

Meeting Minutes

Meeting called by:	Bob Taylor-Vaisey	Type of meeting:	215th Alumni Council Meeting
Facilitator:		Note taker:	Bob Taylor-Vaisey
Attendees:	Lee Hays, , Bob Taylor-Vaisey, Terry Reilly, Adam Guzkowski, Jess Grover, Robin Sundstrom, Teresa Bugelli, Vidal Guerreiro, David Mahon Regrets: Charlene Holmes, Dianne Therrien		
Guests:	Leo Groarke, Donald Fraser, Danielle Harris, Lorraine Bennett		
Minutes			
Agenda item:	Welcome & President's Remarks	Presenter:	Bob Taylor –Vaisey
Discussion:	As Below		
<ul style="list-style-type: none"> • Bob Taylor-Vaisey welcomed Leo Groarke, Donald Fraser, Lorraine Bennett and Danielle Harris to the meeting • Bon also thanked the following for their leadership since the last council meeting: those agreeing to present alumni awards at the college dinners, those agreeing to present the welcome to the graduates at the 2015 convocation sessions, Jess Grover for her work on the awards committee (and the strategic planning committee), David Mahon for his work consolidating council's input to the Alumni Affairs communication plan, Vidal Guerreiro for his leadership with the strategic planning process and Charlene Holmes for her continued support of the alumni-student mentorship program.. 			
Agenda item:	Minutes of the 214 th alumni council meeting	Presenter	Bob Taylor-Vaisey
Discussion:	As Below		
<ul style="list-style-type: none"> • Moved by Bob Taylor-Vaisey, seconded by Jess Grover, that the minutes of the 214th alumni council meeting be acceptyd. Carried. 			
Agenda item:	Agenda	Presenter	Bob Taylor-Vaisey
Discussion:	As Below		
<ul style="list-style-type: none"> • The agenda was accepted as presented with no additions 			
Agenda item:	University Update: Strategic Plan	Presenter:	Vidal Guerreiro
Discussion:	As Below		
<ul style="list-style-type: none"> • Vidal reviewed the progress to date of the 2015 alumni strategic plan. (Full details are available in TUAA. Committees. Council. 2015. 03-14-2015. Presentations) • It is anticipated that the strategic plan will be finalized in Q3, 2015, with input extending into June • Council did ask Jess Grover and Vidal Guerreiro to present at the next SLT meeting the need for a strategy to involve as many incoming (2015-2017 term) councillors as possible in the process 			

Agenda item:	University Update: Task Force on Alumni/College Engagement	Presenter:	Lee Hays
Discussion:	As Below		
<ul style="list-style-type: none"> • Lee reviewed the progress to date of the 2015 Task Force on Alumni/College Engagement. (Full details are available in TUAA. Committees. Council. 2015. 03-14-2015. Presentations) • It is anticipated that the task force report will be finalized in Q2, 2015, at which point it will be reviewed with the College Heads 			
Agenda item:	Member Services. Chapter revitalization	Presenter:	Lorraine Bennett
Discussion:	As Below		
<ul style="list-style-type: none"> • Lorraine reviewed the progress to date with a revitalization program for the Vancouver chapter, including: <ul style="list-style-type: none"> ○ A series of Trent Alumni Talks, based on the overall theme of life-long learning. ○ The chapter will be embarking on a social media communications initiative with support from Alumni Affairs ○ Some work will commence to refresh the chapter Facebook page ○ The chapter is looking for opportunities to 'friend-raise' 			
Agenda item:	Member Services. Awards and Recognition	Presenter:	Jess Grover
Discussion:	As Below		
<ul style="list-style-type: none"> • Jess announced the recipients of the 2015 alumni awards to be presented April 18, 2015 in the Great Hall • The Awards and Recognition Committee also presented a motion dealing with carry overs. Moved by Jess Grover, Seconded by Adam Guzkowski, that unsuccessful nominations for the annual alumni awards not be carried forward beyond the year they are submitted. Nominators will be encouraged, if interested, to update and resubmit their nomination the following year. Staff in alumni affairs will follow up in those cases 			
Agenda item:	Alumni Affairs Update: Communications Plan	Presenter:	Donald Fraser
Discussion:	As Below		
<ul style="list-style-type: none"> • Donald Fraser provided an update on the Alumni Affairs communications plan, including items raised by councillors based on their review of the December 2014 Draft Plan. • Donald spoke to the issue of the need for a coherent website, indicating that overall timing for the release of an upgraded website would follow the implementation of the enterprise website • He spoke to the need for alumni councillors to be 'social media champions' • In addition, Donald reviewed some of the metrics being maintained to track the success of the new plan, the success of the first podcast, and his anticipation of increased use of social media tools such as LinkedIn, and that this increased use would become more robust as the resources of Alumni Affairs became available 			
Agenda item:	University Update: Sustainable Trent	Presenter:	Robin Sundstrom
Discussion:	As Below		
<ul style="list-style-type: none"> • Robin reviewed the status to date of the work undertaken by the Board of Governors in response to Sustainable Trent's request for a total divestment of investments in fossil fuel companies within 5 years. (Full details are available in TUAA. Committees. Council. 2015. 03-14-2015. Presentations, specifically in Robin Dines op ed in the <u>Peterborough Examiner</u>) • It was agreed that Robin would develop a draft response from Alumni Council to Sustainable Trent 			

Agenda item:	University Update: Leo Groarke	Presenter:	Leo Groarke
Discussion:	As Below		
<ul style="list-style-type: none">• President Groarke identified a number of potential discussion points: the future of Trent, budget challenges, pension plan challenges, the new fundraising campaign (in search of the remaining \$15M in the \$50M campaign), the student centre, the university website and the reputational status of Trent• There were two topics addressed in the time available: the reputational status of the university, and the potential future look and feel of the Symons campus. Leo spoke to the historical reputation of Trent throughout the life of the Macleans survey, the need and impending major marketing campaign to sell Trent on its considerable merits, and the need to understand and resolve how alumni could be effective ambassadors to carry the university's reputation forward (the current, not the historical, reputation). He also spoke to the receptiveness to an Environmental Park on the Symons Campus as a way to achieve more synergies between the university and the city, and make the campus less isolated and more of a magnet for students.			