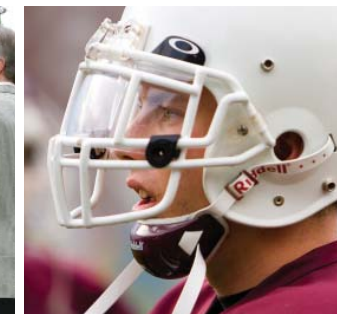


McMaster University Alumni Association **Annual Report**

June 2009–May 2010

2009/2010



our mission

Support McMaster University

The Alumni Association will help the University accomplish its three primary activities – research, teaching and community service – through participating in governance, acting as a vocal advocate and supporting fund-raising.

Involve Alumni

The Alumni Association will act as an agent for alumni involvement within the University, within the activities of the Association and in external activities representing the interests of the Alumni Association.

Recognize Alumni Achievements

The Alumni Association will recognize the achievements of alumni, students and friends of McMaster University, and reward outstanding contributions to the Alumni Association.

Provide Services and Benefits for Alumni

The Alumni Association will provide products, services and benefits that renew and invigorate alumni affinity with the University.

Communicate with Alumni

The Alumni Association will undertake appropriate and timely communication with alumni to inform them of issues affecting the University and the Alumni Association, and to facilitate communications among alumni. The Alumni Association will initiate and pursue an appropriate and timely dialogue with senior officials and faculty of the University.

Involve Current Students

The Alumni Association will encourage current students to become involved in, and assist with activities of the Association to forge an early link with future graduands and it will encourage a lifelong association with the University .

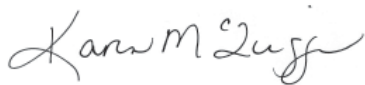
welcome

McMaster University boasts **141,672** alumni residing in **129** countries world-wide

We're pleased to present the Annual Report of the McMaster Alumni Association. This is a new initiative this year and we hope you will enjoy it. On the following pages you will find information that will enlighten you to the mission and work of the Association's volunteers and staff and the active participation of our alumni in the many programs and events the Association offers. We invite you to learn more about the Association, the year we've enjoyed as well as a glimpse of the year ahead by reading about our new strategic plan. I hope that you will enjoy this report and if you're not currently active, you will be inspired to become involved.



As I write this, we are gearing up for our biggest alumni event of the year, Alumni Weekend. It's a rewarding pause though to reflect on the year that's passed. As always, it's a busy pace, and the past year has seen the introduction of new programs, a presidential farewell tour that crossed the country (and beyond), and a focus on engagement for alumni and our volunteers. This report will give you the highlights, the numbers and a glimpse of the stories of the Association over the past year. I invite you to ask more questions by contacting us at the Office of Alumni Advancement. We love to hear from you with your news, your feedback and your suggestions.



Rebecca Bentham '02
PRESIDENT
McMaster University
Alumni Association



Karen McQuigge '90
DIRECTOR
McMaster University
Alumni Advancement

support

The Office of **Alumni Advancement** fosters the interest and involvement of current students and alumni in McMaster University by offering programming and services which further the goals of the University and the McMaster Alumni Association. Annual Giving programs are also the responsibility of the Office of Alumni Advancement.

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McMaster University Alumni Association 2009-10 **Board of Directors**

PAST PRESIDENT	Elizabeth Webel '84
PRESIDENT	Rebecca Bentham '02
FIRST VICE-PRESIDENT	David Adames '92
SECOND VICE-PRESIDENT	Bill McLean '90
FINANCIAL ADVISOR	Don Bridgman '78
EXECUTIVE COUNCILLOR (Volunteer Mgmt)	Jennifer Kleven '90
EXECUTIVE COUNCILLOR (Alumni Outreach)	Candy Hui '04
EXECUTIVE COUNCILLOR (Student Relations)	Maria Topalovic '08
SENATE REPRESENTATIVE	Earl Cochrane '64
SENATE REPRESENTATIVE	Suzanne Craven '73
SENATE REPRESENTATIVE	Maureen Harmer '66
SENATE REPRESENTATIVE	Dennis Souder '70
BOARD OF GOVERNORS REPRESENTATIVE	Brian Bidulka '87
BOARD OF GOVERNORS REPRESENTATIVE	Quentin Broad '86
BOARD OF GOVERNORS REPRESENTATIVE	Lauren Cuddy '80
BOARD OF GOVERNORS REPRESENTATIVE	David Lazzarato '79
BOARD OF GOVERNORS REPRESENTATIVE	Howard Shearer '77

McMaster University Office of Alumni Advancement **Staff**

DIRECTOR, ALUMNI ADVANCEMENT	Karen McQuigge '90
ASSOCIATE DIRECTOR, ANNUAL GIVING	Alanna Burt
ASSOCIATE DIRECTOR, ALUMNI ADVANCEMENT	Anne-Marie Middel '90
ALUMNI OFFICER, INTERNATIONAL BRANCHES	Kathleen D'Amico '89
ALUMNI ASSISTANT	Anne Denny
ANNUAL GIVING ASSISTANT	Cheryl Earle
ALUMNI OFFICER, SPECIAL PROJECTS	Laura Escalante '97
ALUMNI OFFICER, SPECIAL PROJECTS (mat leave)	Christine Kennedy '96
NEW MEDIA COORDINATOR	Kyle Kuchmey '05
ALUMNI OFFICER, STUDENT & YOUNG ALUMNI	Lori Moulden '06
ALUMNI OFFICER, DOMESTIC OUTREACH	John Popham '05
ALUMNI OFFICER, SERVICES & BENEFITS	Danielle Roy '04
ALUMNI OFFICER, LOCAL PROGRAMS	Amber Stuckey
DEVELOPMENT OFFICER, ANNUAL GIVING	Jenny Thomson
PHONE CENTRE MANAGER	Samira Khajegi

by the numbers

97,694
alumni in the Canada

141,672
total graduates

3,387
female graduates in 2009

2,453
male graduates in 2009

1,296
first-time alumni donors

9,662
alumni donors

54% of graduates are within 20 years of graduation

41,887
alumni in Hamilton

28,400
alumni in Toronto

Alumni in Canada

Ontario	90,555
British Columbia	2,719
Alberta	1,840
Quebec	804
Nova Scotia	610
Manitoba	350
New Brunswick	261
Saskatchewan	241
Newfoundland	171
Prince Edward Island	81
Yukon Territory	43
Nunavut	19

103,056
alumni in North America

Alumni globally

USA	5,362
Hong Kong	837
England	420
Australia	231
China	266
Singapore	147
India	129
Malaysia	108
Trinidad & Tobago	105

5,840
alumni graduated in 2009

3



strategy

Strategic Plan Summary

In June, 2009 the McMaster Alumni Association Executive decided to undertake a strategic planning exercise to reinvigorate alumni volunteers and staff and work together to enhance engagement of alumni as a whole. Luanna McGowan, a consultant led the process which involved interviewing a number of stakeholders and bringing the MAA Board of Directors and staff together for a planning session leading to the development of four action plans. The plan is a three-year plan and will be reported on via the MAA Board and future annual reports.

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Summary of McMaster Alumni Association Board Meetings

Board Meeting	Highlights
JUNE 2009	<ul style="list-style-type: none"> • Board Orientation • Strategic Planning Consultant approved
OCTOBER 2009	<ul style="list-style-type: none"> • Strategic Planning Exercise plan process and goals approved
JANUARY 2010	<ul style="list-style-type: none"> • Board Retreat held • Developed action items for Strategic Plan priority areas
MARCH 2010	<ul style="list-style-type: none"> • Arch award and Distinguished Service Award winners confirmed • Approved 2010/2011 budget
MAY 2010	<ul style="list-style-type: none"> • Strategic Plan Action Plans reviewed and presented for approval

plan of action

Keeping McMaster Relevant

Provide high quality programs that promote continuing links among alumni, and lifelong relationships between the University and its alumni.

Strategies:

1. Develop, maintain and enhance alumni programs and services that expand engagement opportunities and effectiveness and offer value to alumni in their careers and personal lives
2. Strengthen connections with geographically distant alumni
3. Engage graduate students in value-added and meaningful ways
4. Maintain and enhance evaluation methods
5. Provide alumni with timely updates about the University and alumni program

Student Engagement

Increase student engagement in current and new alumni programs.

Strategies:

1. Cultivate current students to become active future alumni, outstanding university ambassadors, and volunteer leaders
2. Engage students in activities and programs that address specific life stage interests
3. Develop communication vehicles to engage students

Young Alumni Engagement

Cultivate participation of young alumni.

Strategies:

1. Create a sustainable & relevant connection with young alumni
2. Continue to develop and enhance career services programming in partnership with Career Services and Knightsbridge
3. Continue to offer in person opportunities for young alumni to interact with current students, alumni and the University
4. Develop communication vehicles to engage young alumni
5. Develop evaluation/ benchmarking for social media

Pride & Participation

Foster Pride and participation in the McMaster Alumni Association and University.

Strategies:

1. Recruit, retain and recognize excellence in volunteers as leaders/ participants in the McMaster Alumni Association, programs and committees, advocates and ambassadors for McMaster
2. Provide University with advice, support & guidance
3. Have strong, vibrant, focused Executive Committee and a well informed MAA Board
4. Recognize and publicize achievements and contributions of alumni and University

215  alumni tweets

15

Mac in a Minute
episodes since
first launched in
November 2009

@ 56,604 alumni active email addresses

McMaster ▪ Times 3 issues a year sent to 107,734 addressable alumni

communicate

WWW
19,175
alumni web community members

 5,140
alumni facebook members

alumni@mcmaster
123,456,789
messages sent to alumni

Alumni Engagement survey

In June, 2009 the Association undertook an Alumni Engagement Survey to discover how connected alumni feel to their *alma mater*, and how they would like to best connect with McMaster in the future. Over 4000 alumni participated in the survey giving us some very useful data to help inform our programming going forward.

- 69% Report strong pride in their *alma mater*
- 60% Report good awareness of McMaster's reputation today
- 9% Engaged
- 85% Somewhat engaged
 - Alumni within 10kms of university and international alumni most engaged
 - Health Sciences & Business Grads most engaged
- Alumni 0-19 yrs out and Alumni 50 yrs out most engaged
- Alumni associate most closely with the school as a whole followed by department or program and thirdly, with their faculty
- Initiatives to increase alumni involvement, their activity participation and support or giving will have the most positive overall impact on alumni engagement

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involve **alumni** involve **students**

get involved

Events in 2009-2010 — More than 9,920 alumni attended 157 various events held between June 2009 and May 2010.

Program Highlights from 2009-2010

Discover Psychology: Launched in September 2009 in collaboration with Dr. Joe Kim, Associate Professor from the Department of Psychology, Neuroscience and Behaviour, this series of ten lectures inspired by current Introductory Psychology course material offered a unique opportunity for grads and community members to attend lectures presented by faculty on campus, or participate by downloading the podcast and interacting with the professor during an online chat. The ten lectures attracted 1208 participants, and will be offered again in September, 2010.

Farewell Tour: 2010 marks a milestone in McMaster's history as we bid farewell to our longest serving president & vice-chancellor, Dr. Peter George after 45 years at McMaster and 15 in the top position. Dr. George's Farewell Tour offered alumni a chance to hear Dr. George's reflections on his presidency and the opportunity to wish him well in retirement. Events were held in Brantford, Ottawa, Beijing, Shanghai, Hong Kong, Toronto, Montreal, New York, Calgary, Vancouver, Victoria, Mississauga, Cambridge, and of course, Hamilton. There's even a tour t-shirt!



Peter George holding Farewell tour t-shirt presented by alumni

Mission to Mac 09 & Welcome Backs: Student Send-off "Mission to Mac" events were held in 16 hometowns for incoming students where students and their families learn tips from recent grads and current students to help them transition to University with the best possible start. Almost 1,000 participants attended a send-off in 2009 – a 77% increase over the previous year. Following on from the Student Send-Off program, we held our first Welcome Back Patio Parties to welcome 'just graduated' alumni back to their hometowns in Summer 2009.

MAC in a Minute & Social Media: Our online presence was significantly enhanced this year with the introduction of some new media. Our popular video series, "Mac in a Minute" features highlights from recent events as well as people and places on campus. In addition, our entrance onto Twitter, LinkedIn and increased activity on facebook demonstrate a commitment to communicating with alumni in ways that are engaging, convenient and timely. We're also making it easier for alumni to catch an event or lecture they weren't able to attend in person by posting lectures on iTunes and videos on McMaster UTV.

Cities we visited in 2009-2010 — Barrie, Bermuda, Boston, Brantford, Brussels, Burlington, Calgary, Cambridge, Chicago, Edmonton, Kingston, London, Melbourne, Miami, Mississauga, Montreal, New York, Oakville, Ottawa, San Francisco, Sarnia, Singapore, Sydney, Toronto, Vancouver, Victoria, Washington.

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Congratulations **Distinguished Service Award** winner

This is the highest volunteer award given by the McMaster Alumni Association. Recipients of the Distinguished Service Award have made outstanding contributions and shown extraordinary dedication to the Alumni Association.

Dr. James ('Si') Taylor BA '51, LLD '89

Dr. Taylor's student days at McMaster were marked by academic excellence and volunteerism. He undertook an ambitious career as a Canadian diplomat. During his time as McMaster's Chancellor from 1992-1998, Dr. Taylor served as ambassador for McMaster with both internal and external communities. Dr. Taylor's career of leadership, service and his dedication to McMaster are recognized by this honour.



Congratulations to our **Arch Award** winners

The Arch Award recognizes McMaster's most recent graduates who have made significant and notable academic, professional or personal achievements.



Dr. Michael McGillion BSCN '96 is an Assistant Professor in Nursing at U of T, chairs a number of groups including the Canadian Cardiovascular Society and is a major contributor to the Canadian Pain Society.



Dr. Milica Radisic BENG '99 is an Assistant Professor at the University of Toronto. Dr. Radisic's research is in the field of cardiac tissue engineering and biomaterials.



Adam Spence BA '04 is the Executive Director of the Ontario Association of Food Banks (OAFB) and is a leader behind a number of innovative social enterprise and development projects.

recognize 8 achievements

2010 Alumni Gallery Inductees

adulation

A McMaster tradition, the **Alumni Gallery** is the most prestigious honour conferred by the Alumni Association. Alumni Gallery Award recipients have led fascinating and accomplished lives and set high standards of achievement for McMaster's current students, alumni and the greater community.



Dr. Myles Druckman MD '89 is currently Vice President, Medical Services for International SOS, where he directs the Medical Consulting and Corporate Medical Staffing Services in the Americas and is recognized internationally as a leading pandemic expert.



Dr. Nigel Fisher MA '71 has been President and CEO of UNICEF Canada since 2005. Previously, Dr. Fisher worked with UNICEF internationally and was awarded Canada's Meritorious Service Cross for his humanitarian work in Rwanda.



Duncan Hannay BENG '85 is Managing Director, Head of Online Brokerage for Scotiabank and an active community volunteer. In his prior role as President and CEO of E*TRADE Canada, Duncan was responsible for developing E*TRADE Canada into a formidable competitor in the Canadian marketplace.



Dr. Allan Jackson BSCH '73, Ph.D '77 is a scientist by training and a wine lover by nature. Jackson is co-founder of Jackson-Triggs Winery and has over 30 years of outstanding service to the Canadian wine industry, now as a mentor and consultant.



Stanley Kwan BCOM '74, MBA '75 has excelled in his professional career establishing his own accounting firm, Kwan Chan Law Chartered Accountants Professional Corp., and distinguishing himself through extensive local and international volunteerism.



Dr. Eugene Levy Assoc. Member '69 has appeared in over 40 motion pictures. He starred in *Second City TV* and has won two Emmy Awards, a Grammy Award and a New York Film Critics Circle Award.



Dr. Maureen Mancuso BA '82 holds the position of Provost and V.P. (Academic) at the University of Guelph. Dr. Mancuso continues to teach and has twice been named as one of Guelph's "Popular Professors" by *Maclean's* magazine Guide to Universities.



Dr. Paula Rochon BA '80, MD '83 serves as Vice President, Research at Women's College Hospital. Dr. Rochon is also a Senior Scientist at the Institute for Clinical Evaluation Studies and Professor in the Department of Medicine and Health Policy, Management and Evaluation at the University of Toronto.



Currently, there are 367 members of the Alumni Gallery. Taped interviews with Gallery members can be heard on CFMU 93.3 campus radio and are now available on iTunes.

Albert Lager Prize for Student Initiative

The Albert Lager Prize for Student Initiative Award is an award that recognizes current students who provide outstanding support, leadership and community involvement/service to their Faculty, Program or to McMaster University.

Awards the Alumni Association received

CCAE: The Canadian Council for the Advancement of Education is the professional association for educational advancement professionals in Canada. The PRIX D'EXCELLENCE awards recognize outstanding achievements in alumni affairs, as well as other areas in advancement.

We received six awards this year for the following programs/events:

GOLD: Best Program: Alumni Relations – Women's Series: Your Life...Only Better;
GOLD: Best Program: Development: Planned Giving/Annual Giving Collaboration;
SILVER: Best New Idea: Creativity on a Shoestring – We're Flipping to Say Thanks;
SILVER: Best Donor or Volunteer Recognition Program – Annual Fund E-Stewardship Series;
BRONZE: Best E-Innovation in University Advancement – We're Flipping to Say Thanks
and BRONZE: Best New Idea: Creativity on a Shoestring – MAC in a Minute.

Congratulations to this year's winners!

Erica Barnes	3rd year, Engineering
Stephen Dixon	5th year, Engineering
Katherine Holshausen	4th year, Social Sciences
Maria Ierullo	5th year, Science
Stephanie Kellowan	4th year, Arts & Science
Siddhi Mathur	4th year, Health Sciences
Nischal Ranganath	3rd year, Health Sciences
Brennan Reurink	4th year, Social Sciences
Imtiaz Samjoo	Ph.D., Health Sciences
Suparna Sharma	4th year, Health Sciences
Chanelle Sicard	4th year, Humanities

CASE: The Council for Advancement and Support of Education is an international professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.

In 2009-2010 we received the following awards:

GOLD: Accolades Alumni Relations Affinity programs – Alumni Career Coach;
HONOURABLE MENTION: Accolades Community Service Program: Kick-off Clean-up;
BRONZE: Circle of Excellence Best Alumni program Special Constituencies: Women's Series.

awards

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services

Provide **Services & Benefits** to Alumni

The Finance Committee of the MAA is responsible for managing the services and benefits portfolio and introducing new partnerships to provide valuable products and services to alumni. In Spring 2010, a new online career resource tool, Careego, was introduced to service McMaster alumni who graduated more than five years ago.

Careego – Active Career Management – NEW!

This interactive online community offers career-minded professionals support on every level, from video advice by career experts, in-depth personal assessments, how-to guides, career-focused podcasts, to an expert blog and access to Careego's unique on-call career coach.

Home & Auto Insurance – TD Insurance Meloche Monnex

Since 1991, TD Insurance Meloche Monnex has provided McMaster alumni with home and auto insurance at group rates with the best service possible. TD IMM has supported the Association through sponsorships of events and programs through this partnership.

Item	Data
Number of participants	• 8,608 - 10% increase over 2008
Number of policies	• 15,641 - 11% increase over 2008
Written premiums	• 13% increase
Retention rate	• 93%

On-Campus Services

Over 300 alumni were assisted over the past year by the Alumni Career Coach program. Many alumni continue to come back to campus to enjoy the University Club, work out at Athletics & Recreation and make use of free alumni access to the Library.

Life, Health & Disability Insurance – Manulife Financial

Manulife Financial has offered comprehensive insurance at preferred rates to McMaster alumni for over twenty-five years. The insurance available includes: Member & Spouse Term Life Insurance, Child Life & Accident Coverage, Income Protection Insurance, Major Accident Protection Insurance and Health & Dental coverage. Manulife sponsors our Milestones program where alumni receive a small gift when they let us know about milestones in their life, such as a new baby.

Item	Data
Number of participants	• 1,797 - 4% decrease from 2008
Annualized premiums	• 3.7% increase over 2008
Customer satisfaction rating	• 8.5/10
Participants in Milestones program	• 187

McMaster MasterCard – BMO Bank of Montreal

McMaster students and alumni have been carrying a McMaster MasterCard for over twenty years. The MasterCard offers cardholders great choice of card features such as the ability to earn AirMiles without any annual fee and for students, the SPC card included with their MasterCard. Using the McMaster MasterCard to make purchases earns revenue for the Alumni Association at no extra cost to the cardholder!

Item	Data
Number of cardholders	• 6,512
New accounts	• 51 new accounts added
Net retail spending	• 11% decrease from 2008

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Affinity partners contributed further to the Association by generously sponsoring a number of programs and events including:

- Life After Mac program of workshops & events for students
- Meals & Manners Etiquette Dinners
- Milestones program
- Family Series
- Women's Series
- Professional Development Day
- Peter George Farewell Tour
- Young Alumni events
- Homecoming
- Alumni Weekend
- Alumni Gallery & MAA Awards

Travel Program – 2009

Thirty travellers registered for alumni trips to Chianti and a river cruise of the Blue Danube in 2009. This represents a drop of about 30% from the previous year where forty-two travellers participated in 2008 in a total of nine trips. Eleven trips are offered in 2010 and to date, 23 travellers have signed up.

Upcoming Alumni Trips

- Italian Lakes 06/2010
- Aegean Sea 08/2010
- Provence 09/2010
- Morocco 10/2010
- India 11/2010
- Legends of the Nile 01/2011
- Switzerland 02/2011
- Cruising the Lesser Antilles 03/2011
- Guatemala 03/2011
- Panama Canal Cruise 03/2011
- Red Sea, Nile River, Holy Land 03/2011
- Tuscany 04/2011
- Ireland 05/2011
- Iceland 07/2011
- Northwest Passage 08/2011
- Greece and Turkey 09/2011
- Paris 09/2011
- Spain 09/2011
- Waterways of Russia 09/2011
- Grand Journey around the World 10/2011

benefits

12

contribute

Support **McMaster University**

Revenue generated through alumni participation in Alumni Services and Benefits programs allows the Association to support the University and its students. During the course of the year, the McMaster Alumni Association supported worthy student initiatives that enhance student life at McMaster.

The MAA is proud to have contributed a total of \$10,000 in support of:

- McMaster Marching Band
- McMaster Solar Car
- McMaster Inter Residence Council
- Medical Orientation Brunch
- McMaster School of Engineering Practice
- Relay for Life
- McMaster Right to Play
- McMaster Cancer Society
- McMaster Equestrian Society
- McMaster Kinesiology Dinner
- McMaster Students for Health Innovation
- McMaster Engineering Moonbuggy Project
- Global Citizenship Conference
- McMaster Aboriginal Health Conference
- Health Sciences Musical Committee
- Society of Off-Campus Students – Welcome Week & Student Leader Dinner
- Shinerama
- Bachelor of Health Sciences Year Book
- Student International Health Initiatives
- Arts and Science: Combining 2 Cultures
- MD Oath Ceremony
- 2010 BHSc Musical
- 2010 Charity Ball
- African Caribbean Association
- CLAY – Creating Leadership
- Brain Bee
- Be Aware Fair: Taking the Sting out of Stigma

The Association is currently under pledge towards the \$500,000 gift to Alumni Atrium within the David Braley Athletic Centre. The payment schedule for this gift is expected to be completed in October, 2013.



Joe Stephen, former president of the McMaster Alumni Association, announced a \$500,000 gift to the David Braley Athletic Centre.



Joe Stephen chats with McMaster University President Peter George.

contact



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