	<b>\$ 2,571.71</b>	<b>\$ 21,078.29</b>	

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10. Other Business  
All
11. Meeting Adjourned

# Returning Directors

<b>Name</b>	<b>Joined BUAA Board</b>	<b>Current Term</b>	<b>Term Ends</b>
<b>Jayne Morrish (MA '12)</b>	June 2017	2nd	June 2023
<b>Allie Hughes (BA Hon '09)</b>	June 2017	2nd	June 2024
<b>Lauren Swindley (BA '07)</b>	June 2018	2nd	June 2024
<b>Chris Ventura (BA '12, Med '17)</b>	June 2018	2nd	June 2024
<b>Greg Plata (BSM '08) (Past-President)</b>	June 2017	2nd	June 2023

# Slate of Candidates

Name
<b>Jeff McGuffin</b> (BA '08)
<b>Emily Snyder</b> (BBA '14)
<b>Chris Yendt</b> (BA '15, BEd, '15, BEd '20 MEd '21)

# Departing Directors

<b>Name</b>	<b>Joined BUAA Board</b>
<b>James O'Brien (BA '07)</b>	June 2016
<b>Anthony Marotta (BBA '15)</b>	June 2019
<b>Erin Mathany (BSM '05) (Past-President)</b>	Sept. 2014

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| 11. Meeting Adjourned                                |  |



**Brock University Alumni Association**  
**Annual General Meeting Minutes**  
**Thursday September 23, 2021**  
**Zoom Livestream 6:30pm - 8:00pm**

Board Members:	Chris Ventura, Mary Ann Edwards, Jayne Morrish, Lauren Swindley, Cooper Millard, Greg Plata, Erin Mathany, Anthony Marotta, James O'Brien, Gord Arbeau, Allie Hughes
Regrets:	Erin Mathany
Meeting Agenda:	1) Welcoming Remarks: Terry Cockerline and Gord Arbeau
	2) Call to order - Verify Quorum
	3) Approval of Agenda
	4) Approval of previous minutes from 2020 AGM
	5) President's Report
	6) Financial Report
	7) Presentation of Board of Directors 2021-2022
	8) Other Business
	9) Meeting Adjourned

Meeting Minutes

**1. Welcoming Remarks - Terry Cockerline and Gord Arbeau**

Terry Cockerline:

- Terry Welcomed all attendees.
- Terry covered a few administrative items related to the meeting

Gord Arbeau

- Thanked the community, our board members and all alumni for the support.
- Shared words of welcome from Provost and President.
- Thanked Greg for his past work as President and his continued service.
- Welcome back Terry Cockerline as the Director of Alumni Relations.
- Thanked for all that the alumni have done and all that they do.

**2. Call to Order- Verify quorum - Greg Plata**

Greg called the meeting to order and verified quorum.

- Quorum for this meeting is 12 members of the Association



- There were 26 members

### 3. Approval of the agenda - Greg Plata

MOTION by Mark Elgersma to approve the agenda.

2<sup>nd</sup> by Jens Coorssen

All in favour - yes

Any opposed - none

Carried.

### 4. Approval of the minutes from 2020 AGM

MOTION by Greg Plata to approve the minutes from the 2020 AGM.

2<sup>nd</sup> by C. Ventura

All in favour - yes

Any opposed - none

Carried.

### 5. President's Report - Greg Plata

- Greg reminded everyone that his report will be on the 2021-2020 that ended in May.

#### Presidents Report

- In 2018, the BUAA approved a strategic plan that is in effect until 2021. This plan will continue to focus on student and alumni engagement as well as community engagement. As our alumni continue to grow, and we are now more than 108,000, it is important for us to set our direction in line with the University and work together to increase our reputation as a strong institution of learning.
- Last year 707 Alumni attended events from May 2019 through April 2020
- 63 events were hosted in 2019-2020.

### Committee Updates - Greg Plata

- Greg provided a brief rundown of their activity over the last year.

#### Outreach and Sponsorship

- Expanding from an original mandate of "Community Outreach and Sponsorship" in years past, the OSC has narrowed its focus in order to concentrate on current Students, and on-campus events.
- The Committee also updated their terms of reference to reflect this change going forward.
- In a traditional sense, we as a Board have endeavored to focus more on undergraduate and graduate student engagement and building stronger relationships with partners and stakeholders around campus. This was done by being present at Student initiatives, supporting University led events and offering financial (or resource based) sponsorship for Student events,
- The OSC's efforts were sadly cut short in 2020, but we now have a specific mandate, with clear deliverables and processes going forward.

#### Community Engagement

- Over the 2020/2021 academic year, the Community Engagement committee had two focuses.
- First, they worked to identify alumni doing outstanding things for their own communities, with the hopes of collecting names to put forward as candidates for the Community Engagement award. After careful consideration, Mario Dedivitis was the

recipient of the 2020 Community Engagement Award presented at Homecoming 2021.

- The committee also explored opportunities to engage alumni in different communities, through the endorsement of existing community programs, In the Niagara region alone, we supported alumni through programs such as the 19th annual Women in Business Awards and the 40 Under Forty Business Achievement Awards. We also saw record breaking registration at an event we created in partnership with the Niagara IceDogs.

#### Recognition of Excellence

- In addition to coordinating congratulatory letters to Brock alumni around the world, the committee accepted nominations for the Distinguished Alumni Awards.
- We are proud to have extended recognition to alumni who best exemplify the spirit of our University and alumni network. It is never an easy job to come to our nominations to the BUAA board of directors, we are so lucky to have an alumni network full of high achieving and contributing individuals.
- Due to the delay in this meeting, it's worth noting that the 2020-2021 Award Winners have recently been announced. Normally we would report on this group at next year's AGM, however, we felt appropriate to acknowledge them today.
- This group is currently in the process of receiving their awards.

**MOTION by C. Ventura to approve the Presidents Report as well as the committee updates.**

**2<sup>nd</sup> by Mark Elgersma**

All in favour - yes

Any opposed - none

Carried.

#### **5. Financial Report - Anthony Marotta**

- There was \$9005.14 left unspent.
- The Details Column indicates what project the money was spent on.
- The remaining \$10,144 was spent as indicated on the page.
- The only major variance is Marketing/Advertising. This is mostly a result of fewer events in March/April after COVID-19 hit.
- The \$9005.14 in unspent funds do not rollover, however, we can confirm that BUAA has received a 2020/2021 budget allocation of \$23,650. This is slightly higher than what we had for 2019/2020 and will allow for further investment in programming or tools in response to the Pandemic.
- It's worth noting that the funding from this budget comes from the University funded by revenue generated through the Affinity programs.

**MOTION by C. Millard to approve the Financial Report.**

**2<sup>nd</sup> by C. Ventura**

All in favour - yes

Any opposed - none

Carried.

#### **6. Appointment of Board of Directors for 2020/2021**

##### Returning Members

- *Six board members who are in the middle of their 3-year term*
- Mary Ann Edwards
- Erin Mathany
- Cooper Millard
- Lauren Swindley
- Chris Ventura
- Anthony Marotta
- James O'Brien - Senate representative

### Renewing Members

- *three board members who have completed one 3-year term and would like to be renewed for a second term.*

- Allie Hughes
- Greg Plata
- Jayne Morrish

### New Members:

- *There are no new members slated to be added at this time.*

**MOTION by Mark Elgersma to accept the 2020/2021 slate of board of directors**

2nd by - Crispin Bottomley

All in favour - yes

Any opposed - none

Carried.

### Departing Directors

This year we lose two board members, Mary Ann Edwards and Cooper Millard.

- During her time on the board, Mary Ann was a thoughtful and collaborative director, Mary Ann was particularly amazing with the student and always signed up to volunteer at any network session, convocation and was really engaged throughout the process.
- Cooper Millard, a badger through and through and cares deeply ever since he was a student here at Brock. Passion and dedication. Been active pushing the association to do more active tasks in the community.

### **10. Other Business**

We opened it up to anyone who would like to speak regarding other business. No one spoke.

Terry spoke regarding Homecoming. Anyone interested in coffee with Dr. Lynn Wells this Saturday. If you haven't registered yet, please sign up.

Alumni celebrating a 1,5,10, 25, or 50 year reunion are still eligible to win a prize with our Homecoming Photo contest. <https://brocku.ca/homecoming/reunions/> to enter the contest.

### **11. Meeting Adjourned**

**MOTION by Greg Plata to adjourn the meeting.**

2nd by - Jayne Morrish

All in favour - yes

Any opposed - none

Carried.

- Meeting was adjourned at 7:20 pm