

UNB ASSOCIATED ALUMNI

# ANNUAL REPORT

2023-24



 @unbalumni

 @unbalumni

 @unbalumni

 University of New Brunswick

 alumni@unb.ca

 [unb.ca/alumni](https://unb.ca/alumni)



# TABLE OF CONTENTS

- 3 ABOUT US**
- 5 ASSOCIATION AND COUNCIL BUSINESS**
- 9 ALUMNI ENGAGEMENT STRATEGY**
- 11 UPDATE · STRATEGIC PRIORITY #1**  
*Tell our story to increase awareness and pride*
- 17 UPDATE · STRATEGIC PRIORITY #2**  
*Celebrate alumni, students, and UNB milestones and achievements*
- 20 UPDATE · STRATEGIC PRIORITY #3**  
*Foster a culture of connection and contribution among students and alumni*
- 24 UPDATE · STRATEGIC PRIORITY #4**  
*Deepen relationships with engaged and somewhat engaged alumni*
- 26 UPDATE · STRATEGIC PRIORITY #5**  
*Obtain the best possible data to make evidence-based decisions and optimize effectiveness*
- 27 DRIVERS OF ALUMNI ENGAGEMENT**

# ABOUT US

The Associated Alumni of the University of New Brunswick became an organization by an Act of Legislature on March 28, 1870, with the first meeting of the association held on June 20, 1870. A group of graduates from the University of New Brunswick organized the association for the “promotion of sound education and the advancement of the interest of the university.”

## ALUMNI BY THE NUMBERS

**99,027 LIVING ALUMNI**

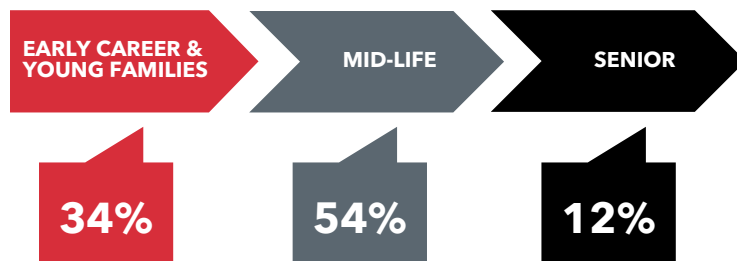
78% FR · 14% SJ · 8% other

**81,324 CONTACTABLE ALUMNI**

2022-23: 79,341 · Increase of 2.5% YoY



## ALUMNI LIFE STAGES



# OUR STORY

## 2023-24

As our Alumni Engagement Strategy matures, having just concluded the fourth of the five-year plan, and we realize the impact of the many programs and initiatives that we have either introduced new or reimagined and refreshed, we can feel positive momentum building among our alumni community. This momentum is evident in the performance metrics we report on in the pages that follow, but it's felt in ways that go way beyond the numbers.

The pride and engagement of our alumni community was expressed loud and clear when we published a commemorative issue of Alumni News Magazine, a retrospective celebrating 100 years since the first alumni news bulletin was published. Alumni called, emailed, and wrote letters to us sharing their own perspectives on stories we'd shared, expressing delight at having seen a loved one featured, and adding colour and context to some of the stories we included. Alumni around the world expressed their joy and appreciation after reading this special issue of Alumni News Magazine.

Similarly, alumni provided significant financial support and then celebrated with us when we renovated and re-opened the Alumni Lounge & Presidents' Tartan Room in the Alumni Memorial Building. This building, and the gathering space within it, exists because of the advocacy, hard work, and philanthropy of alumni who led the charge in building the space in the 1950s. Since that time, maintaining the space and advocating for it to continue to be used as it was originally intended - a place where alumni, students, faculty and friends of UNB can gather in friendship and understanding - has been a responsibility happily shouldered by alumni.



After nearly a year of renovations, we hosted a grand re-opening in April. As we sought to highlight the history of the space, we also thought it important to take a step toward reconciliation through art. We commissioned original art created by Samaqani Cocahq (Natalie Sappier) who is UNB's first Indigenous artist-in-residence. The two paintings represent the Saint John campus and the Fredericton campus, connected by Wolastoq, also known as the Saint John River. This artwork is proudly displayed in the same space where a piece donated for the original opening of the Alumni Lounge by UNB's first artist-in-residence, Goodridge Roberts, is displayed.

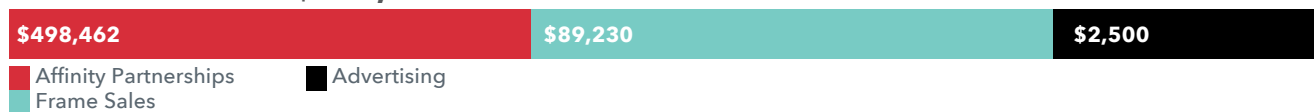
The momentum we are feeling right now from our alumni community energizes the team in the alumni office and the members of the alumni council to continue to be bold in our engagement efforts, continuously improving on the programs, benefits, connections and celebrations we offer to alumni. As we enter the last year of our Alumni Engagement Strategy, we look forward to imagining together what might be possible next!

# FINANCIALS

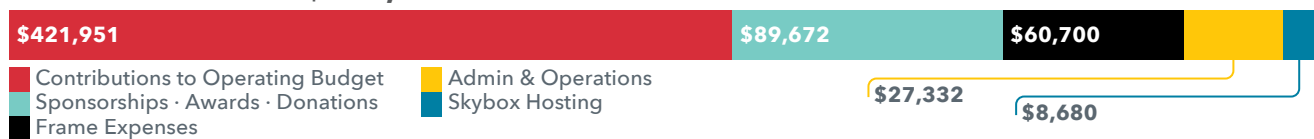
## SPHERE I (ASSOCIATION)

This is the association's independent account, including revenue primarily from affinity partnerships and expenses related to our contribution to the consolidated operating budget of the Alumni Office, a sponsorship program that supports alumni and student outreach, and association operating expenses.

### TOTAL REVENUE: \$590,192



### TOTAL EXPENSES: \$608,334



This was the second year of a three year planned operating deficit, funded by investable surpluses realized during the global pandemic. Saving related to events, hospitality, and travel from those years are being used now to invest in the Alumni Engagement Strategy.

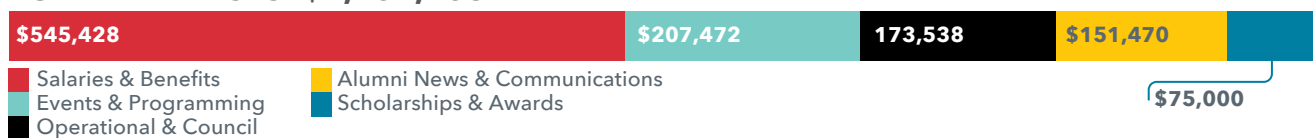
## SPHERE II (UNB OPERATING ACCOUNT)

This is a consolidated operating budget, representing the university's budgetary interactions with the association, including Alumni Office staff salaries, Alumni News magazine, events and programming, scholarships and awards for students, and general operating expenditures.

### TOTAL REVENUE: \$1,190,393



### TOTAL EXPENSES: \$1,152,908



This was the second year of a three year plan to spend a modest carry-forward accrued during the global pandemic when savings related to travel and events were realized. The remaining amount of the carry-forward is \$37,485 to be invested in the Alumni Engagement Strategy in the next fiscal year.

## SPHERE III (FUNDS HELD IN TRUST)

These accounts are held in trust and managed by the university, but over which the association has a fiduciary responsibility. It is made up of **restricted funds** [\$2,007,618] and **unrestricted funds** [\$2,081,673] with a **total value of \$4,089,291**. These funds are largely designated for specific purposes like bursaries, awards, and scholarships for students. Two accounts are available to the association to support our mission and vision.



**PRESIDENT**

**JENNIFER SUTHERLAND GREEN**

(LLB'99) · Fredericton, NB

**VICE-PRESIDENT**

**ANDREW MARTEL**

(BCS'15) · Fredericton, NB

**TREASURER**

**IAN HARDY**

(BBA'07) · Saint John, NB

**SECRETARY**

**ERIN STAFFORD**

(BSc'08) · Toronto, ON

**SAINT JOHN REPRESENTATIVE**

**OLIVE OZOEMENA**

(MBA'16) · Saint John, NB

**PAST PRESIDENT**

**JILL JEFFREY**

(BPE'82, BEd'83) · Halifax, NS

**COUNCILLORS**

**BEVERLY GUIMOND**

(BBA'04) · Saint John, NB

**CINDY FLANN**

(BBA'84) · Fredericton, NB

**CHRISTOPHER WEIR**

(BBA'93, BEd'94) · Saint John, NB

**COUNCILLORS** continued

**SARAH BIRCH**

(BBA'01, LLB'04) · Halifax, NS

**KYLE FERGUSON**

(BBA'09) · Toronto, ON

**SHAWN QUINLAN**

(BBA'94, MBA'96) · Fredericton, NB

**REPRESENTATIVES ON**

**ALUMNI COUNCIL**

**JANE KIDNEY-HERMELIN**

(BBA'97) · Fredericton, NB

[Associated Alumnae]

**MADISON WORTH**

Student · Saint John, NB

[Student Representative]

**KIERRA MACALPINE**

Student · Fredericton, NB

[Student Representative]

**DR. PAUL MAZEROLLE**

(BA'89) · Fredericton, NB

[UNB President]

**MICHELLE MCNEIL**

(BBA'03, MBA'09) · Fredericton, NB

[Association Executive Director]

**REPRESENTATIVES TO BOARD OF GOVERNORS**

**JILL JOLLINEAU**

(MEd'02) · Saint John, NB

**PETER SYROID**

(BScEng'98, D-TME'98, MBA'03)

Fredericton, NB

**JILL JEFFREY**

(BPE'82, BEd'83) · Halifax, NS

**REPRESENTATIVES TO**

**UNB SENATES**

**MICHAEL MEAGHER**

(BScEng'77) · Fredericton, NB

**ERIC SAVOIE**

(BBA'08, MBA'14) · Saint John, NB

# ALUMNI OFFICE STAFF

## EXECUTIVE DIRECTOR

**MICHELLE MCNEIL** (BBA'03, MBA'09)

## ADMINISTRATIVE COORDINATOR

**YENNI RODRIGUEZ** (BIS in-progress)

## ALUMNI ADVANCEMENT OFFICER [COMMUNICATIONS]

**NATALIE MONTGOMERY** (BBA'99)

## ALUMNI ADVANCEMENT OFFICER [FACULTIES]

**KELLY ANDERSON** (BA'95)

## ALUMNI ADVANCEMENT COORDINATOR [CHAPTERS & SPECIAL EVENTS]

**DIANE MCADAM** (BBA'89)

## ALUMNI ADVANCEMENT COORDINATOR [REUNIONS & ATHLETICS]

**SHONDA IRVING**

## ALUMNI ADVANCEMENT COORDINATOR [YOUNG ALUMNI]

**NATASHA REGO MONAGHAN** (BA'13)

## ALUMNI ENGAGEMENT COORDINATOR

**ERIKA KING** (BScEng'12)

## MARKETING & COMMUNICATIONS COORDINATOR

**DOUG BARKMAN** (MEd'18)



# ALUMNI ENGAGEMENT STRATEGY 2020-2025

The UNB Alumni Association's engagement strategy provides a map for the future of the association, setting forth our goals to actively engage more alumni in the life and success of UNB.

## STRATEGIC PRIORITIES

Our strategic priorities are rooted in our pillars of celebration, connection and contribution and will guide our work from 2020-2025.

1. Tell our story to increase awareness and pride among alumni.
2. Celebrate alumni, students, and UNB milestones and achievements.
3. Foster a culture of connection and contribution among students and alumni.
4. Deepen relationships with engaged and somewhat engaged alumni.
5. Obtain the best possible data to make evidence-based decisions and optimize effectiveness.

## VISION

A proud, inspired, and motivated community of alumni and students engaged in the life and success of UNB.

## MISSION

We **engage** alumni by nourishing pride; **foster** connections between alumni, students, and UNB; and **enable** contribution.



## PILLARS

Our pillars align with our mission and give us the foundation on which all activities, programs and services are built.

**Celebration:** We will engage alumni and students by nourishing pride, celebrating accomplishments and telling our story.

**Connection:** We will foster connections between alumni, students, and UNB to encourage mentorship, professional development and lifelong learning and growth.

**Contribution:** We will work to create a dynamic environment that enables alumni contribution in the form of time, talent and treasure.



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #1

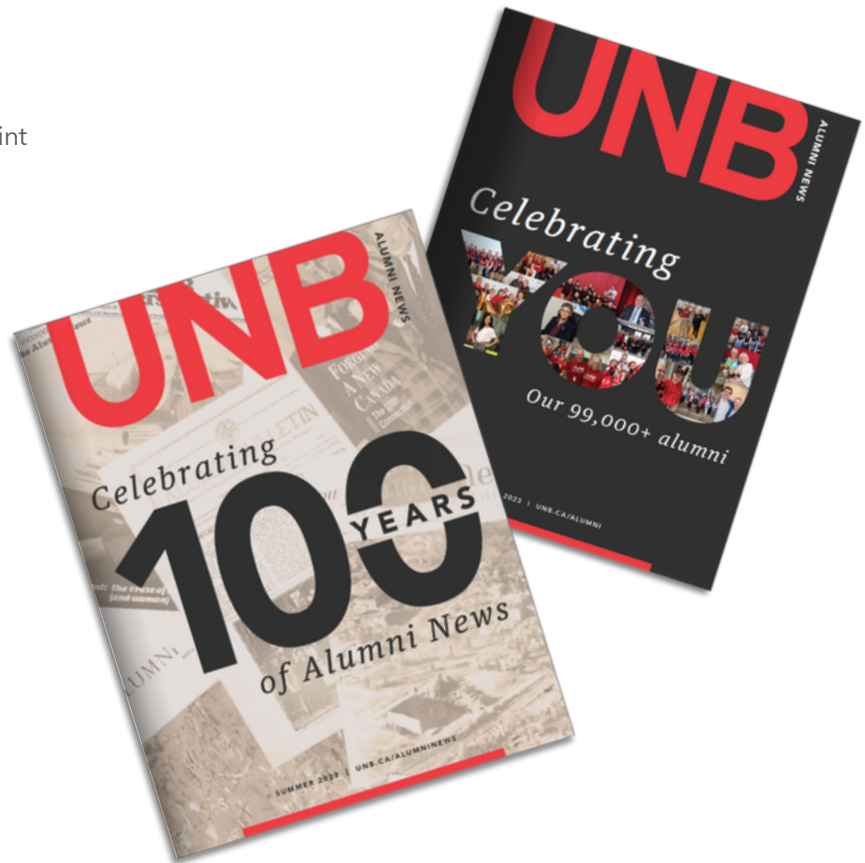
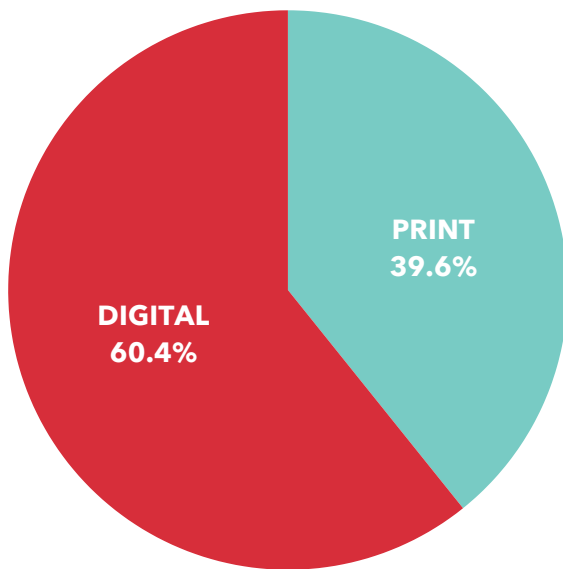
TELL OUR STORY  
TO INCREASE AWARENESS AND PRIDE

## ALUMNI NEWS MAGAZINE

Alumni News is the association's largest touchpoint with our alumni. It is mailed, and emailed, twice a year to alumni around the world.

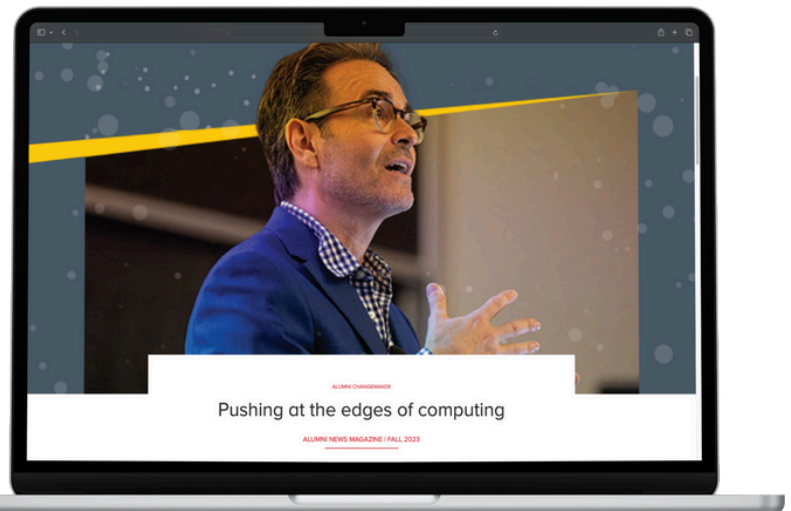
NUMBER OF MAGAZINES DISTRIBUTED

155,119



NUMBER OF  
DIGITAL  
MAGAZINE  
PAGE VIEWS

23,431



# STRATEGIC PRIORITY #1 continued

## ALUMNI NEWS DIRECT

We continue to engage alumni with the news and stories they want to see by segmenting our monthly digital newsletters based on affinity to faculties and demographics. We provided alumni with faculty stories of innovation, experiential learning and research, so they can stay involved and informed.

- Total newsletters delivered: 400,040
- Total unique opens: 109,148
- Average open/click rate: 27.3% / 2.6%



**FACULTY SEGMENTED OPEN / CLICK RATE: 29.7% / 3.9%**

**NON-SEGMENTED OPEN / CLICK RATE: 24.6% / 1.4%**

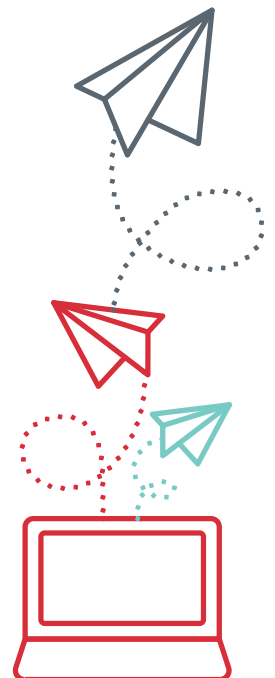
## ALL ALUMNI EMAILS

We engage our alumni regularly through email communication. Email is one of our main methods of communication and a driver of various alumni engagements.

We frequently email our global community about upcoming events, faculty happenings, special UNB announcements, alumni programming such as Proudly UNB Awards, the alumni podcast (UNBeknownst) and more.

**TOTAL  
UNIQUE OPENS:  
757,739**

**AVERAGE  
OPEN / CLICK RATE:  
31.5% / 1.6%**



## TOTAL UNIQUE EMAIL OPENS



# STRATEGIC PRIORITY #1 continued

## SOCIAL MEDIA

We operate Facebook, Instagram and X (formerly Twitter) accounts and collaborate on content for the UNB LinkedIn page, which reaches over 60,000 UNB alumni.

X continues to decline while opportunities increase on Instagram. LinkedIn remains a potential growth area as our alumni engage with their alma mater for professional purposes.

## FACEBOOK

**1,187,645**  
**IMPRESSIONS**

**81,969 ENGAGEMENTS**  
**6.90% ENGAGEMENT RATE**  
**10,750 FOLLOWERS**

## INSTAGRAM

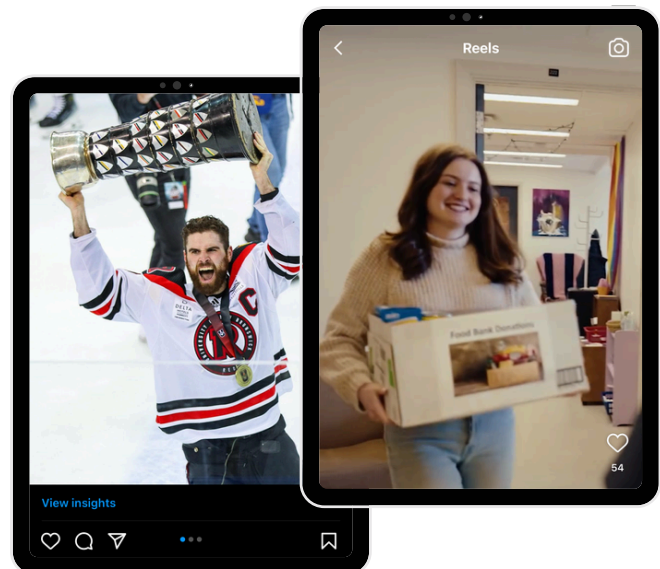
**434,119**  
**IMPRESSIONS**

**37,869 ENGAGEMENTS**  
**8.72% ENGAGEMENT RATE**  
**3,059 FOLLOWERS**



## TOP POSTS

Marcel LeBrun (BScECE'92, DSc'16) reaches a landmark for The 12 Neighbours Community, and Sarah Bernstein (MA'12) receives the 2023 Giller Prize.



## TOP POSTS

Collaboration post with UNB REDS Men's Hockey after their U Cup Championship win, and a Giving Day reel produced with the UNBSU and SRC food banks.

# STRATEGIC PRIORITY #1 continued

X (formerly Twitter)

**102,070**

**IMPRESSIONS**

**3,689 ENGAGEMENTS**

3.61% ENGAGEMENT RATE

**2,925 FOLLOWERS**

LINKEDIN

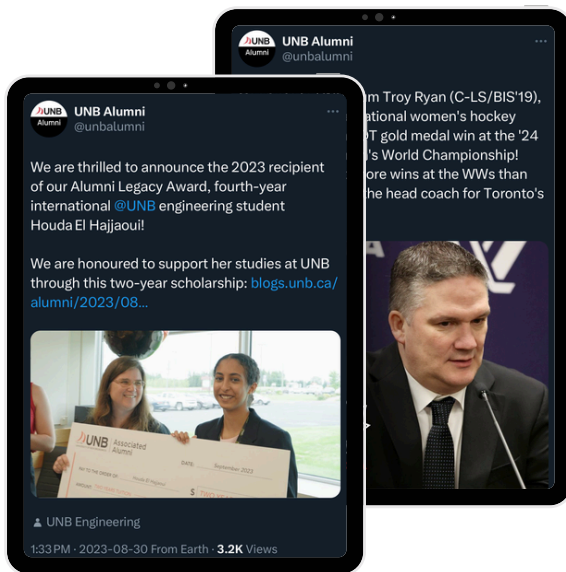
**2,296,609**

**IMPRESSIONS**

**96,847 ENGAGEMENTS**

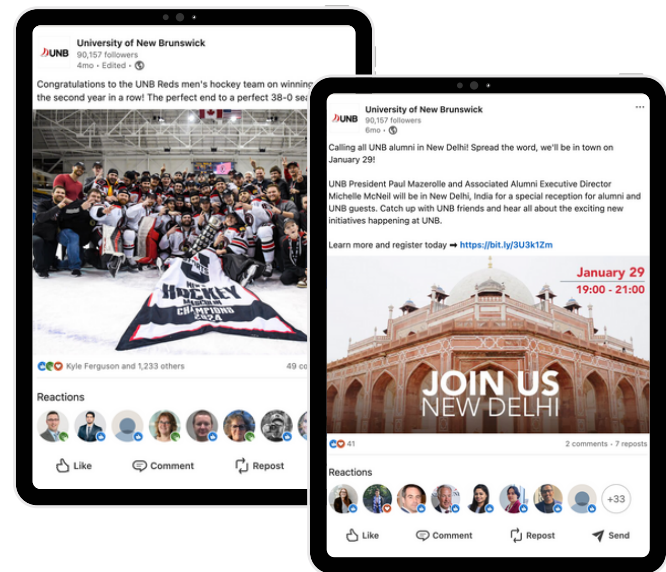
4.22% ENGAGEMENT RATE

**60,000+ ALUMNI FOLLOWERS ON UNB PAGE**



## TOP POSTS

Troy Ryan (C-LS/BIS'19) coaches the Canada women's hockey team to IIHF World Championship gold, and Houda El Hajjaoui receives the 2023 Alumni Legacy Award.



## TOP POSTS

UNB REDS Men's Hockey after their U Cup Championship win, and announcement of an alumni gathering in New Delhi, India.

## LINKEDIN FACULTY CONNECTIONS

**ENGINEERING PAGE: 4,062**  
**MANAGEMENT PAGE: 1,511**  
**COMPUTER SCIENCE PAGE: 937**

## SOCIAL MEDIA ENGAGEMENTS



# STRATEGIC PRIORITY #1 continued

## WEBSITE

Our website is the hub of all our alumni stories, event updates, programming and UNB news. We direct all online traffic, from our newsletters, social media posts and organic searches to the alumni website.

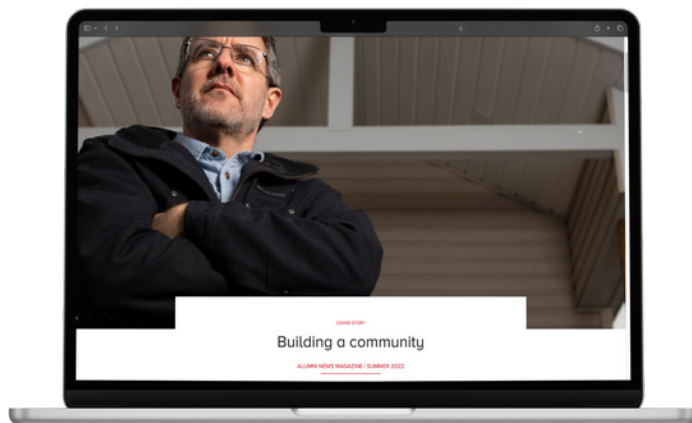
# PAGEVIEWS

# 188,839

## TOP SOURCES



- 48% SEARCH:** They looked for us
- 35% DIRECT:** They came back to us
- 11% SOCIAL:** They were sent to us through a post



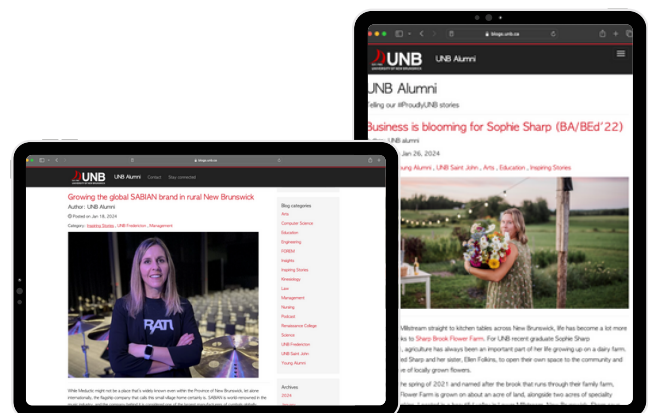
## BLOG (ALUMNI FEATURES)

Our alumni have amazing stories and we enjoy sharing them with the community! This past year, we highlighted career journeys, insights, shone a light on successes and inspired others through the examples of leadership and community impact among our incredible alumni. We also used our blog to complement and enhance the storytelling of our other media, like UNBeknownst, the UNB alumni podcast.

By sharing these stories, we make each other stronger and share in our UNB pride.

## MOST VIEWED STORIES

Stacey Clark (BBA'95) discussing her role in the development of global brand SABIAN, and Sophie Sharp (BA/BE'd'22) on her entrepreneurial side hustle while teaching grade four students in Sussex.



## WEBSITE PAGEVIEWS



# STRATEGIC PRIORITY #1 continued

## UNBEKNOWNST

### THE UNB ALUMNI PODCAST

Our podcast for alumni, by alumni features stories, insights and ideas from UNB alumni around the world and digs deep into discussions on hot topics and their secrets to success.

In 2023-24 the podcast received 2,024 unique downloads. The podcast was also broadcast once a week on CHSR-FM 97.9, the UNB Fredericton campus radio. While we don't know how many listeners tuned in to hear our podcast on the radio, there has been some great word-of-mouth feedback to the station, that people have appreciated being able to listen to it on the air!

Since beginning the podcast in September 2021, we've produced 38 episodes and have had 7356 unique downloads.

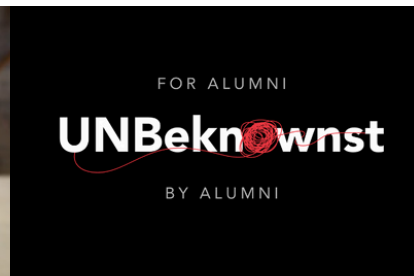
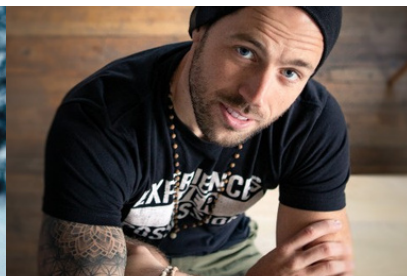
## UNIQUE DOWNLOADS

# 2,024

### HOST OF UNBEKNOWNST: KATIE DAVEY (BA'17)

Katie is a public policy expert and social innovator, currently serving as the Pond-Deshpande Centre's (PDC) executive director at the University of New Brunswick. Previously, she was the director of policy & media at the Public Policy Forum, and also served as senior advisor in the Office of the Premier of New Brunswick.

Armed with a degree in political science from UNB and master's in applied politics from Wilfrid Laurier University, Katie has the perfect mix of academic and real-world savvy to tackle socio-economic challenges through social innovation, entrepreneurship, and public policy. Selected as a top innovator by Atlantic Business Magazine in 2023, Katie is a go-to voice in political commentary and opinion writing, making waves in major publications and as a regular on CBC New Brunswick and Atlantic. She is the founder and principal of Femme Wonk and serves on the Board of Directors for the Human Development Council, Action Canada, and other community groups.



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #2

CELEBRATE ALUMNI, STUDENT,  
AND UNB MILESTONES & ACHIEVEMENTS

## PROUDLY UNB AWARDS

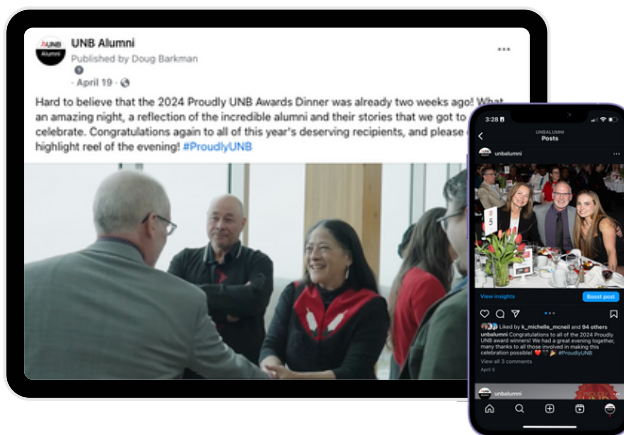
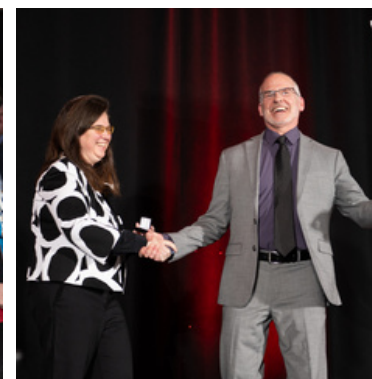
In April, we celebrated our 2024 Proudly UNB award recipients at a wonderful awards event in Fredericton, NB. Of special note was our first recipient from Trinidad & Tobago, who set foot on campus for her first time to receive the award!

## ALUMNI REACHED

**44,505** EMAIL OPENS  
**53,538** SOCIAL IMPRESSIONS

## PROUDLY UNB EVENT

**185** ATTENDEES  
**2,013** VIDEO VIEWS





# STRATEGIC PRIORITY #2 continued

## REUNION WEEKEND

The UNB Associated Alumni has a rich and proud tradition of keeping UNB alumni connected with each other and with the university through its reunion activities.

Alumni came back to the Fredericton campus June 1 - 4, 2023, to reconnect and reminisce with former classmates. The weekend was filled with events and celebrations that brought alumni back to their 'good old days' at UNB.

EVENT	REGISTRANTS
All Classes Meet & Greet	102
Golden Grad Breakfast	32
Class of '63 Civil Engineering Luncheon	10
UNB Bus Tour	26
Faculty Open Houses	114
UNB @ Picaroon's Roundhouse	100
Senior Classes Dinner	78
Maritime Lobster Boil	125



# STRATEGIC PRIORITY #2 continued

## CELEBRATING STUDENTS

### Graduating Student Leader Awards

The UNB Saint John Graduating Student Leadership Awards recognize students who have made outstanding voluntary extracurricular contributions to their academic program/department, or to UNB Saint John as a whole.



### Athletics Awards Ceremony

The UNB REDS and UNB Saint John Seawolves host awards ceremonies to recognize their student-athletes. As part of our student engagement initiatives, we presented diploma frames to **53** graduating REDS and Seawolves athletes at their respective awards ceremony.

### Digital Exam Packs

UNB students who engaged with our Instagram campaign received an instant digital Starbucks coffee card, as well as a video message from an alum sending their well wishes and best exam week advice.



**REACH: 3,214**

**COFFEE CARDS SENT: 266**

## Graduation

We engage students as they prepare to graduate and join the UNB alumni network, helping them to get the most out of their graduation experience and know about the tools available to them as alumni. One highlight and key experience for Saint John campus graduates is the alumni toast.

**NEWSLETTER OPENS: 12,456**

**NEWSLETTER OPEN RATE: 73%**

**CONTACT INFO UPDATES: 346**

**ALUMNI PINS DISTRIBUTED: 2,687**

**DIPLOMA FRAMES SOLD: 527**



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #3

FOSTER A CULTURE OF CONNECTION  
AND CONTRIBUTION AMONG STUDENTS & ALUMNI

## STUDENT AWARDS & SCHOLARSHIPS

### Alumni Legacy Award

This award enables the Associated Alumni to support future UNB leaders and alumni ambassadors who share our pride in this great institution.

Awarded to a student who has completed at least the minimum requirements for the second year of the student's first undergraduate degree program and has not completed the requirements for the third year. Selection is based on academic achievement and demonstrated involvement in the university.



### Alumni Student Leadership Award

This award is presented each year to undergraduate students who have demonstrated outstanding leadership through involvement in extracurricular activities on campus and in their community. In 2023, two incredible students received Alumni Student Leadership Awards.

To further engage these students in the culture of connection and contribution at UNB, each of them conducted an Instagram takeover on our alumni account and were featured on our alumni blog.



# \$224,538

IN ALUMNI SCHOLARSHIP MONIES AWARDED TO 124 UNB STUDENTS

# STRATEGIC PRIORITY #3 continued

## THANKVIEW

ThankView is an online platform that allows us to send thank you and appreciation video messages to alumni, donors, students and other UNB community members. We have seen higher open rates through ThankView than through our traditional email platforms, deepening our engagement with small segments of our alumni and alumni donors.

### THANKVIEW MESSAGES SENT

# 499

**UNIQUE OPENS: 404**  
**OPEN RATE: 81%**

## ALUMNI EVENTS

We are proud to offer a variety of in-person events year-round helping to connect our alumni to each other, to their association and to the university, while continuing to learn, network and share good times. These events include major programming such as chapter events, regional gatherings, and reunion weekends.

We also continued to offer virtual event programming to support and connect with our alumni online, and to engage graduates living around the world via our popular UNB Talks Online webinar series, Career Talks Online, and Ten Thousand Coffees Office Hours.

### Webinars

SERIES	WEBINAR TITLE	REGISTRANTS	VIDEO VIEWS
Career Talks Online	The power of the UNB alumni tool on LinkedIn	204	153
Office Hours	Forestry career conversations	15	69
Office Hours	Influencer marketing and building your personal brand	9	28
Office Hours	Media arts career conversations	6	20
Office Hours	Finance career conversations	11	22
UNB Talks Online	Home and Auto Insurance 101, with TD Insurance	118	n/a
UNB Talks Online	Personal leadership through emotional intelligence	192	245
UNB Talks Online	The coach approach to unleashing leadership potential	146	147
UNB Talks Online	Creating joy amidst the chaos	100	33
UNB Talks Online	Shifting your mindset to rethink inclusion	70	29
<b>TOTAL</b>		<b>871</b>	<b>746</b>

# STRATEGIC PRIORITY #3 continued

## Chapter Gatherings

EVENT	REGISTRANTS
Western Tour - Victoria	37
Western Tour - Vancouver	70
Western Tour - Edmonton	28
Western Tour - Calgary	69
Southwestern Ontario Dinner	25
Ottawa goes to the Redblacks game	30
Ottawa Reception	69
Calgary Pub Night	33
Toront Rodney's Gathering	49
Ottawa Bowling	18
Ottawa 67s Hockey Mingler	15
<b>TOTAL</b>	<b>443</b>

## Other in-person alumni events

EVENT	REGISTRANTS
Reunion Weekend	336
AREA 506 Concert	63
JDI at Work Event	180
AREA 506 Concert	99
Osco at Work Event	30
REDS Basketball Alumni Reception	52
Forestry '83 Reunion	17
Nursing '68 Reunion	20
L'Arche Saint John Event	7
Engineering Dean's Coffee Club	5
REDS RFC Rugby Reunion	294
Michelle Obama in Halifax	38
Moncton Wine Expo	56
REDS Soccer Alumni Town Hall	18
REDS Volleyball Alumni Weekend	85
REDS RFC Rugby Doc Premiere	60
Civil Engineering '63 Reunion	4
Delhi Reception	17
Bhutan Reception	22
SIF 25th Anniversary (Toronto)	85
SIF 25th Anniversary (Fredericton)	76
Renaissance College Dinner	79
REDS Men's Hockey U Cup (Toronto)	100
Graduating Student Leaders	68
Alumni Lounge Grand Opening	22
PUNB Awards	189
Victoria LaBillois Wall of Fame	31
<b>TOTAL</b>	<b>2,053</b>

## TEN THOUSAND COFFEES

UNB's Ten Thousand Coffees platform continues to engage students and alumni in virtual networking conversations. During this period, 107 new members joined the platform.

## ACTIVE ALUMNI PARTICIPANTS

# 535

## ACTIVE STUDENT PARTICIPANTS

# 610

# STRATEGIC PRIORITY #3 continued

## CHAPTER CHARITIES INITIATIVE

In 2023-24, our chapter volunteers helped us distribute \$4,500 to local organizations, supported by our affinity partners TD Insurance and Manulife.

We were proud to support the following non-profit organizations:

CHAPTER	DONATION RECIPIENT
Halifax	BGC of Greater Halifax
Saint John	John Howard Society of Saint John
Fredericton	John Howard Society of Fredericton
Ottawa	The Ottawa Mission
Toronto	Woodgreen
SW Ontario	London Food Bank
Calgary	Brown Bagging for Calgary's Kids
Edmonton	Edmonton's Food Bank
Vancouver	Canuck Place Children's Hospice



## SPONSORSHIP PROGRAM

The Associated Alumni provided \$83,393 to support students and alumni through our sponsorship program. These funds supported 63 student events, creating 10,760 student engagements and 2,243 alumni engagements.

Events and programs supported include:

- Engineering Leadership Summit 2024
- Winter Carnival Concert
- Mental Health Conference: Unlock your mind
- UNB Coaster Derby
- Atlantic Engineering Competition
- UNB SRC Awards Gala
- SIF's 25th Anniversary Alumni Reunion

### GENERAL SPONSORSHIP FUND

**\$62,547**

### STUDENT ALUMNI ENGAGEMENT FUND

**\$2,081**

### STUDENT PERSONAL DEVELOPMENT FUND

**\$7,125**



# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #4

## DEEPEN RELATIONSHIPS WITH ENGAGED AND SOMEWHAT ENGAGED ALUMNI

### VOLUNTEER PROGRAM

Engaged alumni are the heart of the Alumni Association. Our volunteer opportunities bring graduates together for the common purpose of encouraging increased participation and strengthening connections with each other, with their association and with the university.

Through our volunteer opportunities, alumni contribute their time, knowledge and experiences to the mission of the Associated Alumni and UNB.

### Some of the ways our alumni volunteer:

- Faculty support (panelists, presenters & speakers)
- Panelists for Career Talks Online
- Grad activities
- Proudly UNB Award recipient supporter videos
- UNB Talks Online presenters
- Affinity/Chapter community donations
- Host and guests for UNBeknownst

## 411 ALUMNI VOLUNTEERED 4,933 HOURS

### ALUMNI DONORS

In 2023-24, the Associated Alumni partnered with UNB Development and Donor Relations (DDR) for the first annual Giving Day. The campaign took place in February and focused on addressing food insecurity for students.

### GIVING DAY CAMPAIGN

#### FUNDS RAISED

**\$47,165**

#### ALUMNI DONORS

**111**

#### EMAIL OPENS

**47,952**

#### ASSOCIATED ALUMNI GIFT

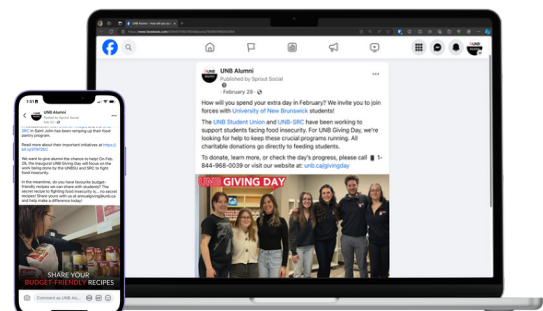
**\$10,000**

#### NEW ALUMNI DONORS

**14**

#### SOCIAL MEDIA VIEWS

**24,031**



# STRATEGIC PRIORITY #4 continued

## AFFINITY PARTNER BENEFITS

Our affinity partner programs are a way to say thank you to alumni and offer them valuable benefits just for being a member of our alumni community. As an added bonus, when alumni purchase through our affinity partners, they're supporting sponsorships and scholarships for UNB students - our future alumni!

The following is revenue received by the alumni association as a result of our affinity partnership agreements:

CHAPTER	2023-24	2022-23	2021-22	2020-21	2019-20
TD	\$452,960	\$421,914	\$400,531	\$389,847	\$373,009
Manulife	\$45,502	\$60,319	\$60,792	\$50,262	\$50,182





# ALUMNI ENGAGEMENT UPDATE • Strategic Priority #5

OBTAIN THE BEST POSSIBLE DATA TO MAKE EVIDENCE-BASED DECISIONS AND OPTIMIZE EFFECTIVENESS

## CONTACT UPDATES



**1,228**  
REQUESTS TO UPDATE  
CONTACT INFORMATION  
MADE THROUGH OUR  
ALUMNI WEBSITE

## RECENT GRAD SURVEY

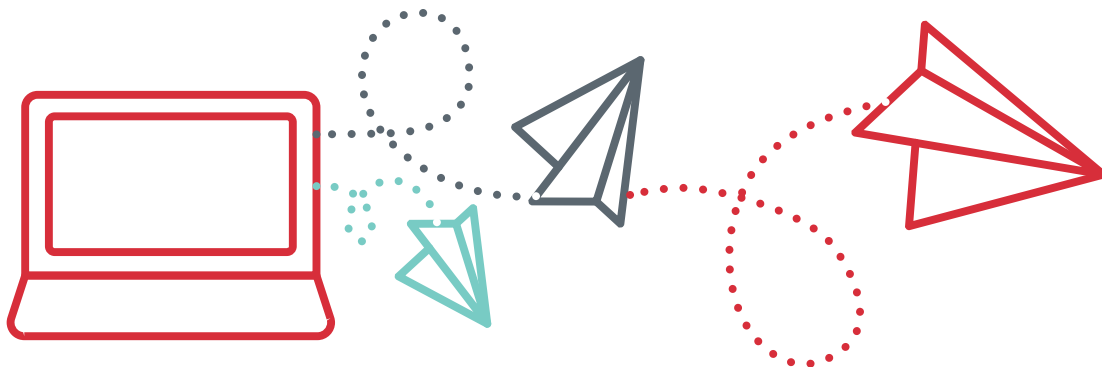
Each year, we provide an opportunity for recent grads to describe their UNB experience and share where life has taken them since graduating. The feedback we gather through this annual survey helps us better understand our emerging alumni community.

**CLASS OF 2022  
RESPONSE RATE**

**11%**

**90.6%**

**OF RESPONDENTS WOULD RECOMMEND UNB TO  
FAMILY AND FRIENDS BASED ON THEIR EXPERIENCE**



# DRIVERS OF ALUMNI ENGAGEMENT

## PERSONAL EXPERIENCE

Student engagements through event sponsorship, scholarships, programming, and grad class outreach



## COMMUNICATIONS

Alumni engagements through email opens, podcasts, social media engagements, website and blog views, and magazines delivered



## ACTIVITIES AND PROGRAMS

Alumni engagements through alumni events, affinity partner benefits and other programming



## VOLUNTEERISM

Alumni volunteered their time, knowledge, and experiences to UNB



## DONOR ACTION

Alumni donors gave to numerous UNB causes in 2023-24

