

McMaster University Alumni Association **Annual Report**

June 2010–May 2011

# 2010/2011



McMaster  
University  
ALUMNI



## McMaster University Alumni Association 2010-11 **Board of Directors**

PAST PRESIDENT	Rebecca Bentham '02
PRESIDENT	David Adames '92
FIRST VICE-PRESIDENT	Bill McLean '90
SECOND VICE-PRESIDENT	Mark Stewart '06
FINANCIAL ADVISOR	Don Bridgman '78
EXECUTIVE COUNCILLOR (Volunteer Mgmt)	Jennifer Kleven '90
EXECUTIVE COUNCILLOR (Alumni Outreach)	Candy Hui '04
EXECUTIVE COUNCILLOR (Student Relations)	Sean Baker '09
SENATE REPRESENTATIVE	Ian Cowan '71
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

# 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.

## 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 OUTREACH	Kathleen D'Amico '89
ALUMNI ASSISTANT	Anne Denny
ANNUAL GIVING ASSISTANT	Cheryl Earle
ALUMNI OFFICER, SPECIAL PROJECTS	Laura Escalante '97
ALUMNI OFFICER, SPECIAL PROJECTS	Christine Kennedy '96
NEW MEDIA COORDINATOR	Kyle Kuchmeyer '05
PRODUCTION COORDINATOR, PHONE PROGRAM	Marlene Loke
ALUMNI OFFICER, STUDENTS & YOUNG ALUMNI	Lori Moulden '06
ALUMNI OFFICER, DOMESTIC OUTREACH	John Popham '05
ANNUAL GIVING INTERN	Brennan Reurink '11
ALUMNI OFFICER, SERVICES & BENEFITS	Danielle Roy '04
ALUMNI OFFICER, LOCAL PROGRAMS	Amber Stuckey
SENIOR DEVELOPMENT OFFICER, ANNUAL GIVING	Jenny Thomson
PHONE CENTRE MANAGER	Samira Khajegi

## McMaster University Office of Alumni Advancement **Interns**

Melissa Campos '12, Valerie Kozina '12, Meggie MacDougall '12  
Usman Sajid '10, Kacie Shuster '11, Paul Weldon '12

# welcome

McMaster University boasts **147,878** alumni  
residing in **129** countries world-wide

**What a great year!** I've had a tremendous time serving as your president this year and I'm proud of all that we achieved together. We've made great strides in implementing new initiatives and enhancements in year one of the Strategic Plan and I'm looking forward to aligning our new Alumni community service program with the overall University plan. A highlight over my term has been the privilege to get to know and work with McMaster's new president, Dr. Patrick Deane and introduce him to so many alumni since he took office in July. As always, we hope to engage our alumni in all that we do. I invite you to review this report and share your thoughts on how we can continue to connect and engage alumni through 2011/2012 and beyond!



**This year has focused on enhancing** our strengths and to introducing a few strategic programs – expanding our professional development day into Toronto; increasing the opportunities for McMaster faculty to speak to an alumni audience and to increase our social media presence and engagement with alumni. We are pleased it's been another award-winning year for our program. Before we polish the hardware, we'd like to hear your thoughts, because in the end, it's your opinion that matters most to us. Drop us a line and let us know what you think!

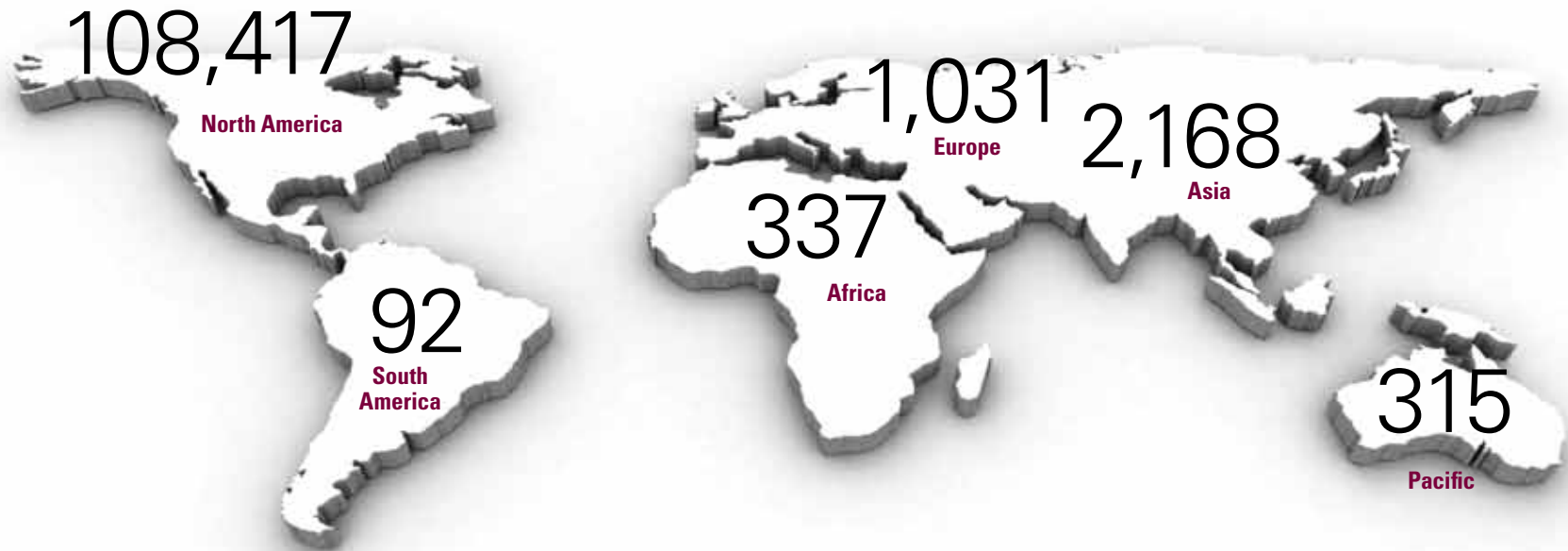


David Adames '92  
PRESIDENT  
McMaster University  
Alumni Association



Karen McQuigge '90  
DIRECTOR  
McMaster University  
Alumni Advancement

# global reach



McMaster University boasts **147,878** alumni  
residing in **129** countries world-wide

# by the numbers

2,635

male graduates in 2010

3,631

female graduates in 2010

48,409

alumni in Hamilton

36,217

alumni in GTA

\$9,434,826

gifts from McMaster alumni (Jan 2010 – Dec 2010)

147,878

total graduates

57% of graduates are within 20 years of graduation

10,864

alumni have attended an event, volunteered or made a gift in 2010

6,266

alumni graduated in 2010

3

# strategy

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## McMaster Alumni Association Board Meetings

Board Meeting	Highlights
JUNE 2010	<ul style="list-style-type: none"><li>• Board Orientation for new members</li><li>• Approved gift of presidential robes for Dr. Patrick Deane</li><li>• Approved sponsorship of McMaster Marching Band</li></ul>
SEPTEMBER 2010	<ul style="list-style-type: none"><li>• Received overview of Public &amp; Government Relations at McMaster</li><li>• Introduced idea of community service project</li></ul>
OCTOBER 2010	<ul style="list-style-type: none"><li>• Dr. Deane was guest speaker and discussed areas of focus for his presidency</li><li>• Received University Advancement overview</li><li>• Approved sponsorship of MAC TV</li></ul>
NOVEMBER 2010	<ul style="list-style-type: none"><li>• Continued discussion on community service program</li><li>• Approved 2011 Alumni Gallery inductees</li></ul>
JANUARY 2011	<ul style="list-style-type: none"><li>• Government Advocacy discussion with University Advancement and Student Leaders</li><li>• Board Committee struck on community service project</li><li>• Outreach committee hosted half day retreat</li></ul>
FEBRUARY 2011	<ul style="list-style-type: none"><li>• Received overview of Athletics &amp; Recreation</li><li>• Presented proposed community service project for pilot</li><li>• Approved 2011-2012 MAA Budget</li><li>• Approved sponsorship of CFMU &amp; MSU Charity Ball</li><li>• Approved awarding of Honorary MAA Membership to Dr. Deane and Distinguished Service Award to Dr. Panabaker</li><li>• Approved establishment of new Community Impact Award</li></ul>
APRIL 2011	<ul style="list-style-type: none"><li>• Arch Award and Albert Lager Prize winners confirmed</li><li>• Sponsorship of McMaster Marching Band and renewal of BMO McMaster MasterCard contract approved</li></ul>
MAY 2011	<ul style="list-style-type: none"><li>• Manulife Term Life contract renewal approved</li><li>• Approved sponsorship of Career Services E' Learning Program development</li></ul>

## Strategic Plan Summary 2010-2013

# plan of action

### GOALS

#### 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



169

videos posted by **alumni** garnering  
161,201 views and 351 subscribers

819

**alumni** tweets this year vs. 215 last year  
Total followers: 2,396



11

**Mac in a Minute**  
episodes this year  
vs. 15 last year

@ 62,093

**alumni** active email addresses  
vs. 56,604 last year

McMaster ▪ Times 2

issues this year year sent to

112,525

addressable **alumni**

communicate

WWW

20,654

**alumni** web community members  
this year vs. 19,175 last year



5,112

**alumni** facebook group members  
and 446 fan page members

**Maroon mail**  
e'newsletter  
editions

11

alumni@mcmaster

1,874,265

messages sent to **alumni**

[www.alumni.mcmaster.ca](http://www.alumni.mcmaster.ca)

80,348

visits from 147 countries: Top 5:  
Canada, US, China, India & UK  
42,898 unique visitors

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# get involved

## Events

in 2010-2011 – More than 10,864 alumni attended 152 various events held between June 2010 and May 2011.

### Program Highlights from 2010-2011

**Welcome Patrick!** On July 1, 2010 Dr. Patrick Deane, our seventh President and Vice-Chancellor took office at McMaster. Our first opportunity to introduce Dr. Deane to our alumni came even before he arrived on campus, with a Kingston 'send-off'. Association President, David Adames met with Dr. Deane on day one on the job and announced the Association's gift of presidential robes for our new president. Alumni in Ottawa, Hamilton, Toronto, Calgary, Vancouver, Victoria and New York all had the opportunity to get to know Dr. Deane through welcome receptions over the course of the year.



Patrick Deane's  
Installation as  
President at  
Fall Convocation

**New Programming:** Under the strategic plan, we sought new opportunities to engage alumni in meaningful ways. Amongst the initiatives, we introduced employer-based alumni events and kicked off this concept with a City of Hamilton alumni event which was very well received. As an extension of our already successful Women's Series, we expanded to bring a Women's Only Professional Development Day to Toronto to address the unique needs of career-minded alumnae.

In an effort to bring more of McMaster out on the road, we hosted a number of lectures with McMaster Faculty outside of the Hamilton area – from Oakville to Sudbury to Vancouver and Burlington. Podcasting select local lectures also enables us to include alumni at a distance in our programming and share our talented faculty with many more alumni. Finally, we targeted programming to another group that is growing here at McMaster and that is our graduate student body. Already alumni themselves, they value the networking opportunities and workshops that we are able to customize to their needs. These new initiatives encourage us to continue to seek new ways to bring alumni into our programming.

**Social Media:** How we communicate and interact with alumni continues to evolve with the ever-changing world of social media. The nature of our communication changed as we are actively engaging alumni on our social networks rather than simply pushing out information on these channels. The opportunities for virtual participation in the program increased greatly as we posted more video, podcasted lectures and increased the interactive contests and features within Maroon Mail. As the numbers show on our communications summary page, we are gathering more alumni to engage in this way.

**Cities** we visited in 2010-2011 – Barrie, Beijing, Brantford, Burlington, Calgary, Glendale AZ, Hamilton, Hong Kong, Houston, Kingston, Los Angeles, London ON, Melbourne, Mississauga, New York, Niagara, Oakville, Ottawa, Shanghai, Singapore, Stratford, Sudbury, Sydney, Toronto, Vancouver, Victoria, Washington, Waterloo

## Honorary Membership

Honorary membership in the Alumni Association recognizes the outstanding service of those who are not alumni.

**Dr. Patrick Deane**, McMaster's seventh President and Vice-Chancellor has demonstrated a sincere dedication to the McMaster community and has been an active participant in the Alumni Association. His indelible connection the Association is recognized through the granting of Honorary Membership in the Association.



## Distinguished Service Award

The highest volunteer award given by the McMaster Alumni Association, the Distinguished Service Award recognizes outstanding contributions and extraordinary dedication to the Alumni Association.



**John Panabaker B.A. '50, M.A. '54, L.L.D '81**

Dr. Panabaker's studies in economics led him to a distinguished career in financial services. John made time to stay involved at McMaster in several significant roles volunteering for Board of Governors as an alumni representative and later served as the Board's chair. He was a member of the McMaster Museum of Art's administrative board and from 1986 to 1992, John served with distinction as Chancellor of McMaster University. John's long-term loyalty and dedication to McMaster University and the McMaster alumni community make him an outstanding candidate for the Distinguished Service Award.

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.

# recognize 8 achievements

# accolades

## Alumni Gallery

Alumni Gallery inductees have led fascinating and accomplished lives and set high standards of achievement for McMaster's current students, alumni and the greater community. This most prestigious honour is bestowed by the Alumni Association on the following eight alumni.



**Walter Booth Engineering '62** is currently the Chairman of the Timberland Group of Companies. Timberland, based in Woodstock, Ontario, is known worldwide for providing utility equipment and machinery to the hydro, telecommunications, marine and mining industries. Walter is known for his generosity in the McMaster and local community.



**Stephen Elop Engineering '86** was appointed CEO of Nokia, the first non-Finn to hold the position. Prior to the appointment, he was the president of the Microsoft Business Division and oversaw the Information Worker, Microsoft Business Solutions and Unified Communications Groups. He was awarded an Honorary D.Sc from McMaster in 2009.



**Michael Hayes Social Sciences '79, Health Sciences '85, Sciences '89** is the Director of Health Education and Research, University of Victoria. His research interests involve social geographies of health, and health and public policy. He is Principal Investigator of the Urban Structure, Population Health and Public Policy project in the Vancouver area.



**Kenneth Roberts Humanities '69** shares his love of reading as the Chief Librarian of the Hamilton Public Library and by teaching Public Library Children's Services at UBC, Children's Literature at Simon Fraser University and Storytelling/Puppetry at the University of Lethbridge. He has been Storyteller in Residence for the Vancouver School Board and Games Master for the World Improvisation Championships.



**Sandra Stephenson Social Sciences '78** practices law at Lazier Hickey in the areas of estates and corporate/commercial matters. Sandra is presently the Chair of the Board of Hamilton Community Foundation and a Director of Hamilton Health Sciences, the Hamilton Club, and Chedoke Health Corporation. She is also the Past Chair of the Board of St. Peter's Health System, a Past President of the Hamilton Law Association and of the Rotary Club of Hamilton.



**Daniel Stepaniuk Humanities '92** is the Vice-Principal at Ancaster High. He has been a teacher, soldier and a leader in the Royal Hamilton Light Infantry. In 2008, he was deployed to Haiti on the United Nation's OP MINUSTAH where as the Missions' Operations Officer, he led the planning efforts. His work there resulted in a Chief of the Defence Staff Commendation.



**Bob Williamson Humanities '62** is a retired Hamilton Secondary School Administrator and former Commanding Officer of H.M.C.S Star, Hamilton's Naval Reserve Division. For almost twenty years, Bob has been honing his heritage public speaking skills on topics including Untold Naval War of 1812 and Hamilton's Sesquicentennial Story. He has retired a number of awards including the Ontario Senior Achievement Award.



**Anne-Marie Zajdlík Health Sciences '90** founded and directs the Masai Centre for Local, Regional and Global Health, in response to the growing numbers of HIV/AIDS patients in the Guelph area. An international AIDS activist, in 2005, Anne-Marie launched the Bracelet of Hope campaign which achieved its goal in 2008 of raising \$1 million for the fight against the AIDS pandemic in sub-Saharan Africa.

## Albert Lager Prize for Student Initiative

recognizes current students who make outstanding contributions to their Faculty, program or to McMaster University. Congratulations to this year's winners!

<b>Farhana Alam</b>	<b>2nd Year, Health Sciences</b>
<b>Don Courchesne</b>	<b>4th Year, Humanities</b>
<b>Navpreet Dhillon</b>	<b>4th Year, Life Sciences</b>
<b>Heather Anne Fisher</b>	<b>4th Year, Science</b>
<b>Leo Nupolu Johnson</b>	<b>4th Year, Social Sciences</b>
<b>Yang Lei</b>	<b>4th Year, Arts and Science</b>

## Arch Award

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



**Beverly Goodman PhD '06** was named an Emerging Explorer by National Geographic magazine in 2009. Goodman was recognized for her work exploring the complex ways nature and humans interact on coastlines, more specifically, the causes and frequency of tsunami events.



**Sameer Hajee BENG M '98** is the current CEO of Nuru Energy, a social enterprise whose mission is to create an affordable off-grid electricity infrastructure that serves the primary energy needs of base-of-pyramid (BoP) consumers. Nuru Energy was seed-funded by the World Bank in 2008 and was a recipient of the 2010 UNEP Sasakawa Prize.



**Chitram Lutchman MBA '00** coordinated the safe and complete start-up of Canada's first commercial Steam Assisted Gravity Drainage plant in the Oil Sands of Alberta. The environmental footprint left by the technology is extremely small. A published author on practical project management, Chit volunteers his time in the Calgary community and his native West Indies.



**Jennifer Mitton BSCN '99, PhD '07** has worked as a front-line public health nurse since graduation focused on substance abuse prevention, school health and tobacco cessation. She has presented papers at national and international levels and results of her qualitative research resulted in the theory "Staying in Control: Balancing Definitions of Self".



**Tina Powell BA '07** is an award winning author of children's books. She is the recipient of the 2005 Mississauga Emerging Literary Artist Award. Her children's book If You Could See What I See... raised \$58,000 for the Canadian Red Cross U.S.A. Appeal in the aftermath of the 9-11 terrorist attacks and has been accepted into the National September 11 Memorial Museum in NYC.

# awards

**CASE: The Council for Advancement and Support of Education**

**GOLD: District II – Online/CD/DVD content** "Mac in a Minute"

**GOLD: District II – Creativity on a Shoestring** "Flipping to Say thanks"

**SILVER: Circle of Excellence – Fundraising Programs: Stewardship**  
"Bucky Balls – Donor thank you video"

**CCAE: Canadian Council for the Advancement of Education**

**GOLD: Creativity on a Shoestring**  
"Bucky Balls – Donor thank you video"

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# services

## Services & Benefits

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.

### Home & Auto Insurance – TD Insurance Meloche Monnex

Offering group home and auto insurance to alumni, students, faculty and staff, our program with TD Insurance Meloche Monnex experienced exceptional growth in 2010. TD continues to be a supportive MAA partner in sponsoring a number of events throughout the year.

Item	2009	2010
Number of participants	• 8,608	• 9,796
Number of policies	• 15,641	• 17,836
Written premiums		• 21% growth over 2009
Retention rate	• 93%	• 94%

### Life, Health & Disability Insurance – Manulife Financial

Manulife Financial has offered comprehensive insurance at preferred rates to McMaster alumni for nearly thirty 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.

Item	2009	2010
Number of participants	• 1,797	• 1,745
Annualized premiums		• 2.3% growth over 2009
Customer satisfaction rating	• 8.5/10	• 8.5/10
Participants in Milestones program	• 187	• 140

### 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	2009	2010
Number of cardholders	• 6,512	• 6,485
New accounts added	• 332	• 320
Net retail spending		• 1.6% growth over 2009

### Travel Program

The alumni travel program continues to expand its offerings and is attracting new travellers. Working with trusted partners providing high quality experiences, the travel program is released via an attractive wall calendar so that travellers can plan their selections well in advance of the release of individual trip brochures.

Item	2009	2010	2011
Trips offered	• 4	• 11	• 18
Travellers	• 21	• 26	• 39 (as of May 31, 2011)

### Careego – Active Career Management

For the past year, this interactive online community has offered McMaster alumni online support for their career needs. The site offers video advice by career experts, in-depth personal assessments, how-to guides, career-focused podcasts, an expert blog and access to Careego's unique on-call career coach.

# contribute

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.

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## Affinity partners

contributed 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
- Patrick Deane Welcome Receptions
- Young Alumni events

## Support

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 \$12,550 in support of:**

- MSU - Horizons
- SOCS
- CLAY - Creating Leaders among youth
- Empowerment Squared
- Community Engagement and Volunteer Fair
- Right to Play
- WISE - Women in Science and Engineering
- SIHI - Student International Health Initiative
- Global Citizenship Conference
- Combining Two Cultures
- BHSc Year Book
- BHSc Musical
- SOCS - FROST WEEK
- Frost Week - MSU Who Day
- Kin Games
- Chemical Science - Grad Information Fair
- MAC V-Day
- Charity Ball
- TedX - McMaster University
- McMaster Health Forum Student Sub-committee
- AISEC - Student Leader Dinner prize
- McMaster Marching Band

# 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 .





# contact



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