Western Alumni

2017 Progress Report

The Alumni Association of The University of Western Ontario
Western Alumni works to continually demonstrate the strength of your degree, while delivering an alumni experience like no other. We aim to foster a relationship between our alumni and Western, and among fellow alumni in networks around the world.

**285,929**
Western alumni living around the world

**150+**
countries Western alumni live in around the world

**Signature programs & events (2016/2017)**

- **174** Western Alumni events hosted in various locations around the world
- **365** participated in Discover the World travel program
- **500+** registered in Senior Alumni program
- **2** awards from the Canadian Council for the Advancement of Education: Kind Mail campaign and Mixed Business event

**New initiatives launched in 2017**

**IT'S ON ME**
During April exam season, alumni were encouraged to show their support for student wellness by purchasing a $10 voucher. $5 was directed toward the Wellness Education Centre on campus, and $5 covered breakfast for an unsuspecting student. The result? Smiles and gratitude, with students reaching out via social media to say “thanks”.

**KIND MAIL**
During December exam season, alumni were asked to complete postcards, sending words of encouragement to students living in their old residence rooms. Over 1,350 pieces of mail were sent from alumni around the world. This campaign built by kindness garnered significant attention on social media and was featured in *The Globe and Mail*.

**Keep connected:**
Western’s ability to excel on the world stage increasingly depends on how well we engage the active support of our alumni. Here are a few ways we stay connected:

- **226,684** unique visitors to alumni website (2016/2017)
- **385,256** Western social media subscribers
- **67,276,965** impressions for Western and Western Alumni social media and websites
- **220,000+** alumni who receive the Western Alumni Gazette (via mail)
- **116,000+** alumni who receive the Western Alumni Newsletter (via email)
- **150,226** alumni with email addresses on file
- **1,871** followers on Twitter @westernualumni
- **957** followers on Instagram @westernualumni

Keep your information up to date: [alumni.westernu.ca/update](http://alumni.westernu.ca/update)
Thank you to our alumni donors:

With a goal of raising $750 million in support of four priority areas – developing leaders, igniting discovery, inspiring learning and building tomorrow – Western’s Be Extraordinary campaign aims to advance our leadership in teaching and build internationally-recognized, focused research strengths.

$696 million
raised for the Be Extraordinary campaign to date

Our commitment to your career success:

Alumni worldwide have access to digital and in-person career development opportunities to learn, connect and advance throughout their careers. Whether you are a new graduate or an experienced professional, Western Alumni can help.

Visit alumni.westernu.ca/benefits/career

241 alumni coaching appointments (2016/2017)
4,000+ members of Western’s exclusive online hub in Ten Thousand Coffees, where students and alumni search, schedule and connect

15,000+ Career Management touchpoints in the last five years

94% employment rate of Western graduates two years after graduation

Purple Perks

Members of the Western Alumni family have access to exclusive services and discounts when they show their alumni card.

30,503 alumni cards issued as of April 30, 2017
55,058 alumni who took advantage of affinity partner (TD, Manulife, MBNA) preferred rates in 2016

Alumni also enjoy exclusive benefits with:

• Western Campus Recreation
• Columbia Sportswear
• Lone Star Texas Grill
• Stratford Festival
• The Book Store at Western
• Western Continuing Studies
• Western Libraries

Join the #purpleandproud conversation:

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facebook.com/WesternUniversity
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Instagram.com/westernuAlumni#
linkedin.com/company/westernuniversity

Don’t forget to add us to your profile
Western Alumni Association

Western’s Alumni Association, established in 1949, is a non-profit organization led by an all-alumni Board of Directors. Members of the Alumni Association give freely of their time and talent to deliver the best alumni experience through active participation in: alumni and student engagement programs; support of University governance; student recruitment and development opportunities; and advocacy and ambassador opportunities for Western.

Meet your Board

2017-18 Western Alumni Association Board of Directors

President, David Simmonds, BA’07

Trisha Beausaert, BA’11
Warren Bongard, LLB’91
Mark Brown, MBA’95
Sharon Cowin, BA’64
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Western is proud to partner with:

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