



ACADIA
ALUMNI



ANNUAL REPORT

2021-2022

**ACADIA ALUMNI ASSOCIATION
ANNUAL GENERAL MEETING
AGENDA**

**Saturday, May 7, 2022
9:30 a.m.
Hybrid Meeting**

Donalda MacBeath ('75), Presiding

1. Welcome – D. MacBeath
2. Technology Use for Meeting – D. MacBeath
3. Approval of Agenda
4. Approval of Minutes of AGM of May 8, 2021 (Pg. 2)
5. Greetings from President Ricketts
6. 2021-2022 Annual Report – D. MacBeath/O. Proudfoot (Pg. 6)
7. 2021-2022 Treasurer's Report – T. Walker (Pg. 22)
8. Questions
9. 2021-2022 Nominations Committee Report – R. Conrod (Pg. 26)
10. Closing Remarks – M. Rios
11. Adjournment

MINUTES OF THE 2021 ANNUAL GENERAL MEETING

May 8, 2021 – 9:30 am

Virtual

1. Welcome - Call to Order

The meeting was called to order by President Donalda MacBeath. A brief technology overview was provided to those in attendance.

Registrants were provided with a copy of the Acadia Alumni Association Annual Report, inclusive of the agenda, minutes of the 2020 AGM and various reports that will be referenced throughout the meeting. Quorum was established with 33 participants in attendance. Participants joined from all over Canada and internationally. D. MacBeath informed participants that the meeting was being recorded and will be uploaded to the Acadia Alumni website following the meeting.

D. MacBeath noted she is joined by the Officers and Directors of the Acadia Alumni Association and by members of the Alumni Office staff. She welcomed Acadia University President, Dr. Peter Ricketts; Interim Vice-President for Advancement, Nancy Handrigan; and Chancellor of Acadia University, Dr. Bruce Galloway.

2. Approval of the Agenda

Motion: Moved by Stephanie Reid, seconded by Kelton Thomason that the agenda be approved as circulated. Carried.

3. Approval of the Minutes of AGM of May 09, 2020

Motion: Moved by Jeff Aucoin, seconded by Heather Hickman that the minutes of May 9, 2020 Annual General Meeting be approved as circulated. Carried.

4. Greetings from President Ricketts

D. MacBeath thanked Dr. Ricketts for joining the meeting and invited him to address the group. Dr. Ricketts noted it has been an exceptional year. The university got through the year without any outbreaks of COVID-19 and had 3 cases on and off campus that did not result in community spread. Dr. Ricketts thanked the Class of 2021 for their graciousness throughout the pandemic and their ability to persist through hardship. Graduates will be recognized, and degrees conferred and distributed over the coming week.

Dr. Ricketts thanked the many people at Acadia who worked hard to see the university through a challenging yet successful year. There are significant challenges ahead, including a financial deficit due to the ongoing COVID-19 pandemic, and University leadership is focused on ensuring that the deficit does not become a long-term deficit.

Dr. Ricketts thanked the Alumni Association for its support. He acknowledged notable losses to the alumni community over the past year - Al Whittle, Clara Jefferson, Joan Fraser, and Fred Gilbert. A third-year student passed away this year, Alyssa Muzzatti, which was a very sad loss for the community.

Dr. Ricketts thanked the Alumni Association for its support with the COVID-19 Student Relief Fund, the bursary to support black students at Acadia, and its commitment to support career services initiatives on campus.

5. 2020-2021 Annual Report

D. MacBeath shared the highlights of the 2020-2021 Annual Report, as circulated. The Alumni Association has had a successful year despite the continued challenges presented by the COVID-19 pandemic.

There have been several changes in Advancement and the Alumni Office in 2020-2021. O. Proudfoot moved into the role of Executive Director, Alumni Affairs. She brings passion as well as over 20 years of academic experience to the role. M. Jackson has stepped into the role of Senior Alumni Officer (Acting). Dr. Rod Morrison announced his retirement from his role as Vice-President, Advancement. Rod was instrumental in rebuilding important relationships in our alumni community.

D. MacBeath thanked the outgoing members of the Board of Directors: Tony Stewart, Ryan Conrod (also currently serving in his capacity as Past President of the Association), and ex-officio Board member Taylor Wilson, Life President of the Class of 2020. D. MacBeath acknowledged the significant loss of Dr. Fred Gilbert, who passed away while serving the Alumni Association as a Director of the Board for a third term.

O. Proudfoot shared the highlights of the 2020-2021 Annual Report, as circulated. Several virtual events of note include the continuation of the Virtual Event Series, Homecoming, the Alumni Awards Celebration and Tully Tea. The Alumni Office was able to physically reach alumni members through the Homecoming in a Box program.

6. 2019-20 Treasurer's Report

Tammy Walker shared the highlights of the 2020-2021 Financial Report, as circulated. Despite a difficult year, the Alumni Association remains in an excellent financial position. The Alumni Association concluded 2020-2021 at a net positive position for the year of \$63,076. The Association remains in a healthy financial position, concluding the year with Total Assets of \$1,643,946.

T. Walker addressed questions from those in attendance.

Motion: Moved by Tammy Walker, seconded by Sam Zhang that the Financial Report for the period ending March 31, 2021 be approved as circulated. Carried.

7. Amendments to the constitution - K. Power

K. Power provided a summary of the amendments to the constitution, as circulated:

ARTICLE 11: FINANCE COMMITTEE (Amended Clause)

11.03 The Treasurer shall chair the Finance Committee.

ARTICLE 18: APPOINTMENTS TO THE BOARD OF GOVERNORS (New Clause)

18.01 The AAAU shall appoint twelve (12) of its Members as appointees to the Board of Governors of the University, which shall be appointed as follows:

- 1) Five (5) Members shall be appointed every three years for a six-year term;
- 2) Appointees shall serve a maximum of two successive terms;
- 3) **Notwithstanding sub-section 2) above, subject to the policies and procedures of the Board of Governors, an appointee's term limit of two successive terms may be amended by a motion of the Board of Directors; and**
- 4) The Vice President (appointed in their second year), President (for their two-year term) and Past President (for their one-year term) of the AAAU shall hold two (2) of the twelve (12) AAAU appointments to the Board of Governors at any given time. Upon completion of their term of office, resignation from office, or removal from office, they shall be deemed to have resigned from the Board of Governors of the University

Motion: Moved by Kyle Power, seconded by David Davidson that the Constitutional Amendments as circulated in advance of this Annual General Meeting be and are hereby approved, effective as of this 8th day of May, 2021. Carried.

8. Questions

Members present were provided an opportunity to ask questions from the floor. No further questions were received from the floor.

9. Nominations Committee Report

R. Conrod reviewed the report of the Nominations Committee, as circulated. The Nominations Committee remains committed to the diversity of the Alumni Board and the Alumni nominations to the Acadia University Board of Governors. The Nominations Committee and the Board of Directors established a skills matrix over the past year in order to work toward a well-rounded and diverse Board of Directors. The Board also issued an expression of interest to the alumni community and received a number of expressions of interest.

The outgoing members were thanked for their service. The Nominations Committee proposed the following members for appointment to the Acadia Alumni Board of Directors:

- Allison Dean ('14)
- Moira MacLean ('85)
- Kierstyn Palmer ('22) Ex-Officio

Candidate profiles were available in the handout material. A call for further nominations was made two times. With no nominations from the floor, nominations to the Acadia Alumni Board of Directors were closed.

Motion: Moved by Ryan Conrod, seconded by Jeff Aucoin that nominations close.

Motion: Moved by Matt Rios, seconded by Tammy Walker that the candidates as proposed be appointed to the Acadia Alumni Board of Directors.

10. Closing Remarks

Donalda MacBeath provided closing comments for the 2020-2021 AGM. D. MacBeath thanked the outgoing Board members for their service and welcomed the newly elected Directors.

D. MacBeath recognized and thanked R. Conrod, who has completed his term as Past President of the Alumni Association. D. MacBeath closed the meeting by thanking those in attendance.

11. Adjournment

With no further business the meeting was adjourned at 12:28 pm (Atlantic Time).

Motion: Moved by Ted Upshaw, seconded by David Davidson that the 2021 Acadia Alumni Annual General Meeting be adjourned.

2021-2022 ANNUAL REPORT

From the President of the Association



On behalf of the Acadia Alumni Association Board of Directors, I am happy to report that our work on behalf of Acadia's alumni and our Acadia community has continued at a renewed pace in 2021-2022. This would not be possible without the amazing support we receive from the Alumni Office staff. I would be remiss if I did not thank Executive Director, Alumni Affairs, Oonagh Proudfoot; Senior Alumni Officer, Melanie Jackson; and the Office of Advancement staff for their ongoing support as we execute the programs and initiatives that have been identified through our Strategic Plan, *Mobilizing Connections*.

Alumni Association, President, Donalda MacBeath (centre)

With the pandemic health crisis continuing through most of the year we continued to operate in a largely virtual world. The full Alumni Board met three times: May 8, 2021, October 16, 2021 and February 5, 2022. We managed to have a hybrid Board meeting during Homecoming weekend in October with 14 members attending in person on campus (and 6 attending virtually). We, again, hosted the popular Alumni Backyard BBQ prior to the Homecoming football game against Bishops, complete with live music provided by the Non Refundables a band led by Tony Newcombe '92. The 'Homecoming in a Box' initiative was once again very popular with alumni near and far who shared how they were celebrating Homecoming away from campus. For the first time, we also hosted our Acadia Alumni Awards Night virtually on May 31, 2021, where we recognized nine very deserving alumni recipients.

The Executive Committee of the Alumni Association met monthly and the standing committees of the Board, including Finance, Governance, Awards, Communications, Nominations, Young Alumni and Events met regularly or as needed. These committees drive the majority of the day-to-day work of the Association throughout the year. I would like to take this opportunity to thank the Board Directors, Committee Chairs and committee members for their work, dedication and professionalism this past year.

One of the very important roles of the Alumni Association is the nomination of alumni to serve as Governors on Acadia's Board of Governors. The Association appoints 12 members to the Board of Governors who serve six-year terms. This year the Nominations Committee of the Alumni Association Board recommended 5 individuals for appointment to the Board of Governors:

Clive Anderson ('89), Singapore
Shanna Lespere ('89), Bermuda
Tracey McGillivray ('87, '15), Ottawa
Pam Mood ('82), Yarmouth
Martin Suter ('88), Wolfville

The Nominations Committee also recommended the reappointment of Charles Coll ('84) to a second term as a Governor. We would like to thank all individuals who responded to our request for Expressions of Interest. Appointments to the Board of Governors occur regularly and we encourage alumni interested in serving as a Governor to respond by submitting an Expression of Interest to Oonagh Proudfoot, Executive Director of Alumni Affairs. We also would like to thank our most recent appointees for their commitment to serve as Governors of the University.

As indicated in the 2021-2022 Financial Report submitted by our Treasurer, Tammy Walker, the financial position of the Alumni Association remains strong. The Alumni Association is very grateful for the financial support we receive from alumni and our affinity partners that permit us to provide programming and initiatives throughout the year. The Alumni Association has been working closely with the Office of Advancement this year to revitalize the Alumni Fund and to provide better information on how donations to the Fund are used to help the Alumni Association undertake its work.

Key Alumni Association accomplishments for 2021-2022 included:

- Provided financial support for:
 - Student recruitment efforts
 - Alumni Affairs and alumni programming
 - The Class of 2021 gift for graduates
 - \$10,000 in immediate funding to the Acadia Students' Union and Student Services to provide support to students during the faculty strike in February;
- In conjunction with the University and their auditors, completed a review of the management of the Alumni Association's funds held in trust by the University;
- Following a comprehensive review of student career services at the University, recommended the development of a career services program within the department of Co-operative Education and committed \$350,000 over three years to the program;
- Renewed our Athletics Sponsorship commitment to the University for another 3 years which includes funding two \$5000 scholarships annually for female student-athletes;
- Initiated equity, diversity, inclusivity and accessibility training for Board Directors;
- Through our Strategic Plan Implementation Working Group continued work on our Strategic Plan, *Mobilizing Connections*;
- Committed \$2000 to the Athenaeum Journalism Scholarship supporting the voices of diverse student writers on campus and \$1000 in support of the biennial WISE Works! event. Women in Science and Engineering (WISE) Acadia is a group of faculty, staff, alumni, and students dedicated to supporting and empowering girls and women who are interested or engaged in science or engineering related careers; and

- Ongoing work with our affinity partners to provide valuable services to alumni.

As I complete this final report as President of the Alumni Association, I would like to thank everyone I have had the privilege of working with over the last two years while President. When I volunteered to serve as President, I had no idea that my term would be largely virtual during the time of a worldwide health crisis. The pandemic provided some very unique challenges for our operations, but I do believe we, like so many others, responded and figured out new ways to remain engaged and deliver programs and initiatives to our Alumni and the greater Acadia community.

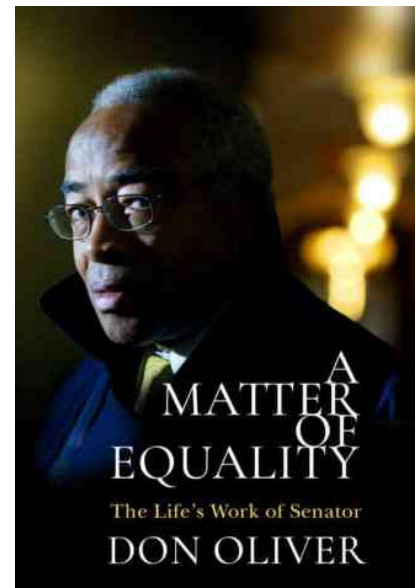
Respectfully submitted,



Donald MacBeath ('75)
President, Acadia Alumni Association

From the Executive Director of Alumni Affairs

We have had another year of adjusting, pivoting and being innovative. Change continues throughout the organizations, both the Alumni Association and the Office of Advancement. Recently, we were delighted to be able to get back out on the road to host a few events in the Atlantic region, as well as the Annual Alumni Awards Dinner in Halifax. The Virtual Event Series continued to see an increase in interest from around the globe. The access to events as a result of virtual capabilities has allowed a demographic of alumni to participate who would not normally attend events. The Acadia Alumni Book Club launched this past year, and all indications suggest that this will be yet another opportunity for involvement from a variety of interested alumni. And finally, communication from our alumni community seemed to be at an all-time high this past year which is an excellent indication of engagement.





Several noteworthy banner projects of the association that were supported by the staff of the Alumni Office and continue to be a priority are:

- Career Services portfolio;
- Alumni Association Strategic Plan;
- EDI (Equity, Diversity and Inclusion).

The Acadia Alumni Association contributed significant financial support and high-level advice to the institution in support of the reimagining of the Career and Co-Op program. This work will continue with regular input and reporting between the Board and the university. The office continues to work with the Alumni Association Board on actioning its strategic plan. The comprehensive work of the Alumni Office is to complement this strategic plan with priorities set and accomplished in each of the next several years. With an eye for improved equity, diversity and inclusion, the Alumni Association is setting forth in implementing a strategic plan that has EDI at its core.

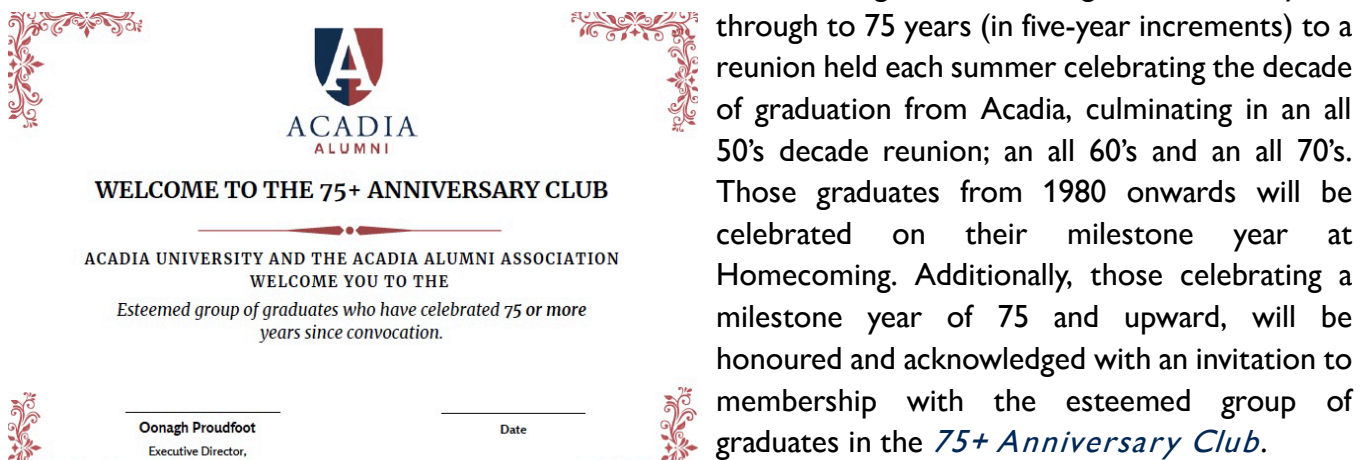
Acadia University was to host the National Hockey Championships in March 2020 in Halifax. Due to the pandemic the tournament was postponed. The decision was made early in 2022 to move forward with the tournament. Due to the pandemic, like many other events, the timing changed of the 2022 event, and as a result so did the location. We were delighted to be able to host eight university hockey teams, all of the coaching staff and volunteers, as well as the many spectators in Wolfville. The Alumni Office took full advantage of having such high caliber hockey being played in our town by hosting a pre-game reception before each of the games, regardless if Acadia was playing or not. Additionally, a reception was hosted for our hockey alumni during the same weekend with so many stories of delight shared about being able to be here celebrating our current team and reminiscing about past championships. Pictured here is the Life Officer of the Class of 2022, Kierstyn




and reminiscing about past championships. Pictured here is the Life Officer of the Class of 2022, Kierstyn

Palmer, who was on-hand representing the Acadia Alumni Association and its generous sponsorship of the tournament.

Over the course of the pandemic, our reunion programming has been a bit challenging. It has caused us to re-examine how we do things. Additionally, we are observing a change in preferences for reunion programming as a result of the changing demographic that comes with the passing of the years. This year will see a transition from our traditional summer reunions hosting the celebrating classes of 45 years




ACADIA
 ALUMNI

WELCOME TO THE 75+ ANNIVERSARY CLUB

ACADIA UNIVERSITY AND THE ACADIA ALUMNI ASSOCIATION
 WELCOME YOU TO THE
*Esteemed group of graduates who have celebrated 75 or more
 years since convocation.*

 Oonagh Proudfoot
 Executive Director,
 Alumni Affairs.

 Date

through to 75 years (in five-year increments) to a reunion held each summer celebrating the decade of graduation from Acadia, culminating in an all 50's decade reunion; an all 60's and an all 70's. Those graduates from 1980 onwards will be celebrated on their milestone year at Homecoming. Additionally, those celebrating a milestone year of 75 and upward, will be honoured and acknowledged with an invitation to membership with the esteemed group of graduates in the *75+ Anniversary Club*.

The past year was another successful year with the Virtual Event Series. The topics varied from academic research to personal interest to honoring nationally and internationally identified days of honor, remembrance and recognition. This program is an excellent medium for involvement from our alumni community as well as our faculty as presenters. All speakers who have been approached to cover a topic have always been more than willing to be involved. Save a couple of presentations that had a minimal cost to them, this program runs at no-cost and the return on investment is terrific in terms of engagement as reflected in the numbers below.

Virtual Event Series	Registered	Attended	Views
House Call: Q&A with the doctor from the comfort of your own home	22	11	83
Gardening for People and the Planet - Native Plants of the Acadian Forest Region	47	26	62
Has climate change driven human history?	41	23	85
How to take great photos using your smartphone	42	20	87
A passion for puppets and performance: the Maritime Marionettes	18	17	74
Residence and Student Life: moving back to Acadia	16	12	224
Let's Talk About Celiac Disease	61	24	90
Celebrating National Coaches Day	84	76	87

Virtual Event Series	Registered	Attended	Views
Working toward equitable community recreation through research	47	21	57
International Day of Persons with Disabilities	22	14	55
Silver Linings in Education - What has the pandemic taught us?	40	21	79
Unheard stories: lived experiences of Acadia students of African descent	35	19	123
An Evening with the Honorable Donald Oliver	94	39	66
UCup: Past and Present	26	17	32
Celebrating Our Pets	17	11	19

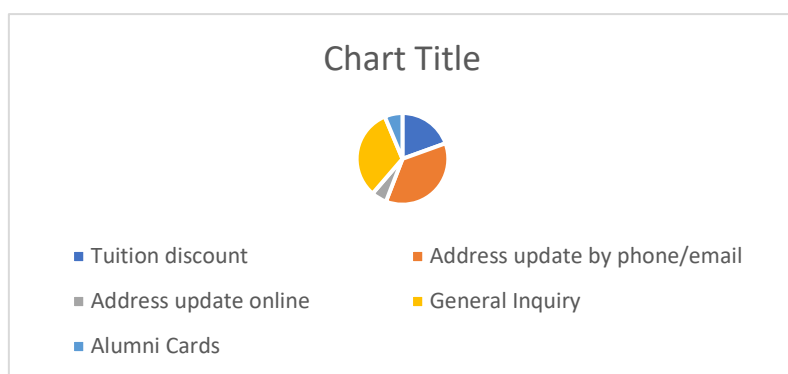
What our viewers are saying

“You offer really great content and learning opportunities for alumni and others. So wonderful to see.”
 - Anonymous, post-event evaluation

“Absolutely enjoyed the topic and the presenter! It made me wish that I could return to Acadia to take more of these classes, and I must admit that I enjoyed listening in on a bit of the after discussion, too... Thank you for making these virtual events possible!”
 - Anonymous, post-event evaluation

The Acadia virtual alumni series connects with alumni across the globe; this series is an engaging and creative space that invites alumni back to campus with candid insights from faculty, staff, and students. Panels offer diverse perspectives that are refreshingly honest and transparent as we all navigate new COVID realities.”
 - Dr. Jessica Riddell, Executive Director, The Maple League of Universities

Contact from Alumni



We are delighted to see continued increase in all levels of engagement from members of alumni community on a number of items. The breakdown of reasons for contact is reflected here.

Throughout the year, there were a number of personnel involved in the actioning of the work of the Alumni Association. I would like to thank those involved from various parts of the campus from the faculty to the senior administration to all of those involved with helping make our events a success; from grounds crews to catering. The staff of the Office of Advancement work tirelessly to support, complement and prioritize the work of the Alumni Association. I humbly offer a very sincere thanks to all of the members of our team and other campus members for all of the work that you do. Thank you.



Respectfully submitted,



Oonagh Proudfoot ('93, '06)
Executive Director, Alumni Affairs
Office of Advancement

Strategic Plan – Mobilizing Connections 2020-2025

In 2019, the Acadia Alumni Association unveiled its strategic plan for 2020-2025, in an effort to help focus its work in serving the broader Acadia community. To help ensure forward momentum and considering the implications of the COVID-19 pandemic, a Strategic Plan Working Group was enacted in the Fall of 2021. Comprised of members of the Association's Board of Directors, this group was responsible for providing a general framework that would enable the implementation of the Board approved Strategic Plan.

In September, our working group focused on engaging with board members, staff, and key stakeholders to set priorities and ensure we had the resources and tools in place to deliver on our strategic plan. We asked the Alumni office to support these initiatives and this work has been prioritized through our annual budgeting process. This update is intended to briefly summarize some of the key initiatives underway.

The Acadia Alumni Association Board has identified four strategic goals:

1. Provide leadership in the transformation of career services and mentorship.

The development of a holistic approach to career services, skill development and mentorship is underway. The Association will engage with other departments across campus seeking career support and expand mentorship opportunities, like Ten Thousand Coffees.

2. Create impact throughout the Acadia Journey.

How can we further prepare current students to be engaged alumni? How do we continue to engage alumni more broadly? How do we further connect alumni with current students? The Association is planning to introduce a new speaker's series in the Fall of 2022, new awards and recognition opportunities, and in-person, virtual, and hybrid events.

3. Build upon the success of alumni communications.

How do we continue to explore new channels and content opportunities? How can we connect with more alumni through the collection of contact information and emails? This year, the Acadia Bulletin moved online and we will continue to look at ways to expand and improve our current communications channels.

4. Take Action to Provide Equity of Access and Opportunity within the Greater Acadia Community.

How can we identify and address barriers as well as provide supports for the recruitment and retention of university board members particularly from under-represented groups? This strategic goal was added in 2022 to highlight the importance of Equity, Diversity, Inclusion, and Accessibility. Although these principals will be reflected in everything we do as an association, we felt it was important to highlight this as one of our strategic goals.

Several objectives, supporting activities, and key performance indicators are associated with each strategic goal. And although we have made progress on achieving the objectives outlined in the strategic plan, there is much work still to be done.

So how will we be successful? Accountability and collaboration. This year, the working group established that the Vice President of the Association will provide ongoing oversight of the strategic plan implementation. In addition, committee chairs will be expected to set committee goals and objectives at the beginning of each year to ensure alignment with the strategic plan and proactively collaborate with other committee chairs and staff on joint priorities. New templates, processes, and reporting structures will be introduced to ensure effective collaboration and progress. The initial steps we've taken demonstrates the Alumni Association's determination to inspire meaningful change on campus and enhance our relationship with our alumni community around the world and we've been encouraged that these initiatives are being met with positive feedback from the greater alumni community. While I've highlighted a few initiatives here, we are pursuing many others. The Association is prepared to contribute additional resources to match our ambitious goals and continue our close working relationship with Alumni staff, the Advancement team, and the greater university community.

The past few years have not been without their challenges, but it's important we continue to embrace creative thinking and openly recognize and discuss areas for improvement. We hope that the ongoing

implementation of our strategic plan encourages greater participation from alumni near and far and will inspire others to give back to the institution they know and love.

The immense sense of community felt on-campus extends across the world as a result of the ongoing commitment and unwavering support of our alumni community. Throughout our programs, initiatives, services, and connections, we strive to lift up alumni and provide experiences for them to support the university community; be it an online course, a connection with fellow alumni, a speaker's series, a student mentorship opportunity, or networking event. Our years at Acadia shaped us and will be with us forever. A strong alumni network will only further strengthen the Acadia legacy and ensure Acadia University continues to generate world-class talent for many years to come

Stand up and cheer,

Stephanie Reid ('05)
Chair, Strategic Plan Working Group

Office of Advancement Event Schedule 2021-2022

Virtual Event Series

For access to the virtual event library from the past year, click [HERE](#).

Local Events

Summer Reunion (Virtually)
39th Annual Acadia Alumni Golf Tournament
Welcome Week - Class Gift Scavenger Hunt
Homecoming Weekend
 HOCO in a Box
 Walk Home for Homecoming
 1981 Football Reunion Reception
 Acadia Sports Hall of Fame Inductions
 Acadia Alumni Backyard BBQ
 Women's Basketball Donor Reception
 Chapel Service
Sunday Music in the Garden Room
Remembrance Day Ceremony
Atlantic Alumni Leaders' Retreat (Host)
Tully Tea (Virtually)
UCUP Men's Hockey Alumni Pre-Games
Hockey Alumni VIP Reception





Global Events

- Acadia Alumni Awards Celebration (Virtually)
- Celebrating Ted Upshaw in Halifax
- AUS Basketball Championships - Pre-Game Reception (Halifax)
- U SPORTS Women's Basketball - Pre-Game Reception (Kingston, ON)
- Moncton Alumni Event
- Saint John Alumni Event
- Charlottetown Alumni Event
- Annual Alumni Awards Dinner (Halifax)

Communications Update

It was a very busy year in Advancement Communications at Acadia. We welcomed Digital Communications Coordinator Meagan Hancock to the team in May and have endeavoured to create, craft and share timely, relevant and effective communications pieces for all members and sectors of our audience.

We continue to work closely and collaboratively with the President's Office and a campus-wide Communications Council to pool our resources, amplify each other's communications pieces, and to strategically maximize our channels as effectively as possible. We also meet regularly with the Acadia Alumni Association's Communications Committee to refine our focus and ensure that the collateral we develop reflects favourably on the University and the Association and their strategic priorities.

Bulletin

Spring 2021 Bulletin

After publication on June 14, 2021, our inaugural digital edition received 42,636 page views. Views on desktop were 46.6%, on mobile were 40.7%, and on tablet were 12.8%.

Due to the functionality of the Foleon platform, we are also able to segment each portion of the digital product for redistribution and reshare the content with our audience across our social media channels, aligning with campaigns and representing international days of general interest.





Fall 2021 Bulletin

There were 33,965 page views, with 44.1% of our audience experiencing the digital magazine on a mobile device, 46.1% on desktop, and 8.8% on tablet.

It's worth noting that the fall edition earned a silver award in the 'Online Publications' category in this year's 37th Annual Educational Advertising Awards competition. More than 2,000 entries were received from over 1,000 colleges, universities and secondary schools from all 50 United States, Canada and several other foreign

countries. Gold awards were granted to 410 institutions, silver to 256 institutions and bronze to 162 institutions.

Our digital platform provider, Foleon Inc., has also expressed interest in showcasing the *Bulletin* in a case study later this year. They have used our publication as an exemplar internally to illustrate to their team members the inherent potential and user experience possible using their platform.

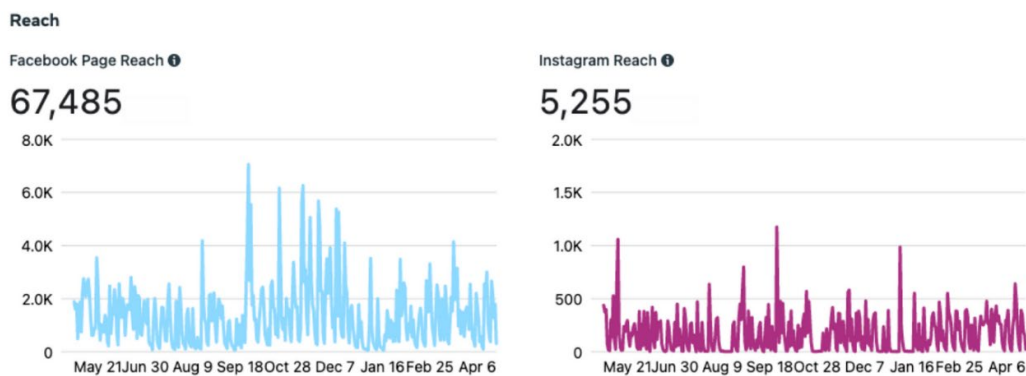
Spring 2022 Bulletin

The spring edition of the digital *Bulletin* is currently in production, with an overarching theme of 'Mentorship: people who inspire'. We expect to deliver this edition to our alumni audience in June and look forward to continuing to provide a meaningful and immersive experience for our audience.

E-Newsletter

From May 2021 to April 2022, we delivered 11 editions of the Alumni e-Newsletter (with no editions in August or December). The average industry open rate for e-newsletters is generally around 17%. Our publication during the prescribed time period had a 37.18% open rate. From December 2021 to April 2022, engagement increased significantly, with an average open rate of 41.6% to this point in the new year.

Social Platform Stats (year-over-year)



Facebook

Our alumni Facebook group page has (as of April 25, 2022) a membership of 7,123 followers, an increase of 323 followers over last year, or the addition of more than 26 new followers each month. Our alumni fan page has 1,331 followers (as of April 25, 2022), and we repurpose content on the Acadia main Facebook page, which has more than 27,500 followers, amplifying our reach tremendously.

Twitter

The alumni Twitter feed showed a year-over-year increase of 119 followers (from 634 to 753) and the number of tweets increased from 1,550 to 1,901.

From January 23, 2022 to April 23 2022 engagement was up 2.1% and we had 398 likes.

Engagements

Showing 90 days with daily frequency

Engagement rate

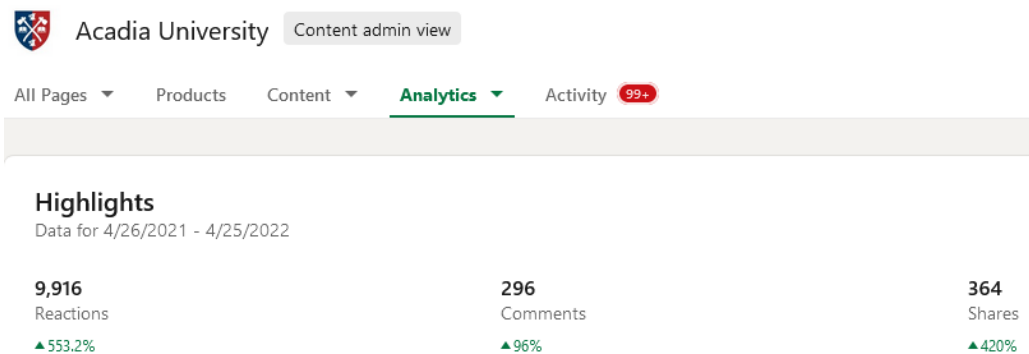
2.1%

Apr 22
2.0% engagement rate



LinkedIn

The University's LinkedIn page, where we also share content, has 27,682 followers (as of April 25, 2022), an increase of approximately 1,800 followers over last year. Our audience on this channel is very engaged. From April 26, 2021 to April 24, 2022 there have been 9,916 reactions to our content (up 553.2%); 296 comments (up 96%); and 364 shares (up 420%), all of which are bellwethers of increased engagement.



Instagram

We currently have 1,149 followers, with 157 new followers year-over-year and a total of 138 posts this year. We have had great success after integrating the linktree feature, which allows our followers to access links directly from our Instagram profile.

An incredibly successful year overall!

Respectfully submitted,

Fred Sgambati
Manager,
Advancement Communications

Meagan Hancock
Digital Communications Coordinator,
Advancement Office

Awards

Acadia Alumni Association award recipients over the past year:



2021 The Athenaeum and Acadia Alumni Student of the Year

Mr. Guy Harrison-Murray ('21)

Paul Callaghan, Director of the Fred C. Manning School of Business at Acadia, noted in a letter of support for international student Harrison-Murray's nomination that, "Guy Harrison-Murray is a natural leader, a caring and compassionate young man, and a high-achieving student who embodies a positive agency in the world. The entire Acadia community has benefitted from his time here and should be proud of his achievements. I for one am confident that a career filled with further success and accomplishments awaits Guy, and know he will find ways to give back to the Acadia community he is very proud to be a part of."

2021 Excellence in Teaching Award

Dr. Juan Carlos López, Biology

2021 Outstanding University Service Award

Ms. Jennifer Veinot, Human Resources

2021 Isaac Chipman Award for Excellence in Alumni Service

Dr. Tony Cicerone ('68)

2022 Distinguished Alumni Award

Dr. Trevor Jain ('93)

2022 Outstanding Young Alumni Award

Mr. Lucas Oickle ('13)



President Ricketts, Dr. Juan Carlos López, and Alumni Association President, Donalda MacBeath



2022 Excellence in Teaching Award

Dr. Colin King, Kinesiology

“Over Dr. King’s 12-year career at Acadia, he has worked with and mentored a remarkable number of students who have gone on to achieve incredible things as members of our alumni community,” says Alumni Association President Donalda MacBeath (’75). “His practical, personable approach, foresight and dedication have endeared him to students, and the knowledge and experience he brings to the classroom and Acadia’s School of Kinesiology is peerless.”

Scholarships

Each year the Alumni Association, through their partnership with Acadia Athletics, awards two scholarships to female athletes. Here are the recent recipients:

2020

Mckenzie Kelly (’22, Women’s Soccer)

Haley McDonald (’20 + ’21, Women’s Basketball)

2021

Curran Layden (Current Student, Women’s Soccer)

Taryn McLachlan (’22, Women’s Rugby)

The Alumni Association also funds a scholarship for a student in each of the three faculties. Recent recipients include:

Faculty of Professional Studies: J. W. Johnstone Jr. Scholarship

2020 - Guy Harrison-Murray (’21, Business)

2021 - Cassy Palmer (’22, Music Therapy)

Faculty of Arts: Chancellor Libby Burnham Scholarship

2020 - Selena MacDonald (’21, English)

2021 - Amanda Furniss (’22, English)

Faculty of Pure and Applied Science: Beveridge Science Scholarship

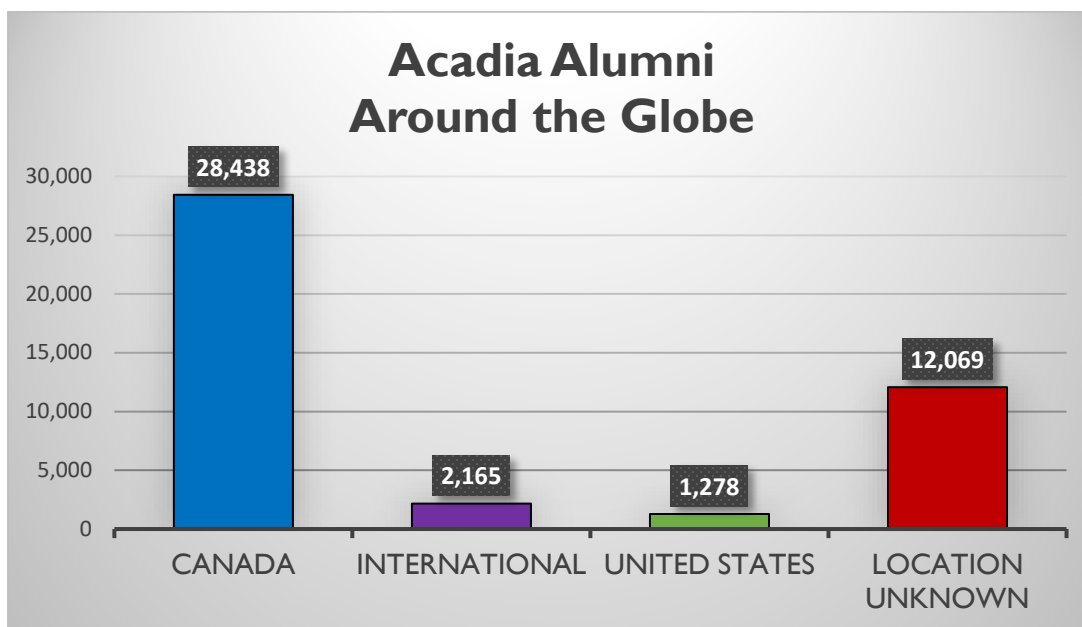
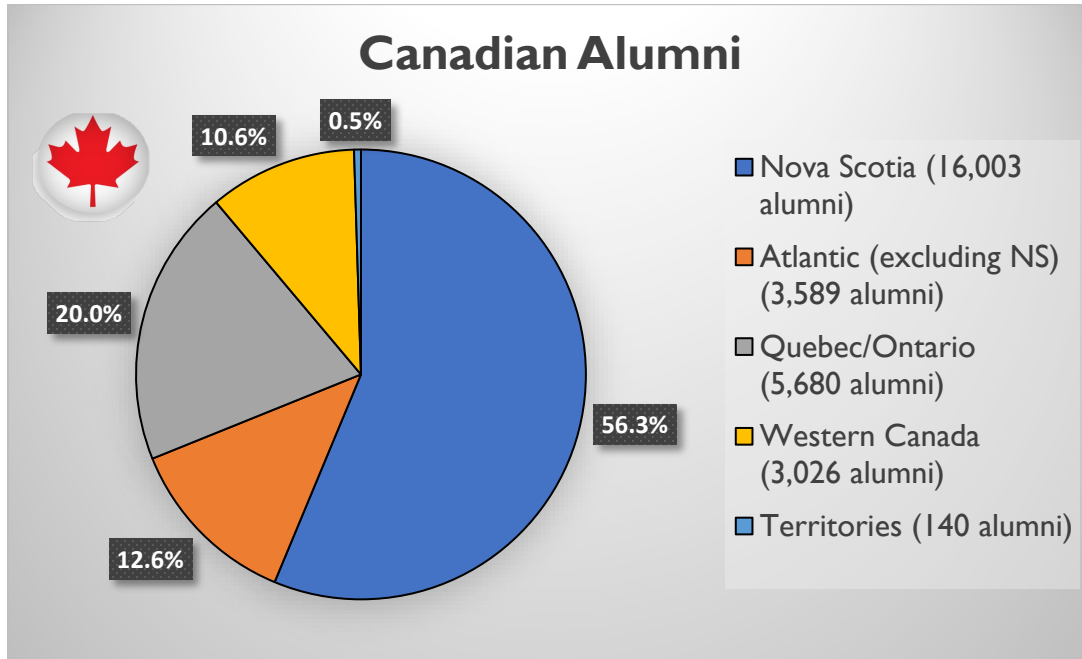
2020 - Katelyn Healey (’21, Nutrition)

2021 - Jad Issa (’22, Biology)

Alumni Records

Maintaining accurate alumni records is an important function of the Alumni Affairs Office as it enables us to communicate effectively with our alumni worldwide.

Currently, we have a total of 43,950 living alumni as of March 31, 2022. This includes those for whom we do not have contact information (inactive alumni). The total number of active alumni is 31,881.



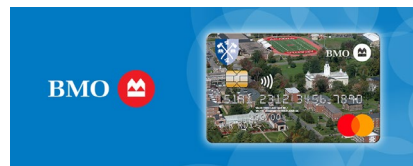
Affinity Partnerships

The Acadia Alumni Association continues to have a healthy, successful, long-standing relationship with **TD Insurance Meloche Monnex** (home and car insurance), **Industrial Alliance Insurance and Financial Services Inc.** (health and life insurance), and **BMO Acadia University Mastercard**. These affinity partnerships provide significant financial gains for the Association, but, more importantly, offer our alumni community great rates, benefits and services.

Revenue since April 1, 2021:

	TD Insurance	\$180,603.00
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	\$32,921.02
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	\$2951.03
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Total Affinity Revenue: \$216,475.05

Alumni Fund *At-a-glance*

April 1, 2021 – March 31, 2022



Total Amount Raised
April 1, 2021- March 31, 2022



The total raised for the Alumni Fund in 2021 was \$52,456.31 with \$30,175.78 through direct mail and e-mail solicitations and the remainder unsolicited or ongoing pledges. In the spring, the Alumni Fund appeal was sent to 20,980 alumni and in the fall, 25,025 alumni received the request for donations which included the Alumni Fund option. Hard credit was assigned to 189 of the 210 donors meaning that 189 were the donors themselves and the remaining 21 are soft credited in the system as a spouse or other relative.

2021-2022 TREASURER'S REPORT

We had another positive year on the revenue side with income from our affinity partners, donations to the Alumni Fund, and short-term interest totalling \$287,552. Expenditures were \$113,490 for the year. This is lower than budgeted in part because the Career Services expenditure has been moved forward to the upcoming fiscal year as this new initiative comes to fruition. Net receipts for the fiscal year were \$174,062 and net assets \$1,818,008 as of March 31, 2022 total.

Full financials on the following two pages.

I would like to thank the members of the Finance Committee for their guidance and input.

Respectfully submitted,

Tammy Walker ('92)
 Treasurer, Acadia Alumni Association

Acadia Alumni Association
Unaudited Receipts & Disbursements
For the Period April 1, 2021 to March 31, 2022

	Projected	Actual	Variance	2020-2021 Restated
RECEIPTS				
Affinity Revenue	\$ 180,000	\$ 216,475	\$ 36,475	\$ 197,051
Alumni Fund	30,000	52,856	22,856	29,010
Alumni Events	-	-	-	-
Grant (Career Services Initiative)	-	-	-	4,095
Short-Term Interest	15,000	18,221	3,221	16,960
Total Receipts	\$ 225,000	\$ 287,552	\$ 62,552	\$ 247,116
DISBURSEMENTS				
<i>Athletics</i>				
Academic All Canadian Awards Reception	\$ 2,000	\$ 2,000	\$ -	\$ -
Axemen Celebrity Hockey Dinner	1,000	-	1,000	-
Female Athlete Awards	10,000	10,000	-	10,000
Hockey Honour Roll	2,000	-	2,000	-
Signage	2,500	2,500	-	2,500
Varsity Sport Special Initiatives	7,000	7,000	-	15,500
Sports Hall of Fame/Women in Sport	3,500	3,500	-	-
	\$ 28,000	\$ 25,000	\$ 3,000	\$ 28,000
<i>Other</i>				
Acadia Students' Union	\$ 5,800	\$ 2,500	\$ 3,300	\$ 5,800
Alumni Events	15,000	-	15,000	-
Award Committee Initiatives	10,000	4,241	5,759	1,041
Board Initiatives	5,000	1,750	3,250	1,972
Board Meetings and Director's Travel	6,000	2,181	3,819	274
Bruce Phinney Memorial Scholarship	15,000	-	15,000	-
Career Services Initiative	150,000	-	150,000	10,807
D&O Insurance	750	754	(4)	656
Director's Fund	2,000	-	2,000	-
Discretionary Disbursements	15,000	37,068	(22,068)	129,315
Fred Gilbert Speaker Series	5,000	-	5,000	-
Homecoming Weekend	5,000	4,000	1,000	-
Off-campus Events	11,250	-	11,250	-
President's Fund	19,825	1,980	17,845	175
Recruitment	10,000	20,000	(10,000)	-
Scholarships	6,000	4,000	2,000	6,000
Staffing Commitment	10,000	2,016	7,984	-
Sunday Music in the Garden	8,000	8,000	-	-
Young Alumni Committee Initiatives	-	-	-	-
	\$ 299,625	\$ 88,490	\$ 211,135	\$ 156,040
Total Disbursements	\$ 327,625	\$ 113,490	\$ 214,135	\$ 184,040
NET RECEIPTS	\$ (102,625)	\$ 174,062	\$ 276,687	\$ 63,076

Balance Sheet
As at March 31

	Unaudited 2022	Restated Unaudited 2021
Assets		
AAAU/Acadia Joint Account	\$ 78,148	\$ 57,770
Affinity Fund	1,348,832	1,199,223
Constance Hayward Fund	231,723	229,308
Carr Fund	46,744	46,256
General Fund (Alumni Hall)	64,458	63,786
Toronto Fund	15,930	15,764
Vesta Magee Fund	32,175	31,839
Total Assets	\$ 1,818,008	\$ 1,643,946
Committed Funds		
<i>Athletics Proposal</i>		
Academic All Canadian Awards Reception	\$ 2,000	\$ 2,000
Axemen Celebrity Hockey Dinner	1,000	1,000
Female Athlete Awards	10,000	10,000
Hockey Honour Roll	2,000	2,000
Signage	2,500	2,500
Varsity Sport Special Initiatives	7,000	7,000
Women in Sport/Sport Hall of Fame	3,500	3,500
	\$ 28,000	\$ 28,000
<i>Other</i>		
Acadia Students' Union	\$ 9,100	\$ 11,600
Award Committee Initiatives	10,000	10,000
Bruce Phinney Memorial Scholarship	15,000	15,000
Campaign for Acadia ¹	108,952	172,011
Career Services Initiative	350,000	350,000
Fred Gilbert Speaker Series	5,000	5,000
Scholarships	6,000	6,000
Staffing Commitment	14,309	10,000
Recruitment	10,000	10,000
Sunday Music in the Garden	8,000	8,000
Young Alumni Committee Initiatives	5,000	-
President's Fund	10,000	19,825
	\$ 551,361	\$ 599,436
Total Committed Funds	\$ 579,361	\$ 627,436
Uncommitted Funds	\$ 1,238,647	\$ 1,016,510

¹ The Acadia Alumni announced a \$1.5 million commitment to Campaign for Acadia during its Alumni Dinner and Awards Ceremony in Halifax on May 23, 2019. The commitment is reduced annually by qualified campaign disbursements and commitments.

2021-2022 BOARD OF DIRECTORS

Executive Officers

Donalda MacBeath ('75)	2020 - 2022	President
Matt Rios ('14)	2020 - 2022	Vice-President
Leah McNally ('07)	2020 - 2022	Secretary
Tammy Walker ('92)	2020 - 2022	Treasurer

Directors

Hilary Arenburg Gobien ('12)	2020 - 2022
Jeff Aucoin ('96)	2021 - 2023
Carol D'Amelio ('72)	2021 - 2023
David Davidson ('81)	2020 - 2022
Allison Dean ('14)	2021 - 2023
Heather Hickman ('77)	2021 - 2023
Natalie Irwin ('01)	2020 - 2022
Tiffany James ('14)	2020 - 2022
Moira MacLean ('85)	2021 - 2023
Christine McRae ('11)	2021 - 2023
Kyle Power ('13)	2021 - 2023
Stephanie Reid ('05)	2020 - 2022
Kelton Thomason ('07, '10)	2020 - 2022
Ted Upshaw ('80)	2021 - 2023
Sam Zhang ('05)	2021 - 2023

Ex-Officio

Kierstyn Palmer ('22)	2021 - 2023
Olivia Shive ('21)	2020 - 2022

NOMINATING COMMITTEE REPORT – PROPOSED BOARD (2022-2023)

Executive Officers

Matthew Rios ('14)	2022 - 2024	President
Donalda MacBeath ('75)	2022 - 2023	Past-President
Christine Luckasavitch ('11)	2022 - 2024	Vice-President
Sam Zhang ('05)	2022 - 2024	Treasurer
Stephanie Reid ('05)	2022 - 2024	Secretary

Directors

Barb Anderson ('77)	2022 - 2024
Jeff Aucoin ('96)	2021 - 2023
Paul Black ('00)	2022 - 2024
Carol D'Amelio ('72)	2021 - 2023
Allison Dean ('14)	2021 - 2023
Heather Hickman ('77)	2021 - 2023
Natalie Irwin ('01)	2022 - 2024
Moira MacLean ('85)	2021 - 2023
Ron Malcolm ('82, '83)	2022 - 2024
Leah McNally ('07)	2022 - 2024
Kyle Power ('13)	2021 - 2023
Véronique Russell ('16)	2022 - 2024
Olivia Shive ('21)	2022 - 2024
Kelton Thomason ('07, '10)	2022 - 2024
Ted Upshaw ('80)	2021 - 2023

Ex-Officio

Sophia Blanchard ('23)	2022 – 2024
Kierstyn Palmer ('22)	2021 - 2023

BOARD NOMINEE BIOGRAPHIES

Barb Anderson ('77)



Barb Anderson recently retired as Director of the School of Nutrition and Dietetics at Acadia University, assuming that position in 2009 after a 30-year career with Nova Scotia Public Health. Her research focus is food security, having been involved with the NS Food Security projects for over 20 years. Barb is interested in working with the local community around healthy food issues and as a result, through courses she taught, supported the development of a partnership between the Wolfville Farmer's Market and the School of Nutrition and Dietetics.

Barb was President of the Nova Scotia Dietetic Association, Chair of Dietitians of Canada, and President of the Canadian Foundation for Dietetic Research. She is a Fellow of Dietitians of Canada, and a Life Member of both the Nova Scotia Dietetic Association and Dietitians of Canada. She was the 'nutrition voice' on the CBC radio Maritime Noon phone-in program for 20 years and has been an invited speaker at over 40 provincial, national, and international conferences.

Barb lives in Wolfville with her husband, Norm.

Paul Black ('00)



As an immigrant from "the troubles" of Northern Ireland, Paul Black ('00) has lived a life of great good fortune in Canada. He earned a BA(H) in Political Science at Acadia, a Master's in Political Science at Dalhousie - and Executive Education in Canada, the US, UK, India and South Africa. Paul has worked in government, business and with NGOs, so he's "trilingual." He provides counsel to a variety of private and public entities - building bridges, negotiating solutions and "getting proximate" to both opportunities and problems. Paul enjoys cycling and getting out to explore the diverse nature of this world. He has monitored elections as an International Observer in the Middle East, Africa and Eastern Europe. A craft beer, good conversation and laughter make him happy. His kids do, too. He has more fiction than non on his bookshelf and often listens to the Hip or Snow Patrol and some current affairs podcasts on his playlist.

Paul has lived in Northern Ireland, Manitoba, New Brunswick and Nova Scotia, and currently resides in Dartmouth, Nova Scotia.

He believes that where you spend your time shows what you value in life. Besides his family and his health, Paul is committed to supporting a number of worthy organizations and people doing amazing work.

Dr. Ron Malcolm ('82, '83)



Dr. Malcolm was born and raised in New Glasgow, Nova Scotia. He completed his B.A. and B.Ed. at Acadia. He also has an M.Ed. (Université de Moncton), M.A. (Gallaudet University), M.S. (Fort Hays State University), and an Ed.D. (Northern Arizona University).

Following graduation from Université de Moncton, Dr. Malcolm moved to the United States and began his career teaching deaf and blind students. During his career, he has been a classroom teacher, counselor, special education coordinator, assistant principal, high school principal and assistant director of special education. In addition, he has been an adjunct faculty member working with both undergraduate and graduate level students aspiring to become educators. His academic and research interests include deafness, blindness, dual sensory impairments, applied

behavior analysis as well as children with autism. He publishes regularly in Autism Parenting Magazine as well as Exceptional Needs Today Magazine. Dr. Malcolm is also fluent in both American Sign Language and Braille.

Dr. Malcolm has received many awards including Special Education Teacher of the Year, Employee of the Year (for the state by the Governor's Committee for the Employment of the Disabled), Young Alumnus of the Year, High School Principal of the Year (for his work with mental health concerns with students), Citizen of the Year, the Fox 4 Crystal Apple Award – Educator of the Year, and the Mortar Board Outstanding Educator Award from the University of Kansas. For the past three years, he was named the Top Educational Writer for Autism Parenting Magazine. In 2021, he was named Top Parenting Solution Writer by Exceptional Needs Today magazine.

Dr. Malcolm now resides in Kansas City with his wife Sherrie and their three children, Joel, Chelsea, and Andrew. In addition, he has been a foster parent to approximately 56 foster children. In his free time, he enjoys cooking, gardening, teaching Sunday School and spending time with his family.

Véronique Russell ('16)



Véronique Russell ('16) is a native of Markham, ON. She currently lives in Fredericton, NB and is a Bachelor of Education candidate at the University of New Brunswick. At Acadia University, Véronique was a women's varsity rugby team member. In her final year as an Axewoman, she was a member of the 2015 AUS championship team, named to the AUS all-star team, an All-Canadian athlete, and most recently was named as one of the Top 15 Women's Rugby Athletes of the Decade (2010-2019).

After graduating from Acadia, Véronique pursued a post-graduate certificate at George Brown College and proceeded to work in financial marketing for four years until she realized she was no longer passionate about her work and wanted to do something more meaningful.

Véronique took a leap of faith and decided to pursue a career in education. With both her mother and sister as educators, she believed this was only fitting. Véronique is a curriculum builder and workshop speaker for the Get Real movement and a research assistant for the University of New Brunswick.

At the end of August 2022, Véronique will head to Trinity College in Dublin to pursue her Master's in Education in Critical Perspectives on Education. Her goal is to develop curriculums and methodologies that will engage educators and governments to integrate the untold histories of visible minorities within Canadian provincial curriculums.

Olivia Shive ('21)



Olivia Shive was born and raised in Elmsdale, NS. She graduated from Acadia University in 2021, with a Bachelor of Science degree in Biology. She was heavily involved in many volunteer activities in the Wolfville community such as the Cornwallis Veterinarians in Kentville, the S.M.I.L.E. Program, the Hants Community Hospital, and teaching dance at the Acadia Dance Community Club. Olivia comes from a long line of veterinarians and always aspired to work in the veterinary field. Right out of her undergraduate degree, she secured a contract position at Elanco Animal Health as a veterinary pharmaceutical sales representative. Her territory being in the west of Canada (the areas of Edmonton South to Calgary North and Saskatoon), she packed up and made the move out to Edmonton, Alberta. She has been actively traveling in her new role and loves every minute of it. Outside of her education and career, she has a deep love for the art of dance. She had been an avid member of Dance Acadia during her time at Acadia and in her final year became the Co-captain. She enjoys taking on leadership roles. Olivia is the

Life President for the 2021 graduating class, and with that became part of the Alumni Association. She believes in staying connected to the Acadia family and is extremely honored to now be nominated as a fulltime member of the Board of Directors for the Acadia Alumni Association.

Sophia Blanchard ('23) – Ex-Officio



The 2023 Grad Class Life President is Sophia Blanchard. Sophia is from Dartmouth, NS and is majoring in Biology, and minoring in Chemistry. She is interested in health sciences and hopes to get her MD in the future. Sophia is the VP of Communications for WISE Acadia and is very passionate about getting younger girls involved in STEAM pathways in university and high school, and she also loves volunteering at the Biology Help Centre as a tutor! Sophia enjoys the outdoors and going for hikes with her dog and friends. Sophia’s words to live by are “everything happens for a reason!”

APPOINTEES TO THE BOARD OF GOVERNORS

The Acadia Alumni Association appoints 12 people to the University’s Board of Governors. These volunteers lend significant and valuable experience and expertise to the University, its leadership and members of the Acadia community.

The Alumni Association Vice-President (appointed in their second year), President (for their two-year term) and Past-President (for their one-year term) hold two of the 12 appointments to the Board of Governors at any given time. **Donalda MacBeath ('75)** and **Matt Rios ('14)** currently fulfill these roles. The ten remaining appointees include:

- Clive Anderson ('89)**
- Charles Coll ('84)**
- Henry Demone ('76), Board Chair**
- Bert Frizzell ('72)**
- Shanna Lespere, ('89, '90)**

- Stuart MacLean ('83)**
- Tracey McGillivray ('87/'15)**
- Pam Mood ('82)**
- Martin Suter ('88)**
- Lana Wood ('82)**

A SPECIAL THANK YOU



The Acadia Alumni Association and Acadia University
would like to thank the following retiring Board Members
for their dedication and service:

Hilary Arenburg Gobien ('12)

Ryan Conrod ('06)

David Davidson ('81)

Tiffany James ('14)

Tammy Walker ('92)

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