

Mount Allison Alumni Annual General Meeting

- 96 alumni volunteers matched to students
- MANTRA (Mount A Alumni Network of Teachers for Recruitment & Admissions)
 - Revamped and adjusted as per health restrictions
 - Most valuable thing and alumnus can do is help us recruit new students
 - These volunteers helped call students, email students, and assisted in the development of this program
 - When possible, volunteers met with students/parents individually since they were not allowed to enter schools as visitors
- Experiential Learning & Career Development Office
 - Connected with 15 local service clubs and non-profits with the VMCS courses
 - MtA Café had over 300 alumni and student participants
 - Matched over 43 alumni mentors
- Office of Admissions and Recruitments
 - Open House Volunteers
 - Alumni volunteers matched with students to be email buddies to answer questions and share how their MtA experience impacted their life
 - Refer a Student Campaign
 - This new campaign encouraged alumni to submit a form to refer a student to MtA. Any grade 12 student who were referred by an alumnus to attend in September 2021 was included in a draw for \$1500 award. 61 alumni referred students through this program.
 - The Admissions & Recruitment Office hosted a Friday night Facebook Live concert as part of Winter Open House, and the invitation was extended to alumni.
- Alumni Social media engagement
 - Social following grew on all three platforms
 - Facebook +244 new followers
 - Twitter +69
 - LinkedIn +1128
 - Instagram launched in May to a strong start, with 624 new followers in the first month
 - A new social media strategy was implemented that seeks to balance content that is relevant, self-promotional, and human-focused to better engage alumni.
- Alumni communications
 - Allisonian update
 - July 2020, a new short video series launched to give quick, informative updates to alumni regarding campus life in the midst of the pandemic
 - The project was well-received and developed into a quarterly e-newsletter

- Issues sent in November, January, and April sent to over 17,000 contacts, averaging 10,000 e-mail views and 2674 click-throughs
- New website
 - The new MtA website was launched in August
 - Alumni section completely revamped, more user friendly, Class Pages were redesigned to better present information.
- Alumni engagement events
 - Virtual homecoming
 - With 2020 Homecoming cancelled, the AEO hosted a #MtAVirtualHomecoming on social media. Alumni were encouraged to share fond Homecoming memories to be entered to win a garnet & gold prize pack
 - Virtual Class Gatherings
 - 8 Virtual class gatherings were hosted on Zoom meetings, 301 Alumni participated in these class gatherings.
 - Regional alumni virtual events
 - 5 regional alumni events were hosted on Zoom engaging alumni in the United States, Greater Toronto, Eastern Ontario, Alberta, and Bermuda. Total participation was 275 alumni.
 - Virtual kitchen party reunion
 - 1357 registrants
 - Well over 1000 individuals joined us for the event
 - Kumospace was used as a new technology to host virtual receptions following the concert
 - Survey 98.15% of participants stated in this post event survey they were either satisfied/ very satisfied with the Kitchen Party and 98.31% stated they would attend another virtual alumni event in the future
- Graduating class engagement
 - Pin ceremonies
 - In-person events aimed at strengthening engagement with the graduating class were limited due to COVID restrictions. Despite these challenges, the AEO was able to organize 9 socially distanced pin ceremonies to welcome them to the alumni community.
 - Last lecture ceremony
 - The Last Lecture was once again held as a pre-recorded video. It premiered on April 29. 62 leadership awards were presented to members of the graduating class.
- Community Engagement
 - Community response to the pandemic
 - Operationalized resources to aid the community in a beneficial and impactful way
 - Utilizing the volunteer management and program development skills at the AEO, the Task Force collectively was able to resolve

- Alumni do an amazing amount already - the ongoing question I get is - about you? The answer is communicate enough, we need to do this more!
 - We all have a huge responsibility to tell people about MtA talk about your time here and the future.
 - Highlight the innovation and the direction we are headed toward.
 - Give to MtA this makes a huge difference
 - We need to give more to our students also participation we need participation as well.
 - Put people in touch with us I love getting messages and calls out of the blue and connecting with individuals to chat about our community
 - If I see a tour, I will tag onto the tour I help myself! This is where I become an ambassador for the university I ask you do the same!

Adjournment Anna Abbott

Thanks for everyone who joined in-person and virtually

- If anyone had a question that was not addressed submit it by email and it will be answered!