



**McGILL ALUMNI ASSOCIATION
REPORTS FROM
THE PRESIDENT AND
THE EXECUTIVE DIRECTOR
2017-2018**

PRESENTED ON THE OCCASION OF THE
161ST ANNUAL GENERAL MEETING



McGILL UNIVERSITY FACULTY CLUB
MONTREAL, QUEBEC

WEDNESDAY, SEPTEMBER 26, 2018



REPORT FROM THE PRESIDENT

Presented on the occasion of the Annual General Meeting

Three years ago, I got a call from Tina Hobday. It was a long call.

But in short, she was telling me it was time to step up. Time to get in line to serve as President of the MAA.

I hesitated. I don't have the time, I thought to myself.

That summer, I was working in Toronto at the Pan American Games. It so happened that shortly after the call, I was going out for dinner with Donovan Bailey – Canada's Olympic hero, the one-time fastest man in the world.

He didn't waste anytime setting me straight. Why wouldn't you do it, he asked me? What a great a chance to give back, I don't know that much about McGill, he said, but the name is known around the world. This sounds like a gift you're being offered.

Donovan could not have been more right.

I've served the last two years as President of the MAA, and they've been more rewarding than I could have imagined.

First and foremost, the MAA puts you in constant contact with exceptionally intelligent, accomplished and dedicated people ... people who care deeply about community and who quite simply want to make the world better... Alumni, McGill staff, and friends of the University.

Last May, the first-ever Leaders' Alliance was organized by University Advancement. A two-day gathering to examine where the University is going in the context of a changing world. The brightest from all sectors and generations came together. Leaders of industry, experts in Artificial Intelligence, top academics from around the world, a former Prime Minister, an Olympic medallist, a refugee and a car crash survivor. What an ensemble.

And guess what, the McGill Alumni Association wasn't just given a front-row seat, we played a role as co-hosts. And members of our constituent groups and branches were also invited. It stands, for me, as the most powerful event of the last year.

And yet, there were other moving and significant moments this past year:

- Our McGill Alumni Leaders Advisory Council (MALAC) worked closely with the McGill Alumni Students Engagement Council (MASAC) to create mentorship and internship opportunities – the first steps of a plan hatched more than two years ago.
- Our annual Awards banquet drew more people than it ever has, many from the other side of the planet.



- The parties and social media activity around McGill24 – the new annual day of giving in March – were phenomenal, and we set records in the process.
- Monique Jérôme Forget, a candidate we put forward for consideration for an Honorary Doctorate, gave an inspirational address at the Spring convocation. She’s a game-changer in Quebec, and she credits McGill for being a huge influence on her.
- The Leacock luncheon was the Homecoming highlight for many of us. Rex Murphy had us in stitches from start to finish.

These are just a few of the many moments that the McGill Alumni Association has its fingerprints on, either directly or indirectly. Our membership works on many levels to ensure that we remain relevant and impactful.

To that end, through an extensive process, we have reviewed the terms of reference of our various committees (and commitments to standing committees of the University), and we are building a skills matrix to help us make our future recruiting process as effective as possible.

We also see an opportunity to more effectively coordinate planning and objectives with our constituent and branch organizations. In fact, earlier today, we held a retreat to explore this idea in concrete fashion. This is being done, in part, in light of the upcoming Bicentennial Campaign.

We at the Alumni Association may not be fund raisers, but we need to answer the simple question: what can we do to most effectively help McGill run a successful comprehensive campaign.

You know, the captain of a team is only as successful as the quality of the team.

So let me thank all the Directors of our Board for helping make my role as easy as it’s been the last two years. I’d like to give a special nod to vice-president Miranda Keating Erickson. I thank as well Gabrielle Korn and her team, who provide a remarkable level of support to the Association.

Thanks to Tina for helping me see the gift that awaited me.

And finally, thanks to *la relève*: Vice president-elect Luciano D’lorio and President-elect Inez Jabalpurwala.

May you discover the gift as well.

Respectfully submitted,

Bob Babinski, BA’86

September 26, 2018



REPORT FROM THE EXECUTIVE DIRECTOR

Alumni Relations and Annual Giving At-A-Glance, 2017-2018

Alumni Relations and Annual Giving moved well into the active planning phase of McGill's bicentennial campaign throughout 2017-2018. The valuable insights and recommendations of the alumni omnibus survey, as well as audits conducted of our annual giving and stewardship programs continue to shape and inform our strategies. Our activities focused on the broadening and deepening of alumni and donor support through the development of relevant and purposeful engagement, the encouragement and support of our volunteer leadership, and the creation of a variety of tools to improve our efficiency.

With the participation of the wider Advancement team, the percentage of engaged alumni remained very strong across a variety of local, national, international and virtual programs, and for the first time in seven years, we stemmed the McGill Fund donor attrition rate by a one percent increase – that's 200 individuals! This report provides a snapshot of this and the units' other "confetti moments."

Demographic numbers

- The global alumni network comprises 275,000 individuals in 180+ countries
- The number of alumni for whom we have contact information is 233,091
- The McGill Alumni Association welcomed 9,412 new graduates to its global network

Event-Based Engagement

The ongoing efforts to give shape to McGill's bicentennial campaign priorities provided the team with the canvas to fashion a host of "Road to 200" events, designed to appeal to the interests of alumni, donors and prospects, as well as students and parents, while showcasing McGill's greatest and most unique strengths. The wider Advancement community adopted the Master Calendar as an essential tool to coordinate event planning, support and dignitary presence at functions around the world. Central, regional and faculty-based activities were well balanced with those put on by our Global Ambassadors. Despite a decrease in the total number of events from the year prior, we held onto last year's overall attendance figures by a slight percentage increase and an increase in first-timers, indicators that event topics resonate with our constituents and the investment in our global network reaps rewards.

Event numbers

- Total number of events, 415
- Events initiated by alumni branches, 159, and by the Faculties, 44
- Total unique attendees, 16,976
- Total first-time attendees, 6,849
- Total number of Homecoming events, 92, total attendees, 3,171
- Total number of class reunions, 34, total attendees, 678
- Total number of reunion class giving programs, 25, donors, 562, dollars, \$910,000
- Total number of chat-based events (on digital platforms), 15
- Total number of chat-based event attendees, 2,116 in 50+ countries (3,722 chats)

Non-Event Engagement

McGill's interpretation of The McGill Commitment, one of Principal and Vice-Chancellor Suzanne Fortier's five priorities established when she first took office, continues to evolve both in its nomenclature and



expression on campus. Our academic leaders and student service providers are giving great thought and consideration to student future-readiness at McGill, developing credit-bearing and co-curricular programs that encourage internships and study abroad opportunities, entrepreneurship and the acquisition of employment and other skills. We, together with the McGill Alumni Association (MAA), collaborated throughout the year with many campus partners on initiatives that brought alumni – the “fourth pillar” of the University – to these efforts that focus on career exploration and workplace readiness for students and young alumni.

Non-event engagement numbers

- Montreal-based MAA volunteers, 115
- Total number of regional groups, 112
- Global MAA volunteers, 353
- Young alumni volunteers, 803
- Crowdfunding and McGill24 ambassadors, 440
- Alumni Insight Community members, 1,164
- McGillConnect.ca participants, 6,654

Campus Partnerships

Ongoing efforts to foster a culture of philanthropy among our next generation of donors is work that can only be successful through the development of partnerships with a variety of campus units. Working collaboratively with central administrative teams, faculties and schools, and many student groups and associations, and the MAA, we contributed to McGill’s recruitment and yield efforts around the world, to programs under the Life After Your Degree (LifeAYD) banner, and to specialized mentoring and job shadowing opportunities. The vast majority of these programs included the enthusiastic participation of young alumni in all regions. A combination of central and MAA funding also contributed to the sponsorship of many student initiatives on campus, and outreach activities by the wider MAA branch network.

Campus partnership numbers

- Faculty and administrative unit partners, 31
- Student group and association partners, 34
- Number of student group beneficiaries of MAA support, 66 that received \$16,000
- Number of alumni branch beneficiaries of UA and MAA support, 44 that received \$23,500

Annual Giving

While our multi-channelled approach to Annual Giving continued to focus on broadening McGill’s donor base, a (calculated) margin of risk-taking in the execution of certain strategies contributed to the remarkable achievements this year. Some of these strategies included a shift in appeals to donor interests, references to pentad anniversaries and unique appeals to targeted non-donors, to name a few. The success of the Student Ambassador Program, which helps identify McGill supporters, and of course, another record-breaking year for McGill24, our digital day of giving, kept The McGill Fund in good stead, with an equally promising future ahead.

Annual Giving numbers

- Total donors, 25,921
- Total dollars, \$12.1M
- First-time donors, 6,138



- Crowdfunding donors, 2,427, and dollars, \$336,202
- McGill24 donors, 4,274, new donors, 1,750, and dollars, \$1.9M
- Phonathon calls, 747,188, donors, 7,695, and dollars \$1.1M

A year of winning programs, as recognized by our peers

CASE DISTRICT 1 AWARDS:

- Gold Award, Annual Giving Fundraising Programs: McGill24

CCAE AWARDS:

- Gold Award, Best Student and/or Young Alumni Initiative: Welcome Class of 2016
- Gold Award, Best Use of Social Media: McGill24
- Gold Award: Best Alumni Initiative: McGillConnect.ca

Respectfully submitted,

Gabrielle Korn

September 26, 2018