



ACADIA
ALUMNI



2020-2021



ACADIA ALUMNI ASSOCIATION

ANNUAL GENERAL MEETING

Saturday, May 8, 2021

9:30 a.m.

Virtual

Donalda MacBeath ('75), Presiding

AGENDA

1. Welcome – D. MacBeath
2. Technology Use for Meeting – D. MacBeath
3. Approval of Agenda
4. Approval of Minutes of AGM of May 9, 2020 (Pg. 3)
5. Greetings from President Ricketts
6. 2020-2021 Annual Report – D. MacBeath/O. Proudfoot (Pg. 6)
7. 2020-2021 Treasurer's Report – T. Walker (Pg. 21)
8. Proposed Amendments to the Alumni Association's Constitution – K. Power (Pg. 25)
9. Questions
10. 2020-2021 Nominations Committee Report – R. Conrod (Pg. 27)
11. Closing Remarks – D. MacBeath
12. Adjournment

MINUTES: 2020 ANNUAL GENERAL MEETING

May 9, 2020 – 11:00 am
Virtual

1. Welcome - Call to Order

The meeting was called to order by President Ryan Conrod. A brief technology overview was provided to those in attendance.

Registrants were provided with a copy of the Acadia Alumni Association Annual Report, inclusive of the agenda, minutes of the 2019 AGM and various reports that will be referenced throughout the meeting.

Quorum was established with 44 participants in attendance. Alumni were in attendance from coast-to-coast in Canada as well as international.

R. Conrod acknowledged the attendance of Oonagh Proudfoot, the acting Manager of Alumni Affairs. R. Conrod thanked the staff for the time and effort put into preparing for this year's AGM.

2. Approval of the Agenda

Motion: Moved by Stephanie Reid, seconded by Tony Stewart that the agenda be approved as circulated. Carried.

3. Approval of the Minutes of AGM of May 11, 2019

Motion: Moved by David Davidson, seconded by Matt Rios that the minutes of May 11, 2019 be approved as circulated. Carried.

4. Greetings from President Ricketts

R. Conrod recognized the support and leadership from Dr. Ricketts and invited him to address the meeting. Dr. Ricketts welcomed those in attendance and thanked the alumni for their contribution to the University. Dr. Ricketts acknowledged two notable losses to the Acadia Alumni family, Bruce Phinney and Heidi Stevenson.

Dr. Ricketts noted the attendance of Taylor Wilson, Life President Class of 2020 and thanked her for her support and leadership through these unprecedented times. Convocation 2020 has been postponed due to the pandemic. Graduates will be recognized, and degrees conferred and distributed over the coming week.

Dr. Ricketts acknowledged and thanked the faculty and staff for "stepping up" in these challenging times. Summer operations will be reduced, and the faculty and staff are preparing for on-line course delivery. The pandemic has created financial uncertainty and efforts are underway to limit any long-term damage to Acadia University.

Dr. Ricketts addressed questions from the floor.

5. 2019-2020 Annual Report

R. Conrod shared the highlights of the 2019-2020 Annual Report as circulated. The Alumni Association remains in a healthy financial position. The Board of Directors participated in a Board Retreat (on-campus) in May 2019. A strategic planning process was led by Mike Kennedy, resulting in the approval of a 5-year plan in March 2020. The Strategic Themes: Lifelong Engagement, Going “Upstream”, Leadership in Career Services and Mentorship and Strategic Communication were highlighted.

R. Conrod noted the departure of Ian Murray from the Alumni Office to take on a new role within the President’s Office. I. Murray was thanked for his support and leadership during his time as Executive Director.

R. Conrod thanked Dr. Rod Morrison, Oonagh Proudfoot and staff for the ongoing support of the Association.

R. Conrod thanked the outgoing members of the Board of Directors: Marian Reid, Rebecca Carr, and ex-officio member Olivia Bryant for their service.

O. Proudfoot shared the highlights of the 2019-2020 Annual Report as circulated. Several events of note included a GOLD (Graduates Of Last Decade) reception held by Nancy McCain, the virtual alumni events planned for 2020 and the Class of 2020 events.

6. 2019-20 Treasurer’s Report

Tammy Walker shared the highlights of the 2019-2020 Financial Report as circulated. The Alumni Association concluded 2019-2020 with revenue in excess of expenses of \$136,000. The multi-year liability associated with the Alumni Association contribution to the *Campaign for Acadia* was noted and is within the financial means of the organization. The Association remains in a healthy financial position, concluding the year with Total Assets of \$1,580,000.

T. Walker addressed questions from those in attendance.

Motion: Moved by Tammy Walker, seconded by Hilary Arenburg Gobien, that the Financial Report for the period ending March 31, 2020 be approved as circulated.

7. Questions

Members present were provided an opportunity to ask questions from the floor. Positive feedback was received regarding the on-line format, providing opportunities for alumni from various locations to attend the AGM.

No further questions were received from the floor.

8. New Business

No new business was tabled.

9. Nominations Committee Report

Geoff Irvine reviewed the report of the Nominating Committee as circulated. The Nominations Committee remains committed to the diversity of the Alumni Board and the Alumni nominations to the Acadia University Board of Governors. The outgoing members of the Alumni Board were thanked for their service.

The Nominations Committee proposed the following members for appointment to the Acadia Alumni Board of Directors.

- Natalie Irwin '01
- Tiffany James '14
- Kelton Thomason '07, '10
- Olivia Shive '21 Ex-Officio

Candidate profiles were available in the handout material.

A call for further nominations was made three times. With no nominations from the floor, nominations to the Acadia Alumni Board of Directors were closed.

Motion: Moved by Geoff Irvine, seconded by Fred Gilbert that nominations close. Carried.

Motion: Moved by Geoff Irvine, seconded by Jeff Aucoin that the candidates as proposed be appointed to the Acadia Alumni Board of Directors. Carried.

Motion: Moved R. Conrod, seconded by F. Gilbert that the slate of Officers and Directors be approved as presented. Carried.

10. Closing Remarks

Donalda MacBeath provided closing comments for the 2019-2020 AGM. D. MacBeath thanked the outgoing Board members for their service and welcomed the newly elected Officers and Directors. Ian Murray was thanked for his service and he was wished well in his new role. Ryan Conrod was thanked for his leadership and service to the Alumni Association and the University. Ian and Ryan will be presented with thank you gifts on behalf of the Alumni Association at a later date.

D. MacBeath closed the meeting by thanking those in attendance.

11. Adjournment

With no further business the meeting was adjourned at 12:28 pm (Atlantic Time).

Motion: Moved by Ted Upshaw, seconded by Christine Luckasavitch that the 2020 Acadia Alumni Annual General Meeting be adjourned. Carried.

2020-2021 ANNUAL REPORT

From the President of the Association

Notwithstanding a global health crisis, the Acadia Alumni Association has had a successful and productive year because of the hard work of many coupled with the willingness of all to create new and meaningful ways to connect with our alumni and the greater Acadia community. While the pandemic has presented many challenges for our work, the Alumni Office staff and the Association's Board of Directors have kept our alumni-driven initiatives moving forward. Many thanks to everyone for their hard work.

There have been several changes in Advancement and the Alumni Office in 2020-2021. In July Oonagh Proudfoot moved from her role as Manager of Alumni Affairs (Acting) to Executive Director, Alumni Affairs. Oonagh had stepped into the acting role when Ian Murray was seconded to the Office of the President as Executive Director to the President, Communications and Government Relations. Oonagh is committed to building the strength and vitality of our alumni program as Executive Director. She brings passion as well as over 20 years of Acadia experience to this important role. We wish Oonagh every success! Melanie Jackson, formerly an Events Coordinator in the Alumni Office, agreed to assume the role of Senior Alumni Officer (Acting), and seamlessly transitioned into that role in September. She has brought her many talents, including her amazing organizational skills to the job and, as a result, the Association has made great progress on several matters, including our electronic document sharing, storage and retrieval system.

In November, Dr. Rod Morrison, Vice-President, Advancement, announced his retirement effective as of the end of February 2021. Rod joined Acadia in 2012 and during his eight years at Acadia was instrumental in rebuilding important relationships in our alumni community, establishing new partnerships with corporate and foundation donors, and revitalizing alumni relations. We thank Rod for his many contributions to Acadia and wish him a very happy and well-deserved retirement. With Rod's retirement, Nancy Handrigan ('92) was appointed Vice-President, Advancement (Interim) effective as of March 1, 2021. Nancy is well-known within our alumni community in her past role as Executive Director of Philanthropy and more recently in her added role of Campaign Director. She and Rod were instrumental to the successful conclusion of the historic *Campaign for Acadia*. We wish Nancy every success in her new role and look forward to working with her.

The Acadia Alumni Association Board of Directors met as a full Board on May 9 and October 24, 2020 and on February 6, 2021. The Executive Committee met monthly and the standing committees of the Board, including Finance, Governance, Awards, Communications, Nominations and Young Alumni, met regularly or as needed. I would like to take this opportunity to thank the Board Directors, Committee Chairs and Committee members for their work this past



year. During this very different year, our work has largely been accomplished in the virtual world starting with our Board Meeting on March 28, 2020, followed shortly by our Annual General Meeting on May 9, 2020.

As you will hear in the Treasurer's Report, the Alumni Association completed the year in a good financial position.

Key Alumni Association accomplishments for 2020-2021 include:

- Hosting our first-ever virtual Annual General Meeting in May and Homecoming 2020 in October;
- Ongoing financial support to initiatives of Acadia Athletics and the Acadia Students' Union through multi-year agreements;
- \$100,000 contribution to Acadia's COVID-19 Student Relief Fund providing bursary assistance to students financially impacted by the pandemic;
- Work on our 2020-2025 Mobilizing Connections Strategic Plan, including the development of a Career Services proposal for Acadia students and growth in virtual programming to engage a broader alumni community;
- Creation of a fund to support the development of an Alumni Association-sponsored speaker series on campus. This speaker series, currently under development, recognizes Dr. Fred Gilbert ('65), a Board Director of the Alumni Association, who passed away in November of 2020;
- In conjunction with the University, work on moving the alumni *Bulletin* magazine to a digital format along with collaboration on the alumni e-Newsletters and social media communications;
- Maintenance of our affinity programs that provide valuable services to alumni and grow the revenue of the Association.

We continue to have a strong level of engagement with the University. In particular, University President and Vice-Chancellor Dr. Peter Ricketts makes time to connect with our alumni as often and wherever possible. He regularly attends our Board Meetings and Annual General Meeting to provide University updates. We greatly appreciate his involvement and support.

I would like to acknowledge the Directors who will be retiring from our Board: Tony Stewart ('72) and Ryan Conrod (also currently serving in his capacity as Past President of the Association, '06), and ex-officio Board member Taylor Wilson ('20), Life President of the Class of 2020. We thank them for their many contributions and dedication to the work of the Acadia Alumni Association and the Board of Directors.

Sadly, I want to recognize the passing of Dr. Gilbert who, as mentioned, passed away in November while serving as a Director of the Acadia Alumni Association Board for a third (two-year) term. Upon his retirement as President of Lakehead University in Ontario, Fred

and his wife Diana returned to Nova Scotia, where they started an organic farm. Fred became a fixture at local Farmers' Markets on the South Shore. Fred also served as a member of the Executive Committee of the Alumni Association Board and on the Governance Committee. Fred made many and very valuable contributions to both the Alumni Association and the Board of Directors. He was always willing to share his perspective (based on his experience in post-secondary education) on the many matters addressed by the Board and made sure that our written records were grammatically correct.

Respectfully submitted,

S. Donalda MacBeath ('75)
President, Associated Alumni of Acadia University

From the Executive Director of Alumni Affairs

The past year has truly been an opportunity for growth and creativity in how we engage our alumni community. At the beginning of the pandemic, I think we all reacted with “what do we do now?” The year has entailed a great deal of learning, adjusting and implementing of new ideas and program components. And, thanks to an incredible team at the Office of Advancement and the Alumni Association Board, we have seen a tremendous number of successes over the last 360 days.

Leadership and Staffing

This year saw the much-deserved retirement of Dr. Rod Morrison. It was a true pleasure to have him lead the Advancement team at Acadia. Rod retires having made a significant contribution to the advancement of Acadia University and we will forever be in his debt and full of gratitude to him. Dr. Morrison handed the torch to Ms. Nancy Handrigan to lead the Advancement Team until a permanent Vice-President is appointed. We are grateful to have Nancy at the helm in picking up on the momentum created by Rod and leading us in our next achievements. The rest of the Advancement team has seen several changes this year as well. Most notably is the appointment of Melanie Jackson in the acting role of Senior Alumni Officer. Melanie brings diligence, attention to detail and incredible organizational skills to this critical role in supporting the Alumni Association and its work. We are a year into Ms. Donalda MacBeath's presidency. Her support, leadership and nimbleness have been very much appreciated by me as we maneuver through this very different landscape and she “pivots” along with us.

Alumni Engagement

The alumni events program looked very different this year. We are delighted with the depth and breadth of the program offering with our virtual events series that began last May with a panel presentation on “Wellness in a Time of Isolation”. Since then, there has been a session every second week, fairly consistently, and all have been well received with favourable feedback.

"I'm really enjoying these virtual events. They are well presented, the technology is working great, and they are also relevant and interesting. It's also great to hear what research is being done at Acadia too! Thank you!" - Participant

Each of the sessions is recorded and made available to the alumni community to view on their own and as often as they like. Some of the sessions have been seen well over 200 times. We will take a bit of a break from the Virtual Events series during the month of May as we host both the AGM and the Alumni Awards Celebration. We will return to the regularly scheduled program in June with "Gardening for People and the Planet".

Admittedly, there was a fair amount of nervousness felt by the team heading into Homecoming season in a virtual world. To say that we turned Homecoming, as we once knew it, upside down, would be an understatement. In true Acadia form, our alumni turned out in full force for "There's No Place like Homecoming". The two-day program included a variety of offerings from interviews with several alumni in "Where are they now?" to highlight varsity games to musical entertainment and much more. The sessions, both live and recorded have been viewed consistently on average between 200 and 300 views, with 660 views for Sunday morning's chapel service! Even in our virtual world, we were able to physically reach our alumni with "HOCO in a Box". Alumni responded to our invitation to receive a Homecoming celebration in a box which was a variety of Acadia branded, red and blue items to help them celebrate HOCO no matter where in the world they were. Seen here are Paul ('12) and Nicole ('12) Kurceba and Kris ('11) and Jenny Westblom proudly displaying and clearly enjoying their HOCO in a Box.



Other virtual highlights this year included our first-ever virtual, but 107th in total, Tully Tea! The turnout was fantastic with so many of our Tully alumni commenting that it was the first one that they have been able to attend.

"It was a wonderful way to celebrate the history of Tully and to share stories with others despite the challenges that COVID has created. I helped organize Tully Tea for 3 years (2014-2016) as an RA and it was always my favourite part of the

year. I now live in Alberta so making it back for an in-person tea is much more difficult so I was thrilled to be able to join in!" - Participant

Next up is our virtual celebration of our Alumni Association award winners. We are delighted to be offering a visual experience for all with the launch on the evening of May 31. We hope to see you there.

A tremendous congratulations and thank you to Sandra Symonds, our Events Coordinator for all the “pivoting” that she has done this year, as well as the creativity and idea generation that she brings to our events in our current virtual world.

Communication

In a virtual world, the most important medium is communication platforms. Communication with our alumni has always been a priority. In this last year, the ways in which we communicate with our alumni have increased in platform as well as in frequency. We strive to continue to offer quality messaging and purposeful delivery. This effort is aided and supported by the Communications Committee of the Alumni Association and internally under the strong leadership and direction of Fred Sgambati. Many thanks to our team and those involved in producing high-quality correspondence with our alumni (Please see Communications Report on page 14).

Campus Support and Involvement

One of the main ingredients of the success in our alumni engagement over the last year is due to the support and participation of our faculty and staff at Acadia. I offer a very sincere thank you to those who have graciously given of their time, commitment, passion and knowledge in our virtual events series and for the support, in general, that we receive from our campus colleagues. We are all in this together.

Congratulations to Grad Class 2021

Finally, I offer a huge congratulations to the graduating class of 2021. The resiliency that the entire class has shown, in particular, the Life Officers under the direction and leadership of Olivia Shive, Class President, has been awe-inspiring. We welcome you to the alumni community as our newest members of the GOLD club – Grads Of Last Decade.

It looks like we will be continuing in a very cautious world for the foreseeable future. While I look forward to being back on the road and visiting with our alumni around the world, I am also excited about our upcoming events. We hope to have our annual golf tournament in July with a small, manageable, socially distanced group of golfers at KenWo, strictly following the parameters set in place by the province of Nova Scotia and the golf course itself. For those of you looking forward to HOCO 2021, we invite you to “Walk Home for Homecoming”! - a virtual walking club to join over the next few months leading into October. Walk the mileage equivalent from your home to ours, here in Wolfville. If you live close by, join the group anyway and log on some serious miles over the spring and summer months. Physical activity and overall wellness are important, in fact,

critical in our current times. Thank you to Melanie Coleman for her contribution of developing the creative for this initiative, and, for the overall support that she provides on a daily basis to the Alumni team and our alumni community.

Sincerely and respectfully submitted in Acadia spirit,

Oonagh Proudfoot ('93 & '06)
 Executive Director, Alumni Affairs, Office of Advancement

Office of Advancement Event Schedule 2020-2021

Date	Event/Topic	Speaker(s)
2020		
May 9	Acadia Alumni Association AGM	
May 9	Acadia Alumni Association Meeting	
May 11	Wellness in a Time of Isolation: Mental Health; Spiritual Health; Physical Health and Nutrition	Dr. Kathryn Bell Reverend Dr. Anna Robbins ('93, '97) Professor Barb Anderson ('77) Dr. Jonathan Fowles
May 25	Fish That Live in Trees	Dr. Suzie Currie ('91)
June 8	Anne of Green Gables: Conservative Icon or Stealth Feminist?	Dr. Laura Robinson ('88)
June 22	The Science of Relationships in a Time of Isolation	Dr. Lisa Price ('89) Dr. Diane Holmberg
July 6	The Acadia Café: Coffee Break Discussion about Networking	Ms. Michelle Larsen ('99) Mr. Matt Rios ('14) Mr. Max Abu-Laban
July 20	COVID-19 and Physical Wellness: The Unexpected Catalyst for Action	Professor Ann Dodge ('91) Ms. Sarah Charnock ('19)
August 10	The Economics of a Pandemic	Dr. Maurice Tugwell Ms. Tammy Walker ('92) Ms. Nicole Morrison Mr. Tyler Veriker ('11)
August - September	Summer Reunion Pen Pal Program	
September 15	Who is Len Hawley?	Mr. Len Hawley
September 28	Insurance Needs and Questions	Mr. Scott Grant ('93) Ms. Carlene Richter
October 7	Acadia Alumni Board Orientation	
HOMECOMING WEEKEND		
October 17-18	Online Auction for Acadia Athletics	
	Where Are They Now?	Mr. Rob Ramsay ('10) Ms. Lindsay Ramsay ('10)
	Acadia Athletics: Where Are They Now?	Mr. Bob Cameron ('77, '78)
	Football Reunion Invitation	Mr. Derek Smith ('05)
	1981 Vanier Cup Football Game	
	Where Are They Now?	Mr. Rob McGregor ('87)
	Acadia Athletics: Where Are They Now?	Mr. Paul McFarland ('10)
	Basketball Reunion Invitation	Mr. Steve Pound ('72, '75)
	Trivia by the Acadia Students' Union	
	Virtual Variety Show	

	1993 CIAU Hockey Nationals Gold Medal Game	
	Where Are They Now?	Ms. Oksana Kovalenko ('12)
	Poem Reading: "When We Love, We Cry"	Ms. Sheree Fitch ('94, '04 HON)
	Chapel Service and Choir Event	Reverend Dr. Marjorie Lewis Mr. John Scott ('06)
	Acadia Athletics: Where Are They Now?	Ms. Andrea Burk ('06)
	2015 Women's Rugby Championship	
	Book Reading: <i>Everybody's Different on Everybody Street</i>	Ms. Sheree Fitch ('94, '04 HON)
	Acadia Athletics: Where Are They Now?	Ms. Cindy Tye ('94)
	2019 USPORTS Women's Soccer Championship (Quarterfinal Game)	
October 24	Acadia Alumni Association Meeting	
November 9	The Reality of Science: A scientist's experiences on the reality TV show <i>The Curse of Oak Island</i>	Dr. Ian Spooner
November 23	Lessons Learned from Writing a Community History	Ms. Laura Churchill-Duke ('98)
2021		
January 18	The U.S. Election: The Good, the Bad and the Ugly	Professor Paul Black ('00) Dr. Jeffrey Sachs Ms. Meg Cuming ('99)
January 25	Hindsight is 2020	Reverend Dr. Marjorie Lewis
February 6	Acadia Alumni Association Meeting	
February 8	A Labour of Love: Understanding (and tastings from) the Nova Scotia Wine Industry	Ms. Gina Haverstock Dr. Matt McSweeney
February 22	Diversity at Acadia: Fact and Fiction to Action	Mr. Junior Moaku ('19) Ms. Tracey McGillivray ('87) Ms. Zabrina Whitman Mr. Robert Ffrench ('04)
March 8	Out of Milk: Infant Food Insecurity in a Rich Nation	Dr. Lesley Frank ('95)
March 14	Tully Tea	
March 22	Municipal Government and Women in Government	Mayor Wendy Donovan Mayor Pam Mood ('82) Ms. Emily Lutz ('20)
April 12	House Call: Question and Answer Period with the Doctor	Dr. Trevor Jain ('93)
April 26	Imagining Ourselves Otherwise: The Value of Video Games as a Humanities Research Tool	Dr. Jon Saklofske

Awards

The 2020-2021 award recipients were announced and celebrated on social media, in the e-Newsletter, and in the *Bulletin*. Below is the complete list of the past year's award recipients:

2020 The Athenaeum and Acadia Alumni Student of the Year

Mr. Liam Maaskant ('19)

2020 Outstanding University Service Award

Ms. Cheryl MacDonald ('00)

2020 Isaac Chipman Award for Excellence in Alumni Service

Mr. Geoff Irvine ('87)

Honorary Alumnus

Mr. Ian Morrison (Former General Manager of the Acadia Students' Union)

2021 Distinguished Alumni Award

Dr. Blye Frank ('77, '81)

2021 Outstanding Young Alumni Award

Ms. Kayla Mansfield-Brown ('14, '19)

2021 Excellence in Teaching Award

The recipient will be selected shortly, and details will be shared at that time.

Scholarships

Each year the Alumni Association, through their partnership with Acadia Athletics, awards two scholarships to female athletes. This year's recipients were **Holly Ann Buckler ('20, Women's Soccer)** and **Rachel Clouatre-Trudeau (Women's Basketball)**.

The Alumni Association also funds a scholarship for a student in each of the three faculties: Professional Studies, Arts, and Pure and Applied Science.

In 2019-2020, the J. W. Johnstone Jr. Scholarship for a student in the Faculty of Professional Studies was awarded to **Baylee Saulnier ('20, Music)**. The Chancellor Libby Burnham Scholarship for a student in the Faculty of Arts was awarded to **Caroline Beddoe ('20, Environmental and Sustainability Studies & Politics)** and the Beveridge Science Scholarship was awarded to **Emma Bodnar (Psychology)**.

Affinity Programs

The Acadia Alumni Association continues to have a healthy, successful, long-standing relationship with TD Insurance Meloche Monnex offering home and car insurance. This past year saw an increase of 250 clients and an overall increase in revenue of \$15,378.00. The client base with Industrial Alliance Insurance and Financial Services Inc. offering health and life Insurance also saw an increase with 46 new clients but with a slight decrease of just under \$1000 in revenue. The relationship with BMO Mastercard continues and has improved over the last year in terms of communication with the company. The number of clients is still quite low and the year saw a dip in revenue of approximately \$300. These affinity partnerships provide financial gains for the Association, but, more importantly, offer our alumni community great rates, benefits and services.

Total numbers of Clients/Policies:

TD Insurance Meloche Monnex	Clients: 3951	Policies: 6918
	Students: 319	Policies: 388
Industrial Alliance	Clients: 365	
BMO MasterCard	Clients: 107	

Total Revenue since April 1, 2020:

TD Insurance Meloche Monnex	\$ 164,096.00
Industrial Alliance	\$ 30,243.30
BMO MasterCard	\$ 2,711.25
Total Affinity Revenue	\$ 197,050.55

Communications Update

Plans to transition the spring edition of the *Bulletin* from a print to a digital product are well underway. After an extensive environmental scan and consultation with internal and external stakeholders, we have secured a vendor, Foleon Inc., a content experience provider based in The Netherlands with offices in New York City. Foleon offers an innovative, modern tool upon which to build a robust digital magazine product that will be user friendly, visually appealing and provide our audience with an engaging and immersive experience.

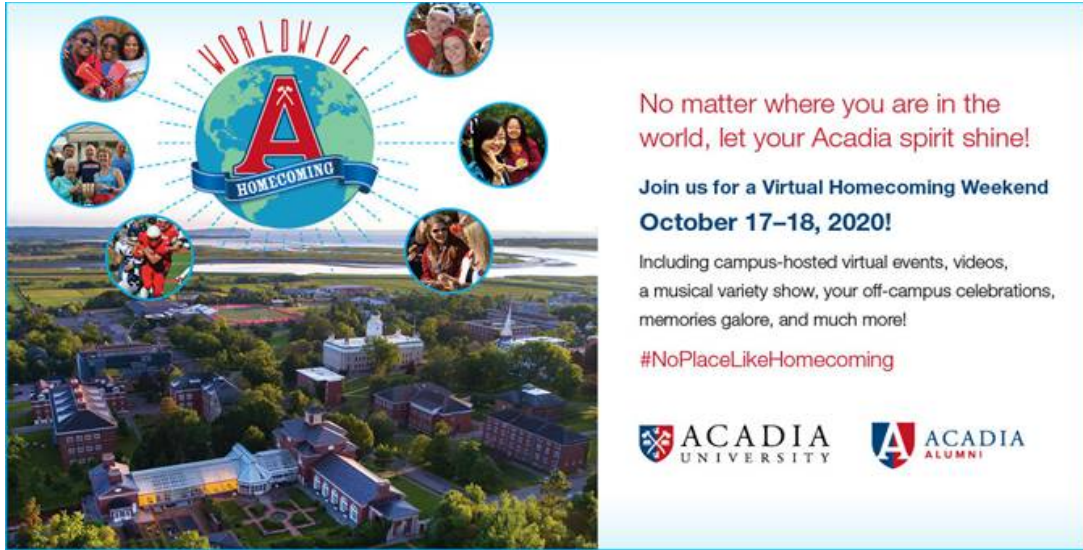
Content creation for this iteration has been ongoing throughout the first several months of the new year and composition of the digital magazine using the Foleon platform began in April. Sections will include a Cover story, messages from the University and Alumni Association Presidents, Eye on Acadia, Alumni Profiles, Alumni Association Director Profiles, Alumni Events, Giving/Philanthropy, Convocation, Athletics, Acadia Remembers, Class Notes and our popular Final Frame contest.

Our monthly e-Newsletter is another important avenue of alumni outreach and continues to enjoy strong audience engagement with a higher-than-average industry open rate of 34.1 per cent over the last 12 months. The industry average is 16 per cent. Our goal is to offer timely and relevant information to ensure audience engagement and currency in our information package. Congruently, we strive to post novel and curated content on our social media channels: Facebook, LinkedIn, Instagram and Twitter.

Top posts on our official alumni Facebook page over the past seven months include: from Homecoming 2020, the Pope of Acadia 'Where Are They Now?' Q. and A. session with Executive Director, Alumni Affairs Oonagh Proudfoot ('93, '06); Virtual Events Series presentation with Dr. Ian Spooner, 'The Curse of Oak Island'; RCMP Const. Heidi Stevenson named one of Canada's Most Powerful Women; 'Happy Holidays' video featuring Alumni Association President Donalda MacBeath ('75) and Oonagh Proudfoot; our Alumni Office tribute on the passing of the iconic Al Whittle ('60); Virtual Event Series presentation, 'Diversity at Acadia: Fact and Fiction to Action'; our announcement promoting the 107th Annual Tully Tea; and the introduction of Dr. Blye Frank (above, '77, '81) as the 2021 recipient of our Distinguished Alumni Award to name a few.



Additionally, the Communications team in the Office of Advancement and our colleagues in the Alumni Affairs Office continue to support and promote the highly successful Virtual Events Series that was launched last summer after the University closed its campus to the public and prohibited third party events. We have hosted a total of 19 events (as of April 26, 2021). Recent topics have included a panel discussion about Nova Scotia's wine industry, diversity at Acadia, infant food insecurity in Canada, the 107th Annual Tully Tea, a panel discussion on municipal government and the role of women in municipal government, and a Q. and A. session with Dr. Trevor Jain ('93). We have had 1,368 views on our YouTube channel to date, and more virtual events presentations are planned throughout the summer and fall.



Our Virtual Homecoming Weekend in October 2020 was a huge success, providing a new, different and fantastic way for alumni to come together amidst a global pandemic. We didn't "come home" to campus in 2020, but alumni far and wide certainly celebrated, enjoying a full schedule of events online and sharing backyard or Zoom gatherings that truly represented the Acadia spirit! We kicked things off with 'Homecoming in a Box', inviting alumni to let us know if they wanted a package full of Acadia swag to decorate their home spaces, and they didn't disappoint. We mailed out dozens of them!



The weekend itself was full of special guests, including Vice-President, Advancement Dr. Rod Morrison (now retired); Alumni Affairs Executive Director Oonagh Proudfoot ('93, '06); Alumni Association President Donalda MacBeath ('75); University Chaplain Reverend Dr. Marjorie Lewis; Acadia Students' Union President Brendan MacNeil; and closing remarks from University President and Vice-Chancellor Dr. Peter Ricketts. There were live and recorded events, 'Where Are They Now?' features, an online auction, a virtual Musical Variety Show, Chapel Musical Event, historic Acadia Athletics contests and much more.

It was a great time to Stand Up and Cheer and statistics showed that. Check out the number of users reached and impressions!

 Alumni Facebook

STATS

58 Posts

Stats For Weekend:

39 Comments

68 Post Shares

21,402 Users Reached

2612 Clicks

Demographics

84.31 % in Canada

Over 30 countries

 Alumni Twitter

STATS

35 Tweets Published

Stats For Weekend

93 likes

43 retweets

28 mentions

17,844 impressions

Demographics

86.41 % based in Canada

23 countries reached

 Alumni Instagram

STATS

31 posts

Stats For Weekend

1,354 likes

19,340 Impressions

Demographics

91.95 % based in Canada

28 countries reached

Our alumni Facebook group page has (as of April 23, 2021) a membership of 6,800 and we repurpose content on the Acadia main Facebook page, which has more than 26,000 followers, extending our reach even further. The Acadia Alumni Twitter feed has delivered more than 1,550 tweets and we have 634 followers. The University's LinkedIn page, where we also share content, has nearly 26,000 followers, and our Alumni Instagram channel features 298 posts and 1,028 followers.

We launched a robust and revamped Alumni Affairs Events page on our website and updated front-facing and internal webpages to ensure ease of navigation and a more intuitive and streamlined user experience for members of our constituency and beyond.

Finally, we support and amplify Acadia's institutional communications channels whenever possible and work cooperatively with colleagues on campus to ensure that our alumni communications reach a broader audience.

We also are aware that members of our audience need to know what's happening on campus, particularly with reference to COVID-19 updates and institutional messaging, and do our best to help facilitate the dissemination of such communication pieces on our respective channels.

Respectfully submitted,



Alumni Events & Features

A note from Oonagh...

Welcome to your complete guide to Acadia University's Alumni Events. I am your host and moderator, Oonagh Proudfoot ('93, '06), Executive Director of Alumni Affairs.

Who knew that 2020 was going to provide a different perspective on how we do things in our alumni community? We began the delivery of virtual events in May 2020, and they have been so popular that we will continue with them going forward. We have been able to engage many alumni who would not normally be able to get to our in-person events simply because they live in regions we don't often visit or because they are leading busy lives. We understand, and are delighted to connect with you virtually when it's not possible for you to share the Acadia spirit in person.

On this page, you will find our upcoming events; recordings of our recent events; photographs of events from around the world; recordings of Ask-Cast events held by our friends in Athletics; and a space to share other events that are being offered by our partners.

We hope you enjoy your time here and join us for upcoming events both virtually and in-person, when we are able to have them again. As always, I encourage you to stay in touch and welcome any suggestions that you may have on future topics of interest.

Stand Up and Cheer!
Oonagh

Upcoming Virtual Alumni Events

- 26** Virtual Event Series | Imagining ourselves otherwise: the value of video games as a humanities research tool
- 8** Virtual Event | Associated Alumni of Acadia University - Annual General Meeting
- 31** Acadia Alumni Awards Celebration
- 7** Virtual Event | Gardening for People and the Planet - Native plants of the Acadian Forest Region
- 21** Virtual Event | Has climate change driven human history? Lessons from the past for a climate future
- 27** Summer Reunion 2021
- 23** 30th Annual Acadia Alumni Golf Tournament
- 16** Homecoming 2021

[View Alumni Calendar](#)

Virtual Video Library

Diversity at Acadia: Fact and Fiction to Action



Panel interview with Junior Mooku ('16), Tracey McGillivray ('07, '15), Zabrina Wilman and Robert French ('04), highlighting an Acadia-specific initiative supporting Black and Indigenous students. [Read more...](#)

Labour of Love: Understanding (and Tasting) the NS Wine Industry



A panel interview concerning the ever-growing and popular NS wine industry here in the Annapolis Valley. [Read more...](#)

[View Virtual Video Library](#)

A Look Back via Flickr



[View Flickr Gallery](#)

Athletics Axecasts



[Visit the Axecast Library](#)

Other Opportunities



[Visit Acadia Café](#)

Contact

Sandra Symonds
Events Coordinator
sandra.symonds@acadiau.ca

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Wu Welcome Centre @ Alumni Hall
512 Main Street
Wolfville, NS B4P 2R6, Canada
Alumni Inquiries: 902.585.1708
Toll free in North America:
1.866.ACADIAU (1.866.222.2428)
Alumni Fax: 902.585.1066
acadia.alumni@acadiau.ca



Fred Sgambati ('83, '85)
Communications Officer, Office of Advancement

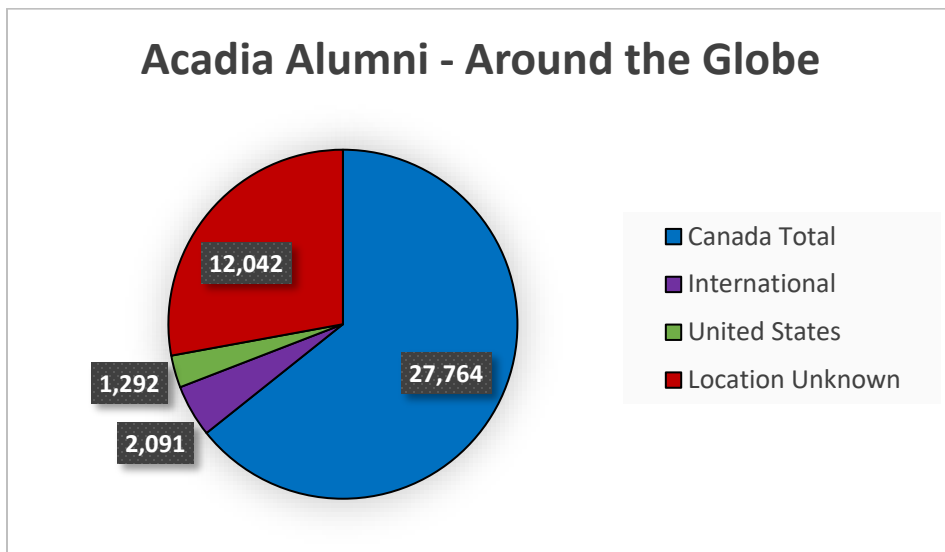
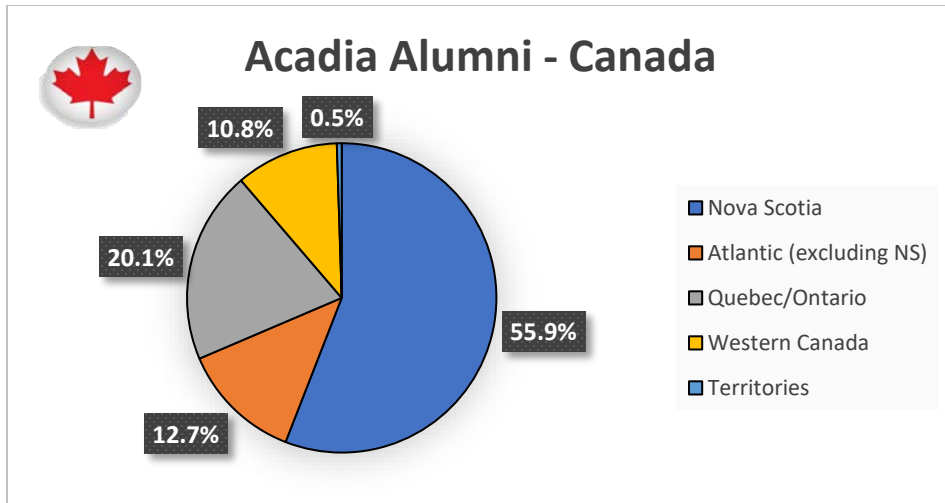
Alumni Records

Maintaining accurate alumni records is an important function of the Alumni Affairs Office as it enables us to communicate effectively with our alumni worldwide. We consider an individual to be an “active alum” if we have contact information for them. We encourage all alumni to update their current contact information as we regularly use email, mail and the *Bulletin* to inform alumni about news and events.

Our extensive information management system allows us to manage each relationship with an alumna/alumnus as they would like. We can maintain current contact information for an individual, yet code them in our system to not receive email correspondence if they do not want to; to not be solicited if they would prefer not to, etc.

Currently we have a total of 43,189 living alumni as of April 22, 2021. This includes those for whom we do not have contact information (see breakdown below). The total number of active alumni is 31,147.

Nova Scotia	15,524
Atlantic Region (excluding NS)	3,517 (NB - 1,948; NL - 832; PE - 737)
Quebec/Ontario	5,592 (QC - 481; ON - 5,111)
Western Canada	2,991 (BC - 1,110; AB - 1,562; SK - 150; MB - 169)
Territories	140 (NU - 29; YT - 46; NWT - 65)
Canada TOTAL	27,764
International	2,091
United States	1,292
Location Unknown	12,042
GLOBAL TOTAL	43,189



2020-2021 TREASURER'S REPORT

This past year has been a challenge for all of us. COVID has impacted our lives on so many levels. It is heartwarming to see our alumni, Board members, and staff step up to the challenges this year has presented.

Despite this difficult year, we remain in excellent financial position. It was unfortunate to have to cancel so many in-person events this year, but we were able to shift some of our resources to the COVID-19 Relief Fund to help Acadia students who faced financial constraints brought on by the pandemic.

Affinity revenue from our three partners, TD Insurance, Industrial Alliance, and BMO, continue to grow and we recorded revenues of \$197,000 this past fiscal year, up from \$180,000 the previous year. We received almost \$30,000 from alumni donations. We saw a decline this year in short term interest paid on our account balances as we saw a significant decline in short term interest rates in Canada this year.

Overall, our revenues were \$247,116. Our disbursements totaled \$184,040 (\$100,000 of this was the donation to the COVID-19 Relief Fund). This gave us a net positive position for the year of \$63,076. Our total assets as reported on the Balance Sheet as at March 31 are \$1,643,946.

I would like to thank Oonagh Proudfoot, Executive Director, Alumni Affairs; Melanie Jackson, Senior Alumni Officer (Acting); and Cassie Tremain, Director, Advancement Services for all their hard work through this unusual year. Thanks also to the members of the Finance Committee for their guidance and feedback.

Respectfully submitted,

Tammy Walker ('92)
Treasurer, Acadia Alumni Association

Campaign for Acadia Comprehensive Campaign

The Alumni Association agreed to commit \$1.5 million towards the *Campaign for Acadia* over the 2014-2023 fiscal years.

Almost every dollar we spend on alumni/student activities and support “counts” towards our Campaign commitment. According to our projections, if we stay on budget for the next two years, we will come very close to meeting that commitment. In 2022 and 2023 fiscal years, we project that we will have “uncommitted funds” of \$4,668 per year (funds that are currently not earmarked / budgeted for Alumni/student activities).

- **Total Commitment - \$1.5 million**
- **Campaign commitment end date – end of the 2023 fiscal year**
- **Funds contributed to date since 2014 fiscal year (start of our commitment) – \$872,564**

- **Remaining commitment to fulfill – \$627,436**
- **Projected eligible disbursements 2022 fiscal year - \$321,218 (including funds not yet committed of \$4,668)**
- **Projected eligible disbursement 2023 fiscal year - \$306,218 (including funds not yet committed of \$4,668)**



**Acadia Alumni Association
Unaudited Receipts & Disbursements
For the Period April 1, 2020 to March 31, 2021**

	Projected	Actual	Variance	2019-2020 Restated
RECEIPTS				
Affinity Revenue	\$ 180,000	\$ 197,051	\$ 17,051	\$ 182,990
Alumni Fund	30,000	29,010	(990)	34,858
Alumni Events	4,000	-	(4,000)	23,751
Grant (Career Services Initiative)	-	4,095	4,095	-
Short-Term Interest	25,000	16,960	(8,040)	32,711
Total Receipts	\$ 239,000	\$ 247,116	\$ 8,116	\$ 274,310
DISBURSEMENTS				
<i>Athletics</i>				
Academic All Canadian Awards Reception	\$ 2,000	\$ -	\$ 2,000	\$ 2,000
Axemen Celebrity Hockey Dinner	1,000	-	1,000	1,000
Female Athlete Awards	10,000	10,000	-	10,000
Hockey Honour Roll	2,000	-	2,000	2,000
Signage	2,500	2,500	-	2,500
Varsity Sport Special Initiatives ¹	7,000	15,500	(8,500)	7,000
Sports Hall of Fame/Women in Sport	3,500	-	3,500	3,500
	\$ 28,000	\$ 28,000	\$ -	\$ 28,000
<i>Other</i>				
Acadia Students' Union	\$ 5,800	\$ 5,800	\$ -	\$ -
Alumni Events	15,000	-	15,000	25,882
Award Committee Initiatives	10,000	1,041	8,959	9,755
Board Initiatives	-	1,972	(1,972)	-
Board Meetings and Director's Travel	6,000	274	5,726	5,975
Career Services Initiative	10,000	10,807	(807)	-
D&O Insurance	750	656	94	570
Director's Fund	2,000	-	2,000	-
Discretionary Disbursements	15,000	129,315	(114,315)	19,456
Homecoming Weekend	5,000	-	5,000	5,000
Off-campus Events	11,250	-	11,250	11,250
President's Fund	10,000	175	9,825	10,000
Recruitment	10,000	-	10,000	-
Scholarships	6,000	6,000	-	-
Staffing Commitment	10,000	-	10,000	13,580
Sunday Music in the Garden	8,000	-	8,000	8,000
	\$ 124,800	\$ 156,040	\$ (31,240)	\$ 109,468
Total Disbursements	\$ 152,800	\$ 184,040	\$ (31,240)	\$ 137,468
NET RECEIPTS	\$ 86,200	\$ 63,076	\$ (23,124)	\$ 136,842

¹ The event-related programming commitment to Athletics was reassigned to the new Alternate Sport and Recreation model due to COVID restrictions.

Acadia Alumni Association
Balance Sheet
As at March 31

	Unaudited 2021	Restated Unaudited 2020
Assets		
AAAU/Acadia Joint Account	\$ 57,770	\$ -
Affinity Fund	1,199,223	1,098,553
Allan Fulton Fund	-	13,988
Constance Hayward Fund	229,308	294,796
Carr Fund	46,256	45,775
General Fund (Alumni Hall)	63,786	63,122
Graham Fund	-	17,527
Toronto Fund	15,764	15,599
Vesta Magee Fund	31,839	31,508
Total Assets	\$ 1,643,946	\$ 1,580,868
Committed Funds		
<i>Athletics Proposal</i>		
Academic All Canadian Awards Reception	\$ 2,000	\$ 4,000
Axemen Celebrity Hockey Dinner	1,000	2,000
Female Athlete Awards	10,000	20,000
Hockey Honour Roll	2,000	4,000
Signage	2,500	5,000
Varsity Sport Special Initiatives	7,000	14,000
Women in Sport/Sport Hall of Fame	3,500	7,000
	\$ 28,000	\$ 56,000
<i>Other</i>		
Acadia Students' Union	\$ 11,600	\$ 17,400
Award Committee Initiatives	10,000	10,000
Bruce Phinney Memorial Scholarship	15,000	-
Campaign for Acadia ¹	172,011	696,236
Career Services Initiative	350,000	-
Fred Gilbert Speaker Series	5,000	-
Scholarships	6,000	6,000
Staffing Commitment	10,000	10,000
President's Fund	19,825	10,000
	\$ 599,436	\$ 749,636
Total Committed Funds	\$ 627,436	\$ 805,636
Uncommitted Funds	\$ 1,016,510	\$ 775,232

¹ The Acadia Alumni announced a \$1.5 million commitment to Campaign for Acadia during its Alumni Dinner and Awards Ceremony in Halifax on May 23, 2019. The commitment is reduced annually by qualified campaign disbursements.

PROPOSED AMENDMENTS TO THE CONSTITUTION

ARTICLE 11: FINANCE COMMITTEE (Amended Clause)

11.03 The Treasurer shall chair the Finance Committee.

ARTICLE 18: APPOINTMENTS TO THE BOARD OF GOVERNORS (New Clause)

18.01 The AAAU shall appoint twelve (12) of its Members as appointees to the Board of Governors of the University, which shall be appointed as follows:

- 1) Five (5) Members shall be appointed every three years for a six-year term;
- 2) Appointees shall serve a maximum of two successive terms;
- 3) Notwithstanding sub-section 2) above, subject to the policies and procedures of the Board of Governors, an appointee's term limit of two successive terms may be amended by a motion of the Board of Directors; and
- 4) The Vice President (appointed in their second year), President (for their two-year term) and Past President (for their one-year term) of the AAAU shall hold two (2) of the twelve (12) AAAU appointments to the Board of Governors at any given time. Upon completion of their term of office, resignation from office, or removal from office, they shall be deemed to have resigned from the Board of Governors of the University.

2020-2021 BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Donalda MacBeath ('75)	2020 - 2022	President
Ryan Conrod ('06)	2020 - 2021	Past-President
Matt Rios ('14)	2020 - 2022	Vice-President
Leah McNally ('07)	2020 - 2022	Secretary
Tammy Walker ('92)	2020 - 2022	Treasurer

EXECUTIVE COMMITTEE APPOINTEES

David Davidson ('81)	2020 - 2022	Director
Stephanie Reid ('05)	2020 - 2022	Director

DIRECTORS

Hilary Arenburg Gobien ('12)	2020 - 2022
Jeff Aucoin ('96)	2019 - 2021
Carol D'Amelio ('72)	2019 - 2021
Heather Hickman ('77)	2019 - 2021
Natalie Irwin ('01)	2020 - 2022
Tiffany James ('14)	2020 - 2022
Christine McRae ('11)	2019 - 2021
Kyle Power ('13)	2019 - 2021
Tony Stewart ('72)	2019 - 2021
Kelton Thomason ('07, '10)	2020 - 2022
Ted Upshaw ('80)	2019 - 2021
Sam Zhang ('05)	2019 - 2021

EX-OFFICIO

Olivia Shive ('21)	2020 – 2022
Taylor Wilson ('20)	2019 – 2021

NOMINATIONS COMMITTEE REPORT - PROPOSED BOARD (2021-2022)**EXECUTIVE OFFICERS**

Donalda MacBeath ('75)	2020 - 2022	President
Matt Rios ('14)	2020 - 2022	Vice-President
Leah McNally ('07)	2020 - 2022	Secretary
Tammy Walker ('92)	2020 - 2022	Treasurer

DIRECTORS

Hilary Arenburg Gobien ('12)	2020 - 2022
Jeff Aucoin ('96)	2021 - 2023
Carol D'Amelio ('72)	2021 - 2023
David Davidson ('81)	2020 - 2022
Allison Dean ('14)	2021 - 2023
Heather Hickman ('77)	2021 - 2023
Natalie Irwin ('01)	2020 - 2022
Tiffany James ('14)	2020 - 2022
Moira MacLean ('85)	2021 - 2023
Christine McRae ('11)	2021 - 2023
Kyle Power ('13)	2021 - 2023
Stephanie Reid ('05)	2020 - 2022
Kelton Thomason ('07, '10)	2020 - 2022
Ted Upshaw ('80)	2021 - 2023
Sam Zhang ('05)	2021 - 2023

EX-OFFICIO

Kierstyn Palmer ('22)	2021 - 2023
Olivia Shive ('21)	2020 - 2022

BOARD NOMINEE BIOGRAPHIES

Allison Dean ('14)

After completing an internship in her first field, Allison, a native of The Bahamas, decided she wanted to pursue her love of music. She was encouraged to apply to Acadia by her great-aunt who had studied music at Acadia. Allison applied, was admitted, and decided not to apply anywhere else. She arrived at Acadia in Fall 2011 and graduated in 2014 with a Bachelor of Arts in Music. During her time at Acadia Allison was the accompanist for the University Chorus, several music students, and an organ scholar in the Manning Memorial Chapel. Allison was also the organist at St. John's Anglican Church in Wolfville.



After leaving Acadia, Allison went to Wycliffe College at the University of Toronto, where she obtained her Master of Divinity in 2017. While there she was the College's chapel organist and a substitute organist at various churches in the Toronto area. Upon returning to The Bahamas, Allison served as organist at two Anglican churches, and an occasional rehearsal pianist for the Bahamas National Youth Choir. During this time, she also obtained her teacher's certification and taught at a local high school. Allison was ordained in the Anglican Diocese of The Bahamas & the Turks and Caicos Islands in November 2020.

Allison is also a certified swim coach and President of a local swim club. She is passionate about her work with children and young people, loves a good book, and travelling, having been to 20 countries and counting.

Moira MacLean ('85)



Moira MacLean, BBA '85, lives in Dartmouth, NS. She met her partner Bill MacLean, also BBA, '85, at Acadia and went back to get married in the Chapel surrounded by many of their life-long Acadia friends in 1990. Both of their children (Maddie '18 and Angus '20) also benefited from the Acadia experience.

Moira worked in the pharmaceutical industry for 19 years and now works with the MacLean Wealth Management Group in a marketing and team support role.

Moira has always been passionate about health and wellness which has been the focus of much of her personal and volunteer efforts over her lifetime. She is most proud of her work creating and running wellness workshops for children; raising funds and devoting time to organizations for children with health challenges whether they live locally or abroad;

working to help feed local children; providing positive experiences in sport; or raising funds for children to attend life changing summer camps at Brigadoon Village. She is excited to bring her passion, positivity and perspectives combined with her love for Acadia to her new role with the Acadia Alumni Association Board.

Kierstyn Palmer ('22) - Ex-Officio

Kierstyn is a third-year biology student from Summerside, Prince Edward Island. She grew up in a small town much like Wolfville with her sister, two brothers, and three dogs. Kierstyn holds her family, friends, and pets very close to her heart. In her free time, she loves to paint, read, and do yoga. During her past three years at Acadia, Kierstyn has volunteered with the S.M.I.L.E. program and the Wolfville Farmers' Market. This year, she found her place within the science community as the third-year representative of the Biology Society as well as committing to the position of Vice-President of Programming of the Pre-Health Society next year. After her time at Acadia, Kierstyn hopes to be admitted to medical school where she can pursue her dream of becoming a doctor.



It gives Kierstyn great pride to be able to represent the Class of 2022 as Grad Class President in the upcoming year. She is excited to take on this role to help others form new friendships and build on the ones they have already made throughout the past three years. She would love to have a hand in making 2022 the best year yet at Acadia and creating memories that will stay with the graduating class for a lifetime.



IN MEMORY OF

Fred Gilbert ('65)

A SPECIAL THANK YOU

The Acadia Alumni Association and Acadia University would like to thank the following retiring Board Members for their dedication and service:

Ryan Conrod ('06)

Tony Stewart ('72)

Taylor Wilson ('20, Ex-Officio)

Stand Up and Cheer!

**ALUMNI HALL, ACADIA UNIVERSITY
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PHONE: 902-585-1459**