

# Western Alumni

## The Alumni Association of The University of Western Ontario Acts of The Directors 2017 – 2018

### **Resolution #550, June 16, 2017**

**MOTION:** That the Board approve the Executive Committee’s recommendation to fund \$11,000 for all three prizes in the Win Your Tuition sweepstakes for students during Homecoming Saturday donated by the Alumni Association.

Homecoming Saturday - Win Your Tuition sweepstakes consists of the following three prizes generously donated by the Western University Alumni Association. Each prize will be awarded during the football game on Homecoming Saturday and only students in attendance at the game will be eligible to win.

- Grand Prize of “free tuition” up to a maximum of \$8,000;
- 2nd Prize of a \$2,000 Campus Meal Plan/Western 1 Card; and
- 3rd Prize of a 1,000 gift card for The Book Store at Western.

Recognition and Promotion:

- Awareness of Alumni Association sponsorship of the free tuition sweepstakes;
- Promotion of Alumni Association – announcement at the football game;
- David Simmonds, Alumni Association President as announcer of the prizes;
- Western homepage website presence;
- Promotion at home football games; and
- Social Media marketing strategy including promoting all three winners.

**Background for Tuition Sweepstakes:** In an effort to encourage healthier Homecoming traditions for students, Western Alumni would like to sponsor a “Win Your Tuition” sweepstakes for students who attend the Football Game on October 21, 2017 - “Homecoming Saturday.” This initiative is part of a multi-faceted effort, in collaboration with the Acting Director of Director of Sport and Recreation Services, to encourage the attendance of students at the game. The football game will provide a safe atmosphere for students and promote a positive campus tradition.

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### **Resolution #551, October 20, 2017**

**MOTION:** That the Board approve the Executive Committee’s recommendation to fund \$20,000 to Western Rowing to purchase one boat for the women’s team. In recognition, Western Rowing will name one of the new boats in honour of the Western Alumni Association. Western Rowing would be pleased to provide a stewardship report following the first year of the boat being on the water for the Legacy Committee.

**Moved:** Mark Brown  
**Seconded:** Warren Bongard

**Carried**

**Background:** In 1957, Rowing was established as a Western intercollegiate men’s sport after years of petitioning. Rowing was introduced as a women’s sport in the early 1970’s. Since those days both

programs have had incredible successes. The Mustangs Old Oars Club (rowing alumni club) is a Chapter of the Alumni Association. They recently celebrated the 60<sup>th</sup> Anniversary of the Men’s Team Founding. The Old Oars group brings current team members together with alumni for annual events and fundraising opportunities. They have established an endowment fund that supports training and racing equipment.

**Purpose of the funding request:** Western’s Rowing Program requires two new boats for their women’s 8’s teams. The women’s lightweight and heavyweight 8’s rowing shells are now 15 and 10 years old and have lived their lifespan on the water. Thanks to annual donations from alumni, these boats have been maintained for two decades. However, the time has come to purchase new shells so these top crews can continue to excel on the water in competition.

Western Rowing has received quotes from Hudson Boatworks on used boats. At this time, they are only able to purchase one boat within their current budget. They are asking the Western Alumni Association to consider matching their investment so that two boats can be purchased for the program.

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**Resolution #552, October 20, 2017**

**MOTION:** That the Board approve the Executive Committee’s recommendation to fund \$5,000 to assist with the publication of the Second Edition of “Mustang Tales – the story of women’s sports at the University of Western Ontario.” In return, the WMAA would be pleased to offer a pre-determined number of copies to the Alumni Association for use in both their prospect research and for presentation to athletic alumnae.

**Moved:** Mark Brown  
**Seconded:** Sharon Cowin

**Carried**

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**Resolution #553, October 20, 2017**

**MOTION:** That the Board approve the Executive Committee’s recommendation to fund an additional \$4,000 for a total of \$15,000 in the, “Warm Up and Win with Western Alumni” for students during Homecoming Saturday.

- Grand Prize of “free tuition” up to a maximum of \$8,000; and
- \$7,000 for the student package for the first 700 students to receive a free toque and a \$5 food voucher.

**Moved:** Mark Brown  
**Seconded:** Sunny Uppal

**Carried**

**Background:**

At the May Legacy meeting, the committee encouraged staff to think about additional ways to best utilize Legacy funding to support the goal of ‘filling the stands’ and encouraging students to attend the Homecoming Football game. We have initiated the following:

- Instead of having three prizes, we will offer a grand prize of free tuition up to \$8,000. Students do not need to be at the game to win. This will assist with the messaging to students who may have exams on Oct. 21. The winning student will be contacted and have 72-hours to reply. Announcement will still be made to those at the game at half-time;
- We have now created a student package. With the additional funding, we would like to welcome the first 700 students who enter TD Stadium on Oct. 21 and make their way to the

Western Alumni tent to receive a free toque and a \$5 food voucher. Giveaways will be disbursed on a first-come, first-served basis with lots of social media and traditional media promotion. This way hundreds of students will benefit from the Association's generosity and will have more of a chance to 'win';

- Athletics has dropped student prices down from \$25 to \$10; and
- We have worked with the USC to enhance the musical entertainment pre-game and to promote these offers to students through their own promotional channels.

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**Resolution #554, December 8, 2017**

**MOTION:** That the Board approve the Executive Committee's recommendation to fund \$250,000 for the naming of **The Western Alumni Association Engineering Gallery** in support of the recognition and engagement of Western Engineering alumni, faculty and students. This naming opportunity will be recognized with a plaque prominently displayed inside the Three C+ Building (Connect. Collaborate. Create.).

The Engineering Gallery, which spans the length of the building on both the first and second floors features:

- Large, 'smart' windows that change according to temperature and light conditions;
- Different 'zones' that include areas for socializing and group work, as well as individual areas for study and review; and
- Many outlets and charging stations available.

The Western Alumni Association Engineering Gallery will be the first space you experience when you pass through the main doors of Three C+ Building. It is a high traffic area and will act as an evolving exhibition space for students to display their work to alumni, faculty, staff and community members. Both the computer and design laboratories will be fundamental spaces for hands-on learning and the turning of ideas into projects and even products.

As well, the Gallery is connected to the atrium and the large classroom. When the skyfold door to the classroom is opened to the atrium, these three spaces create more than 4,500ft<sup>2</sup> of exhibition and event space. This will extend our impact into community, as these light-filled and welcoming spaces will enable more camps and activities to spark interest in STEM education, as well as showcase our students to industry and alumni.

**Moved:** Mark Brown

**Seconded:** Sandra Datars Bere

**Carried**

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**Resolution #555, December 8, 2017**

**MOTION:** That the Board approve to renew Paul Jenkins for the period of July 1, 2018 to December 31, 2019 as an appointee of the Alumni Association to Western's Board of Governors to enable Paul to serve the Board as its Chair.

**Moved:** Ashley Rowe

**Seconded:** Warren Bongard

**Carried**

**Resolution #556, March 7, 2018**

**MOTION:** That the Board approve the following Candidates as at March 7 for the 2018-2019 cycle:

**Directors**

**Kant Chong**, BA'03, Hong Kong

**Matt Helfand**, BA'13, MA'14, JD'18 (expected), Toronto

**Melanie Peacock**, MBA'90, Calgary

**Senate:**

**Sandra Datars Bere**, BA'87, MPA'06

**Honorary Degrees:**

**Susy Martins**, BA'01, BA'03, MBA'08

**Christine Tabbert**, LLB'98

**Moved:** Farah Perelmuter

**Seconded:** Nick Staubitz

**Carried**

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**Resolution #557, March 7, 2018**

**MOTION:** That the Board approve the Executive Committee's recommendation to sponsor the first prize of \$30,000 for this year's World's Challenge Challenge. The intention for the prize money is to help the winning team further develop their proposed solutions and support implementation.

**Moved:** Sandra Datars Bere

**Seconded:** Susy Martins

**Carried**

**Background:** In 2017, Western hosted the first International World's Challenge Challenge, pooling the talents and creativity of bright students from across Canada and around the world. The mission, speaks to Western's strategic priority of bringing together students from a wide range of institutions, cultures and continents to form a strong international network, and create even greater potential solutions to significant global issues. Western University is inviting some of the world's top universities to compete in the 2018 International World's Challenge Challenge. Students from participating partner universities will form diverse teams of three and bring ideas forward that address a global issues.

Some of the benefits Western's Alumni Association would receive:

- Naming rights for the 1st prize;
- Opportunity to present the prize to the winning team during the Gala and Awards Ceremony;
- Feature the Alumni Association's support in the World's Challenge Challenge Gala Program; and
- Western Alumni Association signage and branding opportunity at the World's Challenge Challenge event.

**Resolution #558, March 7, 2018**

**MOTION:** That the Board approve the Executive Committee's recommendation to fund the Founder's Day Project 1:40 for \$4,000 to purchase custom designed hats, with individual embroidery with numbers 1-140 on the side of the hats. The individual numbers are important to socially scale this initiative; adding exclusivity and a positive gamified aspect. We anticipate the exclusive hats to be hot commodities, with alumni proudly sharing online which number of hat they were given. This cost will also cover on-site advertising at the alumni owned/operated establishments.

**Moved:** Nick Staubitz

**Seconded:** Sandra Datars Bere

**Carried**

**Background:** March 7, 2018 marks 140 years since the founding of Western University. On March 7, 2018 at 1:40 p.m., in alumni dense regions across the world, 140 Western gifts will be waiting to be redeemed by Western alumni. The gifts (custom ball caps), will be available at pre-determined alumni owned/operated businesses in easily accessible areas. Alumni must show their alumni card to redeem a prize. In the weeks leading up to the project, we will be encouraging alumni to sign up for their card.

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**Resolution #559, March 7, 2018**

**MOTION:** That the Board approve the Executive Committee's recommendation to fund the Light Post Banner Campaign Proposal to cover the costs of 106 light post banners on campus. The cost for this, including printing and installation, will be approximately \$8,000. Our goal would be to have these generic Western banners up by Founder's Day 2018.

**Moved:** Lisa Richards

**Seconded:** Gina Uppal

**Carried**

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**Resolution #560, April 20, 2018**

**MOTION:** That the Executive Committee approve the Program Committee's recommendation that the Spirit of Western Award be awarded to volunteers from the Mustang Old Oars Club.

**Moved:** Ashley Rowe

**Seconded:** Warren Bongard

**Carried**

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**Resolution #561, April 20, 2018**

**MOTION:** That the Executive Committee approve Trisha Beusaert as the Chair of the Public Relations Committee for the 2018-2019 meeting cycle.

**Moved:** David Simmonds

**Seconded:** Nick Staubitz

**Carried**