



**UFV ALUMNI ASSOCIATION
ANNUAL REPORT**
2010–2011

UNIVERSITY
OF THE **FRASER VALLEY**

ALUMNI ASSOCIATION



CONTENTS

| | |
|---|-------|
| Overview | pg 7 |
| About UFV Alumni | pg 9 |
| Distinguished Alumni and Student Awards | pg 11 |
| Affinity Partners and Membership benefits | pg 13 |
| Events, sponsorships, programs and activities | pg 15 |
| Treasurer's Report | pg 16 |
| Alumni Association Executive 2010 2011 | pg 19 |





2010/11 was a year of planning and visioning for the UFV Alumni Association. A major milestone this past year was the completion of our three-year strategic plan, which outlines three pillars that are aligned with our mission and will govern our activities and programs for the coming years.

Other highlights this past year include the fulfillment of our role as required by the University Act with regard to UFV Chancellor succession planning. The Association developed a policy and procedure from which a joint committee, chaired by myself and including members from the UFV Senate and the UFV Board of Governors, was established and terms of reference and criteria for selection are under development. As well we struck a policy committee and underwent an extensive review and development of several new policies that govern our alumni board succession processes and our Distinguished Alumni Awards. As a result of this work we will offer a Young Distinguished Alumni Award next year. We welcomed a number of new ex-officio members to the Alumni Association board of directors, including UFV President Mark Evered and UFV Student Union Society President Carlos Vidal.

Additional highlights this past year include our first Alumni Reunion, featuring the Library and Information Technology program. With this first reunion success we look ahead to many more successful reunion events. We also launched our Alumni Wear clothing line and eStore. Our signature alumni event, the Evenings of Theatre (offered in partnership with UFV Theatre) saw the unveiling of our Alumni commemorative wine label and the launch of our 2011 wine program. The Alumni Evenings of Theatre were a huge success running over two evenings. As well we were pleased to partner with academic departments to offer several alumni/student speed networking events and to develop a formal alumni volunteer program in which we have had over 40 alumni and students participate.

To all our alumni, thank you for your support and participation. We hope you will enjoy reading about our activities and programs this past fiscal year in our first Alumni Association Annual Report. We also hope you are proud of the impact your association has had on UFV and our ongoing commitment to enhance the student experience on campus and across the Fraser Valley.

Tony Luck, BBA '96, BA '07
Chair, UFV Alumni Association

A message from UFV President and Vice-Chancellor Mark Evered

Greetings to our many thousands of alumni.

You have made us proud through your many achievements and contributions. You are living proof that UFV works as a place to get an education, develop practical and critical thinking skills, expand horizons, build lasting relationships, and launch exciting careers. Everywhere I go in the Fraser Valley, and well beyond, I meet alumni who speak with passion and appreciation of their experiences at Fraser Valley College, University College of the Fraser Valley, or now the University of the Fraser Valley. I am pleased to see that we have been able to hold on to those qualities that so many of you value as we have moved through our own development as a post-secondary institution. I am also pleased to see how so many of you are shaping the future of our region, passing on to others in your workplaces and communities, the ideas, knowledge and skills you acquired during your time with us. As I have said on a number of occasions, it is your success that is the true measure of our success.

I recognize that we have not always been diligent in maintaining contact with our alumni. But I want to assure you that we are working hard to fix that, because we value our relationship. I am delighted to see the outstanding work our Alumni Association is doing not only to connect with you, but to build strong connections with current and future students and with the communities we all serve. Thank you for your ongoing confidence in us and for your support for our work. You really are the measure of our success.

With sincere appreciation,

Mark Evered, Ph.D.
UFV President and Vice-Chancellor

A message from UFV Vice-President External Karola Stinson:

You make my job incredibly easy. In my role as VP of External Relations at UFV, I am tasked with promoting a positive image of our university in our community. But for an image to really have an impact, there has to be substance behind it. You succeed in the many settings that we find UFV alumni, from our schools to our hospitals, our local businesses to our social agencies, our farms to our construction sites, and our government offices to our police forces and many other places. I am proud that our alumni contribute so much to our communities.

Karola Stinson, UFV Vice President, External



The UFV Alumni Association was founded on April 1, 2001, by a dedicated group of UFV alumni. The impact of our work has been growing steadily.

Our purpose is to foster lifelong relationships between alumni and the University of the Fraser Valley through advocacy, support, service, and communication.

Our mission is to:

- develop and maintain contact with the Alumni for social, professional, and networking purposes
- provide benefits in the form of programs and services for members of the Alumni Association
- increase awareness of UFV, its programs and its activities
- assist and support alumni groups from various disciplines within UFV
- strengthen ties with the student body including the sharing of career experiences and opportunities
- assist and support the University in fundraising and creating endowments

THREE PILLARS OF OUR STRATEGIC VISION:

Pillar One:

Increase our connection to the student experience to promote the building of life-long relationships with the university

Pillar Two:

Engage in internal and external reputational enhancement of both the Alumni Association and the university

Pillar Three:

Foster alumni spirit on campus and across the Fraser Valley





As of April 1, 2010, the total number of alumni recorded in the database is 27,050

Female 64%

Male 36%

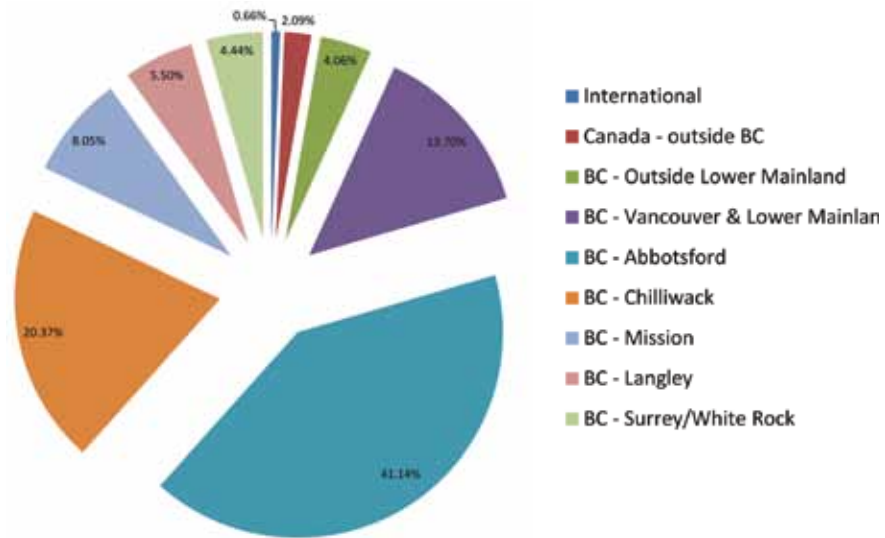
More than 33,153 credentials have been granted at UFV

Contactable alumni: 52.6% of all UFV alumni

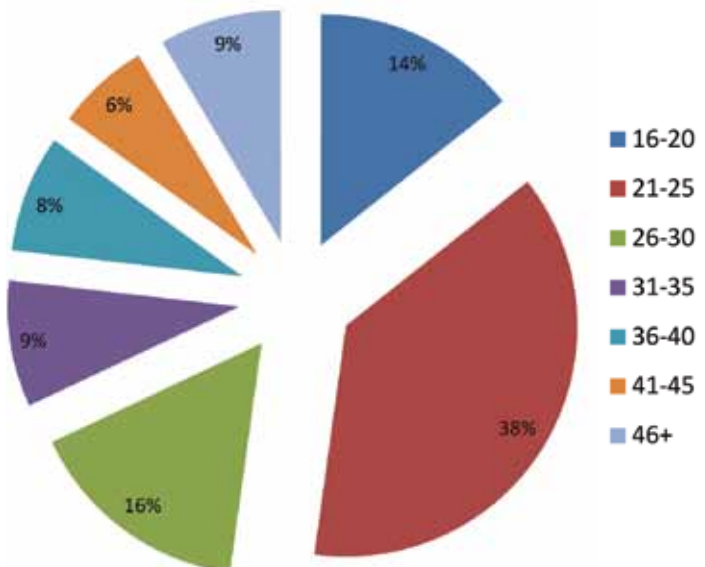
Valid mailing addresses 14,240

Valid email addresses 10,135

Geographical breakdown



Age of alumni at graduation





Alumni Association Student Leadership Awards

- Marcus De Bruin — Alumni Association Annual Award, Trades & Technology
- Ashley Bjurman — Alumni Association Annual Graduate Award
- Joddi Alden — Alumni Association Endowment, Faculty of Arts
- Alan Sum — Alumni Association Endowment, Faculty of Science
- Amarjit Shatore — Alumni Association Endowment, Faculty of Professional Studies

The Alumni Association presented Tracey Vanderaegen Jones (Dip Nursing '94) with the 2010 Distinguished Alumni Award.

Tracey Vanderaegen Jones (Dip Nursing '04) says an unsuccessful year at UBC's nursing school is the best thing that could have happened to her.

After UBC, Vanderaegen Jones seriously considered what she wanted to do with her life. Her goals hadn't changed, so she got her act together, upgraded her biology, and pleaded with UFV to accept her into its nursing diploma program.

"I learned more in my first four months at UFV than I learned in my eight months at UBC," she says. "At UFV they focus on everybody being successful. If you work hard, you'll do well."

Vanderaegen Jones earned her bachelor's degree from the University of Washington this March (with a 3.9 GPA), and has been accepted to begin her master's degree this fall. She continues to work educating and orientating new RNs and ensuring that operating room nurses are fully trained and their qualifications are up-to-date.

Due to her volunteer spirit, natural teaching ability, and continual education of the nursing staff at Virginia Mason Hospital, Vanderaegen Jones has received a number of awards and community recognition.

Regardless of all the accolades and awards Vanderaegen Jones has received, she is certain of one fact. UFV ended up being more than a place to earn a nursing diploma.

"Sometimes I wonder where my career might have taken me. If I hadn't attended UFV, none of this would have happened," she says. "UFV gave me my career and UFV sent me travelling around the continent where I met my husband. I believe things happen for a reason, and there was a reason why I ended up at UFV."

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SKOOKUM

CELEBRATING THE BEST of the UNIVERSITY OF THE FRASER VALLEY

CARVING A BETTER FUTURE
UFV alumnus George Hemeon
weaves his aboriginal heritage
into corporate and artistic careers

Skookum: good, best, ultimate, first rate. That's what UFV aims to be: the best undergraduate university in Canada, which is why we've named our university magazine with this strong word from the Chinook jargon, a trade dialect that was used as a cultural bridge among groups of aboriginal peoples and multi-ethnic newcomers to British Columbia.

UNIVERSITY
OF THE FRASER VALLEY

UFV alumni are automatically considered members of the UFV Alumni Association, and are entitled to many great perks and privileges both on and off campus.

Be sure to get your membership card at the UFV Alumni Relations office and begin taking advantage of:

Affinity partners

- Abbotsford Heat
- Amazon.ca
- Artona Group Photography
- Convocation Flowers Inc.
- Envision Financial services package
- Flight Centre Abbotsford
- Leader Frames Significant Impact
- MBNA Canada

Benefits

- Alumni Board Directorship
- Alumni Association event invitations
- Alumni Commemorative Wine
- Convocation Photography
- Skookum — free subscription to our university magazine, which features our alumni in the Aluminations section
- UFV Alumni Business cards
- UFV Bookstore discounts
- UFV Career Centre services
- UFV Athletics game ticket discounts
- Activity Centre discounts
- UFV Theatre ticket discounts
- UFV Library access
- Valley Toyota discounts with Kevin Gill and Ken Simpson



The UFV Alumni Association was pleased to host, sponsor, and be a partner in a variety of events, which enhanced the Alumni Associations reputation on campus, brought alumni together for social networking opportunities, and brought students and alumni together for career mentoring/networking opportunities. During the 2010/11 fiscal year we sponsored six events and participated in 29 events.

Alumni Association event participation:

- Convocation
- Alumni Association Board Retreat
- Awards Ceremony — Distinguished Alumni Award and wine reception
- Library Information Technology Reunion
- Career Fair “Ask the Experts” alumni panel
- Alumni Association Annual General Meeting and reception
- Master of Social Work launch, information table
- BASA Alumni Speed Networking event
- First Abbotsford Heat Fundraiser
- Alumni Board ‘Deck the Alumni Hall’ event
- Second Abbotsford Heat Fundraiser
- Opening the Doors — Science Alumni Mentorship event
- Chilliwack Bruins fundraiser
- Careers in Finance alumni mentorship event
- Where in the World Can I Work with an Arts Degree? humanities alumni mentorship event

Alumni Association event sponsorships:

- Absolute Style Fashion Show wine reception
- After Hours at the Reach event
- New Student Orientation — Chilliwack
- New Student Orientation — Abbotsford

- Baker House Move-in BBQ
- Alumni Appreciation basketball event
- Alumni soccer games appreciation reception
- Alumni volleyball games post-game party
- Alumni basketball games post-game reception

Programs

- Alumni Commemorative Wine program
- Grad Cap and Tassel program
- Association Membership benefits and privileges program
- Alumni Volunteer program

Communications

- Skookum (UFV’s university magazine) mailed twice this fiscal year each to 14,500 mailing addresses
- Monthly Alumni eNewsletters sent 13 times to almost 100,000 email addresses
- eSurveys posted to 8,675
- New membership card holders: 2,318
- 25 eInvitations and eBlasts sent to 67,276 email addresses
- Website sign-ups — 166

University of the Fraser Valley Alumni Association

Statement of Financial Position (Unaudited)

March 31, 2011

| ASSETS | 2011 | 2010 |
|----------------------|-----------------|-----------------|
| Cash and Investments | 25,676 | 24,726 |
| Inventory | 5,698 | 3,955 |
| | 31,374 | 28,681 |
| NET ASSETS | | |
| Unrestricted | 31,374 | 28,681 |
| | \$31,374 | \$28,681 |

Statement of Operations (Unaudited)

Year ended March 31, 2011

| REVENUES: | 2011 | 2010 |
|-------------------------------------|-----------------|-----------------|
| Convocation | 15,541 | 20,214 |
| Alumni Wear/Merchandise | 1,647 | 90 |
| Affinity Programs | 1,467 | 1,713 |
| Interest Income | 700 | 700 |
| Commemorative Wine | 4,145 | 7,198 |
| | \$23,500 | \$29,915 |
| EXPENDITURES: | | |
| Commemorative Wine | 4,362 | 4,408 |
| Convocation | 5,103 | 9,294 |
| Alumni Wear | 1,232 | 409 |
| Insurance | 944 | 926 |
| Advertising | 1,030 | 485 |
| Miscellaneous | 622 | 80 |
| Sponsored Events | 2,212 | 1,373 |
| Awards | 2,782 | 2,572 |
| Alumni Hall | - | 66 |
| Board Meetings | 2,519 | 2,361 |
| | \$20,807 | \$21,975 |
| Excess of revenue over expenditures | \$2,693 | \$7,940 |

Statement of Operations and Net Assets (Unaudited)

Year ended March 31, 2011

| | 2011 | 2010 |
|--------------|--------|--------|
| Revenue | 23,500 | 29,915 |
| Expenditures | 20,807 | 21,975 |

EXCESS OF REVENUE OVER

| | | |
|------------------------------|--------|--------|
| Expenditures | 2,693 | 7,940 |
| Net Assets beginning of year | 28,681 | 20,741 |
| Net Assets, end of year | 31,374 | 28,681 |



Donations to the university: Alumni Association Awards activity

- Faculty of Arts endowed Leadership Award principal = \$14,301 for a \$500 annual award
- Faculty of Science endowed Leadership Award principal = \$12,668 for a \$500 annual award
- Faculty of Professional Studies endowed Leadership Award principal = \$12,951 for a \$500 annual award
- Faculty of Trades and Technology Annual Award = \$500
- Alumni Association Annual Graduate Leadership Award = \$500
- Skip Bassford endowment contribution = \$1,500



ASSOCIATION EXECUTIVE

Tony Luck, BBA '96, BA '07
Chair
Financial Consultant, Investors Group

Jason Barnes, BSc '04
Vice Chair
Developer, Recycling Management Inc.

Mark Brosinski, BBA '02
Treasurer
Manager, Budgets and Financial Planning, UFV

Darren Penner, BA '03
Secretary
BA '04, JD '07, Lawyer,
Watson Goepel LLP

BOARD OF DIRECTORS

Baraa Ali, BCIS '09
Project Manager, Global Development Institute,
UFV

Len Goerke, BA '98 (UFV), MA '02 (Royal
Roads University)
Deputy Chief Constable,
Abbotsford Police Department

Melissa Kendzierski, BA Hons '09 (Geography)
Sustainability Consultant

Amanda Klassen, BA '08 (English)
Ticket Operations Manager, Abbotsford Heat

Paul Kroeker, BCIS '97 (UFV), MSc '05
(Athabasca University)
Instructor, CIS, UFV

Bonnie Rai, BA '03 (UFV) MA '06 (TWU)
Financial and Estate Planning

Adam Simpson, BA '05 (UFV)
Policy Analyst, AMBit Consulting

Helen Yannacopoulos, BFA '08 (UFV),
B Ed '09 (SFU)
Teacher, Mission School District #75

EX-OFFICIO DIRECTORS

Nancy Armitage
UFV Alumni Relations Manager

Kelly Chahal, MA Criminal Justice '10
Probation Officer, Surrey East Community
Corrections
UFV Senate representative

Mark Evered
UFV President and Vice-Chancellor

Karola Stinson
UFV Vice-President External

Carlos Vidal
UFV Student Union Society President



Alumni Relations Office

Nancy Armitage, Manager, Alumni Relations
Helen Hughes, Alumni Relations Assistant

Visit us on the Abbotsford campus B317
alumni@ufv.ca
www.ufv.ca/alumni