

Foundation & Alumni Meeting
February 12, 2009 12 p.m.
Douglas Room
Cumming Hall, NSAC
Minutes

Attendance: Laurie Hennigar
Ken Peacock
Bernie MacDonald
Arnold Hagen
Dwane Mellish
Jean Lynds
Jim Goit
Alisha Hannam

Regrets: Steven Healy
John Hutchings

Guest: Ted Jordan – ScotiaMcleod

1. Portfolio Position

Ted Jordan spoke prior to the meeting officially commencing. Ted gave an update on foundation investments. He also discussed the economy in general. He indicated if we maintain investments with cash flow endowments as a priority, we will continue to be in good standing.

Jim explained because of lower investment returns, the normal \$25,000 endowment we require may not generate the \$1,000 payout this year. This will affect only those accounts that have not had time to build up a reserve. After some assessment of each case, Jim will talk to living donors to see if they can make up the difference for the time being, or we may decide to hold back or reduce a few scholarships next year to let the money build up.

2. Review of agenda

Arnold welcomed all and called the meeting to order after lunch and Ted's overview. The agenda was approved. **Moved Hennigar/Lynds. Carried**

3. Minutes of June 17, 2008

Minutes from previous meeting were highlighted by Jim Goit. **Moved Lynds/Mellish. Carried**

4. Business Arising

• **Membership Update**

- Jim gave a report on membership, indicating applications for new members had been put fourth months ago. Laurie explained it is a lengthy process and recommended we start pushing. Jim committed to

check into it and will target June for a full board.

- **Alumni Family Bursary**

- Jim explained the requirements of the bursary and indicated that approximately 30 students were eligible this year based on their family ties. He reported that 13 students received support this year. Jim said that \$30,000 could have easily been awarded to students, but there was only \$10,000 committed by the funds. Arnold supported the idea and suggested that the fund needs to become four times larger.

5. New Business

- **Current Fundraising Update**

- Jim gave an overview of the fundraising situation. He indicated we are on target in terms of total donation value, but we are well below in the total number of donors compared to previous years. We are not acquiring new donors and we are losing current donors.

- **Introduction of Alisha Hannam, Development Officer and Development Plan**

- Jim introduced Alisha Hannam, NSAC's new Development Officer. She will be helping with NSAC's fundraising initiatives and working with alumni. He reported that this was one of the recommendations of the recent audit of the Development function at NSAC conducted by RBR.

Alisha outlined the draft development plan for the next few years, which was based on recommendations of the audit.

Jim talked about the phone campaign that he and Alisha will be executing the second week of March. Students will be contacting donors who gave in the past three years, but not this year and asking for a specific donation to the Alumni Family Bursary. Students will also be contacting those who made a donation this year and thanking them for their gift. Jim indicated our goal for the campaign is \$50,000.

- **Brainstorming for Alumni Family Bursary**

- Jim asked for ideas on how we can increase the Alumni Family Bursary. He also mentioned we will be looking for help with major donor prospecting within the next year.
- Dwane mentioned we need to build the alumni side as well as the foundation to keep a balance. That way we can engage alumni. Jim said NSAC is hoping to plan more events, etc and that the Board would be a help in that endeavour.

- Laurie mentioned the alumni party in the Valley a few years ago and how useful it was to recruit and retain students/alumni. Future students were able to chat with alumni.
- Dwane suggested we need to do more with all of the alumni we have locally.
- Arnold mentioned Jost Vineyards for an alumni event as the owner is an alumni. We could rent a bus and go for a tour. This idea was well received.
- Jim talked about Chartwells box at the Metro Centre and how we want to host an alumni event there, possibly during a curling event.
- Arnold suggested we assign a committee to get alumni together in different areas.
- Dwane mentioned Moncton Farm Mech show is like an alumni reunion. People go just to see each other. Bernie and Jim are going this year. NSAC will be represented at the Outstanding Young Farmer Event.
- Arnold mentioned the annual Agricola golf event. He indicated that he felt that it was hard to talk to people who were not in the group you were golfing with. Dwane suggested we gather local alumni and go to Riverun Golf Club for a steak night some Friday. Ken suggested a “class challenge”.

- **Events and Functions**

- Jim mentioned Open House will take place on Thursday, July 23.
- He also indicated how successful the fall alumni banquet was.
- Convocation will take place on Friday, May 1.
- Arnold suggested a smaller committee get together and have a separate meeting to make a calendar of alumni events. Jim suggested we should shoot for two-three good events.
- Laurie asked about investment committee. Jim suggested Laurie join as Dick will want to drop off. Laurie agreed. Arnold also joined.

- **Update on University Governance**

- Bernie gave an update on governance. He suspected five to seven candidates were submitted to the interim board for processing and to move forward. He hopes the board will be in place by the end of February. Bernie also indicated that employee designation letters were distributed in January. Employees were designated as either going to the new NSAC entity or remaining as a civil servant.

6. Next meeting – late May/ Early June 2009

Motion to adjourn by Hagen.