VOLUNTEER HANDBOOK 2024-2025

For Directors of the Board and Volunteers of the Association

Dear Volunteers of the McGill Alumni Association,

I welcome you to a global community of alumni ambassadors in over 80 countries, who through a variety of roles and activities demonstrate loyalty and dedication to our alma mater. On behalf of the members of the Board of the McGill Alumni Association (MAA), thank you for your participation and commitment. As we slowly emerge from a global health crisis and learn to adapt to frequently changing times, your support and collaboration is needed and appreciated, more than ever.

The MAA Volunteer Handbook contains our Association's mission, vision and values, and outlines the policies and procedures that guide us in the planning and execution of our activities in service to our over 300,000-strong alumni base. Please take the time to familiarize yourself with the contents of this handbook, as we are committed to applying best practices in all our endeavours and take our role seriously in maintaining and upholding the values the McGill brand stands for.

Know that as volunteers of the MAA, you are supported by our Board of Directors, as well as a dedicated team of professional staff in McGill University Advancement's (UA) Alumni Relations & Annual Giving unit. Built on a partnership model of mutual trust and respect, the UA-MAA collaboration ensures the alignment of strategies in service to our constituents and the University, while making efficient and effective use of everyone's time and talent.

I hope that your volunteer role with McGill will be both stimulating and rewarding. Thank you again for your participation.

Yours sincerely,

Joey Odman, BEng'11
President, McGill Alumni Association

_____

Martlet House, 1430 Peel St., Montreal, QC H3A 3T3
514 398-5000, Fax: 514 398-7338
info.alumni@mcgill.ca | alumni.mcgill.ca | #McGillAlumni

Table of Contents

Appendix

1. <u>McGill Alumni Association By-Laws</u>
2. MAA Terms of Reference: <u>by request</u>
    a. Board of Directors
    b. Nominating and Governance Committee
    c. Honours and Awards Committee
    d. Endowment Fund Board of Trustees
    e. Alumni Communities Funding Committee
    f. Student Sponsorship Committee
    g. McGill24 Ambassadors
    h. McGill Alumni Leaders Advisory Council
    i. McGill Alumni-Student Engagement Council
    j. MAA Representatives
        i. Board of Governors
        ii. Selection of the President
        iii. Honorary Degrees and Convocations Committee
        iv. Committee on Enrolment and Student Affairs
        v. Academic Policy Committee, Subcommittee on Continuing Education
        vi. Martlet Foundation
        vii. McGill Athletics & Recreation Advisory Board
3. <u>Key McGill Contacts</u>

About the McGill Alumni Association

The Graduates' Society of McGill University, renamed the McGill Alumni Association (MAA), was founded in 1857 and was officially incorporated in 1880.

MISSION

To enable alumni, students, faculty, staff and friends of McGill University to maintain their contact with the University and each other for their shared benefit and for the continuing vital support and advancement of McGill. The Association shall at all times operate as a charitable, benevolent and philanthropic institution and shall not operate for profit or pecuniary gain.

VISION

To be a leader in advocating the success of McGill through the ongoing engagement of its alumni, students, parents and friends.

CORE VALUES

Education: We value the role education plays in the lives of our students, alumni, parents, friends, and the community-at-large, and are dedicated to the promotion of lifelong learning.

Advocacy: We are leaders in encouraging support for McGill University.

Relationships: We create and develop opportunities for alumni, students, parents and friends to develop mutually beneficial relationships between each other and with the University.

Excellence: We support the University in its pursuit of excellence in teaching, research and public service and we commit to the highest standards in all our endeavours.

Tradition and Innovation: We are committed to honouring the history and traditions of McGill while promoting innovation and leadership.

Equity, Diversity and Inclusion

Since 2010, the MAA Board has made a concerted effort to expand its pipeline for recruitment to the Board and its Committees, and for the Honours & Awards, to ensure that the MAA Board considers diversity in its full sense and values different perspectives, experiences, identities, and contributions to society. This includes members of all cultural communities, genders, ages, academic profiles, and career paths, as well as those with disabilities.

In 2018, the MAA Board expanded its commitment to Equity, Diversity and Inclusion (EDI), and made EDI a priority and one of three strategic pillars of its strategic plan. Since that time, the Board has conducted an extensive benchmarking of EDI practices, reviewed McGill University's past work in this area, and ensured alignment with the University's Strategic Equity, Diversity and Inclusion (EDI) Plan, 2020-2025. This work continues.

EDI is therefore a central principle which guides the work of the Board of Directors and its Committees.

Brief History of the MAA

In 1857, concerned graduates assisted the University's new Principal, William Dawson, as he struggled to transform a rubble-strewn cow pasture with one building and a handful of students into an institution of higher learning. Dawson looked to early members of the Graduates' Society of McGill University (which later became the McGill Alumni Association) for help in clearing land, building a library collection and raising funds from influential Montreal citizens.

The history of the MAA can be broken down into three distinct periods, each spanning roughly 50 years. The first covers the organization's founding and initial projects that helped build the University; the second traces its response to local and global crises in the first half of the 20th century (such as recruiting troops and mobilizing field hospitals during the World Wars); and the third has seen it evolve into a global network, with regional branches and contacts in dozens of countries. The challenges faced by the University and its alumni have been different at each stage because of the social and political conditions prevailing at the time. But in 165 years, the association's guiding principle of service to McGill has never changed.

Over time, activities like fundraising, student recruitment, communications and event planning have become increasingly professionalized. Tasks that were once left to alumni are now the domain of qualified staff, and volunteer roles are changing. As universities rely more and more on philanthropy to fund academic programs, engaging alumni as advocates, influencers and donors has become critical. The stunning success of Campaign McGill in 2013 would not have been possible without the support of thousands of graduates and friends who understand and believe in McGill's mission. Having celebrated its bicentennial anniversary in 2021, the launch of "Made by McGill: The Campaign for our Third Century" again relies on alumni generosity and the support of alumni volunteers to help identify, solicit and inspire donors within their own networks.

The MAA has a membership of over 300,000 alumni worldwide, and is governed by a 15-member volunteer Board of Directors in Montreal. The majority of Directors are Quebec-based, with two Directors appointed and elected from outside the province. Working closely in an advisory capacity with staff in Alumni Relations and Annual Giving, the Board is the voice of graduates in matters affecting services and programming. While the Alumni Association has its own executive, McGill's Managing Director, Alumni Relations and Annual Giving is the ex-officio Executive Director of the MAA.

Structure of the MAA

McGill Alumni Association
(15-member Board of Directors)

Branch Associations	Constituent Groups	Interest Groups	Affinity Groups	Scarlet Key Society
– Canada – USA – International	– McGill Society of Montreal – McGill Women's Alumnae Association – McGill Young Alumni – McGill Black Alumni Association – McGill Muslim Alumni Association – McGill Queer Alum Association – McGill Latino Alumni Society – McGill Alumni Public Policy Society – Macdonald Alumni	– Athletic teams – Social groups – Cultural groups	– Women, Leadership & Philanthropy – Finance Groups – M-GEN: Global Tech & Innovation Group	

Standing and Other Committees of the MAA

Extracted from the MAA Board Terms of Reference, the following Committees support activities of the MAA and comprise Directors of the Board and other alumni volunteers.

STANDING COMMITTEES

Executive Committee

The Executive Committee is charged with managing the affairs of the Association and establishing Board priorities in support of its mission. Members represent the Association on the University's Board of Governors and other governance bodies of the institution, and include the President, Past President, Vice President, Secretary and Treasurer.

Nominating and Governance Committee

The Nominating and Governance Committee ensures that dedicated volunteers from diverse backgrounds are recruited and appropriately engaged in the Association and as representatives of the Association on various governing bodies of the University. The Committee also recommends policies and governance procedures to the Board. The conditions governing the composition and duties of the Committee are set out in the By-Laws of the Association.

Honours and Awards Committee

The Honours and Awards Committee recommends to the University's Senate Honorary Degrees and Convocations Committee McGill graduates who should be awarded an Honorary Doctorate from the university; and selects winners for the MAA Honours and Awards in a number of categories.

ENDOWMENT BOARD OF TRUSTEES

The Board of Trustees administers the McGill Alumni Association Endowment Fund and is responsible for the distribution of the net income of the fund.

ADVISORY COUNCIL

McGill Alumni-Student Engagement Council (MASEC)

The McGill Alumni-Student Engagement Council provides a forum for the MAA to share information with student leaders about its various student-centered services and programs, and to learn from student leaders how the MAA might support them in their activities and initiatives.

OTHER COMMITTEES

McGill24 Ambassadors (Giving Day)

The MAA Board designates lead McGill24 Ambassadors who act as champions and promoters of McGill24 leading up to and including campaign day. The Ambassadors work in partnership with the Alumni Relations and Annual Giving team to recruit other ambassadors from the MAA's constituent groups and branches. Ambassadors encourage participation in McGill24 activities by fellow Board/group/branch members, as well as other alumni and friends of McGill in their respective networks.

Student Sponsorship Committee

The Student Sponsorship Committee supports McGill students through the awarding of financial support for special projects of a cultural, athletic or educational nature that do not otherwise receive University funding and that promote outside-the-classroom student experiences and/or student-alumni engagement opportunities.

Alumni Communities Funding Committee

The Alumni Communities Funding Committee supports the MAA's branch associations and other constituent groups through the awarding of financial support for projects that create opportunities to engage alumni around the world and promote the University in a positive way.

UNIVERSITY COMMITTEES WITH MAA BOARD REPRESENTATION

- Board of Governors – 3 representatives
- Board of Governors – Selection of the President – 2 representatives
- Martlet Foundation – 2 representatives
- McGill Athletics and Recreation Advisory Board – 2 representatives
- Senate – Committee on Enrolment and Student Affairs (CESA) – 1 representative
- Senate – Honorary Degrees and Convocations Committee – 1 representative

From time to time, ad-hoc working groups may be formed to address particular issues/questions of interest to the MAA. Participation will be sought from Board members as situations arise.

MAA Strategic Plan

In the spring of 2018, the MAA set about updating its Tactical Plan from the period 2015-2018 in anticipation of McGill's coming bicentennial anniversary and launch of a comprehensive campaign. A subsequent version of the plan with tactics for the period 2018-2022 detailed three priority areas of focus, or strategic pillars, namely, 1) increase diversity and inclusion, 2) conduct Board outreach programs and 3) support "Made by McGill: The Campaign for our Third Century," through alumni giving. With the most recent leadership turnover, the plan will again be updated for the period 2022-2024, building upon these strategic pillars.

PILLAR #1: INCREASE DIVERSITY AND INCLUSION

In June 2020, the Board issued a [Statement on Equity, Diversity and Inclusion](), and pledged to continue its efforts to broaden the candidate pipeline for recruitment to the Board and its Committees, for recognition through the Honours and Awards Program, and to ensure that the MAA considers diversity in its full sense to value different perspectives, experiences, identities, and contributions to society.

PILLAR #2: CONDUCT BOARD OUTREACH PROGRAMS

As a network of peers, the Board of the MAA plays an important leadership role in encouraging McGill's global alumni volunteers in their responsibilities as ambassadors for McGill. Outreach efforts are designed to provide recognition for efforts "in the field," and general support and guidance on a variety of matters, including clarity on McGill's governance requirements, user guides on the establishment of a group and its composition, terms of office, succession planning, and more.

PILLAR #3: SUPPORT ALUMNI GIVING

Building on the momentum of McGill's bicentennial anniversary and the launch of the comprehensive "Made by McGill: The Campaign for our Third Century," the MAA articulated a position statement on the role of alumni in the campaign (see page 14), expressing its goal of encouraging 100 percent giving by alumni who hold governance roles within the wider MAA. McGill24, McGill's annual day of giving, further provides alumni with a timely occasion to rally support for McGill, a campaign that the MAA fully endorses.

General Alumni Engagement

Volunteers are a vital part of the McGill community, on campus and around the world. In addition to serving on committees or councils, Board members, and alumni generally, are welcome to participate in the life of McGill in a variety of ways. One significant area of focus encouraged by the MAA has been alumni contributions to students' workplace future-readiness.

McGill alumni are particularly well positioned to nurture the next generation of talent by sharing their academic and professional experiences. Many avenues exist for alumni to share their insights with students: connecting online or in person, by inviting one or several students to their place of work for a job shadowing opportunity, or over the longer-term by mentoring a student as they navigate academia and the world of work.

McGillConnect.ca: This exclusive networking and mentoring platform allows McGill alumni and students the opportunity to make connections within the MAA's global network to share experiences, seek mentors, find candidates for internships or job opportunities, or seek business partnerships, locally or abroad.

Job Shadowing: Alumni Relations and Career Planning Services partner to recruit alumni and students for job shadowing opportunities of varying length during the University's Reading Week in March. Students may use this opportunity to demystify a company, an industry or a profession, while establishing valuable employment contacts. Alumni get the satisfaction of helping students in their career and workplace exploration, while discovering potential talent for company internships, summer or regular employment.

Mentorship Program: Likewise coordinated by Alumni Relations and Career Planning Services, this bespoke program provides a traditional matching program, where students in need of career advice and guidance are paired with an alumna/alumnus for a minimum four-month period. Special interest mentor programs exist within the McGill Alumnae Women's Association, the McGill Black Alumni Association and the McGill Alumni Africa Network.

OTHER MEANS OF ENGAGEMENT

McGill Virtual Alumni Book Club: This online book club, available only to McGillians, is an opportunity for alumni from around the world to connect through their love of reading and lifelong learning. Alumni hold discussions on the current book selection through a moderated private forum. Alternate book selections are written by a McGill author, often complemented by a "Meet the Author" opportunity.

Other local or regional volunteer opportunities, where alumni are invited to:

- Join an alumni affinity group or branch of the MAA.
- For regions with fewer alumni, represent the MAA as an ambassador in your area.
- Participate in career-related workshops, panels or events in-person or online.
- Participate in or help coordinate a Student Send-Off in your region (July).
- Encourage admitted students and their guardians to attend Parents Tent (August).
- Become a social media ambassador for McGill within your network.
- Become a McGill24 ambassador in your region.
- Organize your class or affinity group reunion.

Alumni Groups and Branches

BRANCH ASSOCIATIONS

As stated in the MAA By-Laws, Article XIII: Members of the Association residing in a given locality (city, country or region) may form a local organization which, upon approval by the Board of Directors, is enrolled as a Branch Association of such locality, providing, however, the Constitution, By-Laws or guidelines by which it shall be governed shall not conflict with the By-Laws of the Association and the Branch follows the policies set forth by the Association for the ongoing operation of Branch Associations.

Branch Associations are created in regions that enjoy a critical mass of alumni of at least 1,000 graduates, and are located in Canada, USA, Europe, Asia and elsewhere, for instance: Toronto, Calgary, Vancouver, New York, Boston, Los Angeles, San Francisco, London, Paris, Hong Kong, Beijing, Shanghai and Dubai. The MAA likewise has dozens of Global Ambassadors in cities around the world where the critical mass of alumni may be smaller, but where loyalty and interest in activity still runs high.

CONSTITUENT ASSOCIATIONS

As stated in the MAA By-Laws, Article XIV: Members of the Association with an affiliation to McGill University through a particular faculty, school, academic unit, athletic team, campus club or interest group may form an association which, upon approval by the Board of Directors, shall be a Constituent Association, providing, however, the Constitution, By-Laws or guidelines by which it shall be governed shall not conflict with the By-Laws of the Association and the Constituent Association follows the policies set forth by the Association for the ongoing operation of Constituent Associations.

McGill Interest Groups are composed of Members of the Association with an affiliation to McGill University who share an affinity for a particular industry or initiative. They seek to provide networking and engagement opportunities and communicate McGill philanthropic activities relevant to their interests. Affinity Groups include the Women, Leadership & Philanthropy Initiative (Montreal, Toronto, New York), and the New York Finance Group, to name two.

McGill Affinity Groups are composed of alumni, parents and friends of McGill who share common interests arising from athletic, co-curricular or extra-curricular activities. They are encouraged to affiliate with one another as a subgroup of the MAA and provide moral, as well as financial support, to McGill's athletic teams and other student organizations.

Board Roles and Responsibilities

Extracted from the MAA Board Terms of Reference.

OVERVIEW

The MAA is a volunteer Association committed to growing the network of McGill graduates in support of one another and McGill.

The Association's Board of Directors acts as an umbrella group, providing leadership to numerous regional branches and constituent groups, in partnership with staff at Alumni Relations.

Board members are also embedded in various University governance structures, initiatives and events. As such, the Directors act as ambassadors for the alumni community, and for the University at large.

As McGill University's international reach grows further, so too does alumni activity, and the Board's focus reflects that.

More broadly, the MAA is committed to preserving the fundamental values and qualities of a McGill education, lending its support to initiatives from the President's Office to the Faculties and University Advancement.

The MAA Board meets a minimum of three times annually, in addition to its AGM held in Montreal to renew broader objectives. Directors are also expected to sit on various committees, which could account for between three and eight additional meetings a year.

The MAA works with a modest annual budget generated from its endowment, spent largely on activities that promote alumni engagement in Montreal and around the world, and in support of various student initiatives.

DUTIES AND EXPECTATIONS

The MAA Board of Directors governs the activities of the MAA and is the parent organization for the global network of regional alumni branches and constituent associations. Members serve as advisors and work closely with the professional staff of McGill's University Advancement Alumni Relations and Annual Giving unit on the alignment of strategies in service to constituents and the University.

The following are the duties and expectations of all members elected to serve on the MAA Board:

- Regularly attend scheduled MAA Board meetings (typically 3-4 times annually), in person (whenever possible) or by teleconference;

- Come prepared to actively participate in meetings, having fully read all materials provided;

- Serve on at least one Board or MAA Committee and/or special initiative (i.e., McGill24, digital day-of-giving campaign) and actively participate in Committee/initiative work between Board meetings;

- Ensure the financial affairs of the MAA are conducted responsibly, including possible representation on the Board of Trustees responsible for the administration of the McGill Alumni Association Endowment Fund;

- Read and sign the MAA Volunteer Affirmation of Compliance, when requested;

- Comply with all relevant policies, standards of conduct, non-disclosure requirements and guidelines, and at all times act in the best interest of the MAA;

- Actively participate in McGill University/MAA programs and events;

- Whenever possible, particularly for those Board members located in Montreal, attend the Honours & Awards Banquet and the Annual General Meeting of the MAA, as well as signature campus events, such as Homecoming and others, as recommended by the Executive Director;

- Remain knowledgeable and current about McGill University and in particular, the activities of University Advancement; become familiar with the University's priorities and work in support of its mission;

- Act as an alumni ambassador of McGill University in your community;

- Act as an advocate of higher education in general, and McGill University in particular;

- Make a financial contribution to McGill University each fiscal year. The timing, amount of the donation and any direction of the funds to particular areas of McGill (faculty or other) are at the discretion of the Board member;

- Encourage fellow alumni to make contributions of time, expertise and philanthropy to McGill University/MAA; and

- Recommend alumni leaders for McGill University/MAA committees, boards and other governance bodies, and MAA candidates for University and/or Association awards.

Alumni Volunteer Guidelines

McGill is extremely grateful to its vast cadre of alumni volunteers who act as ambassadors on behalf of the University around the world and the Alumni Relations and Annual Giving team does all in its power to help MAA volunteers succeed in their roles through professional guidance, tools and resources.

Volunteers are vital to keeping the global University community strong and connected, and by helping to build McGill's capacity. While the team in Alumni Relations and Annual Giving works to ensure reciprocal and beneficial relationships with volunteers, all members of the community who act in the name of McGill are responsible and accountable to the University.

The Board of the MAA is committed to the ongoing evaluation of Board processes and best practices relative to good governance, in order to ensure that the Association acts with integrity, transparency and compliance with University policies and procedures. As such, MAA volunteers work closely with staff in their shared responsibility to uphold McGill's values and reputation.

The Board derives its authority from the By-Laws of the Association and operates within the framework of its vision, mission, values and goals, acting in the best interest of McGill University and its members. Beyond the Association's By-Laws and Terms of Reference documents, the University and/or the MAA develops other documents as needed, designed to provide guidance to Directors and other Association volunteers in the successful performance of their functions.

All agents and volunteers who undertake a role in the name of the University and/or the MAA anywhere in the world are required to abide by all stated policies and procedures. Doing so minimizes risks associated with incidents or security breaches that compromise McGill's brand and reputation, ability to fundraise or otherwise undermine the community's trust in the University. Policies and procedures are derived from McGill's status as a public institution in Quebec and a registered charity in Canada.

Volunteers of the MAA are asked to read and sign the [Volunteer Affirmation of Compliance](#) form and associated documents, including a [Non-Disclosure Agreement](#), as an acknowledgement of their governance responsibilities and the consequences of non-compliance.

In support of the valuable role volunteers play for McGill, the Alumni Relations and Annual Giving team provides volunteers with training, tools and ongoing support in accordance with the roles undertaken. In the case of MAA branch, constituent associations and interest groups, these include procedures around succession planning, event planning, cost-recovery and banking practices, electronic mailing and registration systems, use of email addresses, websites and social media. In the case of reunion and other fundraising volunteers, these include procedures on the protection of personal and confidential information.

DIRECTORS AND OFFICERS LIABILITY

Directors, Officers and volunteers of the MAA are protected from personal liability through a comprehensive liability insurance and commercial general liability policies, a summary of which is provided in the appendices.

GENERAL POLICIES

- The McGill name, as well as other University names and associated logos are official marks of the University and may only be used by the University or under license by the University. The MAA is under license to use the McGill name and governs the use of all trademarked elements by members of the MAA. The University may revoke the license to use the name, visual symbols and trademarks or associated logos, at will. The University's Policy on the Use of McGill University's Name, Logo and Other Trademarks is publicly available here: https://www.mcgill.ca/visual-identity/files/visual-identity/trademark-policy.pdf

- University Advancement is the official McGill unit that oversees fundraising activities associated with the University, in keeping with the University's Gift Acceptance Policy, which is publicly available here: https://www.mcgill.ca/secretariat/files/secretariat/gift_acceptance_policy_and_guidelines.pdf

- McGill University Advancement is likewise the official data trustee of all alumni and donor data, and oversees alumni and donor relations functions such as event promotion and registration, and solicitation communications, in compliance with University policy, wherein all privacy laws, charitable standards, data and payment security standards apply: https://www.mcgill.ca/secretariat/files/secretariat/policy_on_enterprise_data_governance.pdf

OTHER McGILL POLICIES

Among the McGill policies relating to governance roles and responsibilities, the MAA endorses and adheres to the following:

- Code of Ethics and Conduct
- Policy on Harassment and Discrimination
- Policy Against Sexual Violence
- Policy on the Responsible Use of McGill Information Technology Resources
- Statement of Principles Concerning Freedom of Expression and Freedom of Peaceful Assembly

MAA Statements

Advocacy Policy Statement

Advocacy is one of the stated core values of the MAA, in the context of encouraging support for McGill University. There may be times when the MAA may be called upon by McGill to advocate alongside the University on a particular issue. These requests will be received by the President of the MAA, and if he/she deems it appropriate, may be deliberated upon by the Executive Committee or some other subset of the Board to determine the appropriateness of a response or action to be taken by the MAA. Such response may be considered if the University's position is in alignment with the MAA's stated core values (education, advocacy, relationships, excellence and tradition & innovation), and may include direct advocacy by a representative of the MAA Board, or by identifying influential representatives within the alumni community to assist McGill.

Alternatively, there may also be times when the MAA is called upon to publicly advocate and take a position on issues other than encouraging support for the University. These requests should be brought to the President of the MAA, and if he/she deems it appropriate, may be deliberated upon by the Executive Committee or some other subset of the Board to determine the appropriateness of a response or action to be taken by the MAA. Such response may be considered if the MAA's stated core values (education, advocacy, relationships, excellence, and tradition & innovation) are impacted or threatened in some way. The MAA may also determine that public action is not appropriate, but that quiet advocacy to McGill University's administration is warranted, on behalf of alumni, to encourage the University to address the issue.

Should an individual member of the MAA Board be asked to or feel the need to advocate on a specific issue in a personal capacity, they should inform the President of the MAA, and in no way should represent themselves as acting on behalf of the MAA, the MAA Board, or the alumni community at large. This respects the right of individuals to express their views in a personal capacity, while protecting the MAA from others speaking on behalf of the organization without the authority to do so.

Approved by the MAA Board on April 5, 2017

Position Statement on the Role of the MAA in the Bicentennial Campaign

BACKGROUND

McGill alumni have advanced global progress across nearly every field of endeavour. Their outstanding achievements provide the inspiration and impetus for our University as we establish its future as a place where the world looks for – and finds – answers to global problems.

As we celebrate over 200 years of contributions to research, discovery and learning, McGill seeks to raise $2 billion to support its bold ambitions. "Made by McGill: The Campaign for our Third Century" is seeking philanthropic support along the following key themes:

- Opportunities that open doors
- Research that changes lives
- Innovation that drives progress
- Education that shapes future-ready students

The Campaign's success relies on the engagement of many stakeholders inside and outside the University, including volunteers, the President, the Chancellor, the Chair of the Board of Governors, the Provost, the Deans and University Advancement leadership and staff. Only by nurturing a truly McGill-wide "culture of philanthropy" will we achieve the Campaign's ambitious goals.

McGill draws strength, inspiration, and guidance from a team of exceptional volunteers – our Leaders Alliance – who give their time, energy and wisdom to the University, and whose powerful insights and connections can help McGill have an even greater impact on our world.

The MAA is one of McGill's volunteer champions, a key partner within the Leaders Alliance. The Campaign can only be successful with the dedicated support of our Leaders Alliance volunteers, serving in a multitude of capacities.

POSITION STATEMENT: ROLE OF THE MAA IN THE CAMPAIGN

With a worldwide and broad-based network, the MAA (through its Board, Councils, committees, regional branches and constituent groups) play a vital role in support of the Campaign, and actively collaborate with the Regional (Advancement) Boards and Council of Faculty (Advancement) Boards.

More specifically:

1. Each member of the MAA Board will be expected:

- to make a personal philanthropic contribution at a level which is meaningful to them,
- to advocate for the Campaign, and
- to share their influence and connections, in particular in identifying champions for mass giving strategies, such as McGill24.

2. The MAA Board will actively encourage all MAA volunteers around the world:

- to make a personal philanthropic contribution at a level which is meaningful to them,
- to encourage widespread support for and participation in fundraising efforts throughout the Campaign, or to advocate for the Campaign, and
- to share their influence and connections, in particular in identifying champions for mass giving strategies, such as McGill24.

3. The MAA Board will actively encourage all McGill alumni around the world to support and participate in fundraising efforts throughout the Campaign.

4. While all regional branches and constituent groups around the world will continue to engage a broad cross-section of alumni by organizing a variety of events throughout the year, the MAA Board will actively encourage these regional branches and constituent groups to collaborate with the Regional (Advancement) Boards and Faculty (Advancement) Boards, as may be appropriate and in partnership with the University Advancement team.

Approved by the MAA Executive Committee on June 22, 2018

Statement on Equity, Diversity and Inclusion

As the MAA's Board of Directors, we are privileged to serve at the intersection of 300,000 members of the global alumni community and McGill University. The protests that were provoked by the killing of George Floyd in Minneapolis, MN on May 26, 2020, and civil unrest against police brutality and racism that spilled into Canada, prompted the MAA to reflect on our role to ensure that the University communicates on a regular basis with its alumni on matters of social importance and impact, and that the full diversity of the alumni community have platforms to provide input to and their voices heard by the University. We stand in solidarity with Black and Indigenous communities and People of Colour (BIPOC) against all forms of direct and systemic racism, which have prevented these and other minority communities from participating fully in society, and having their achievements celebrated and their histories honoured.

We support the University's statement on injustice and racism, issued on June 2, 2020, and laud the follow-up statement in response to feedback received, addressing systemic racism, issued on June 12, 2020. As McGill recognized then, statements are important, but actions are meaningful and we each have a role in making lasting change. In this regard, the MAA shares its own actions below, which reflect our Board's commitment to advancing equity, diversity and inclusion (EDI):

- For the past decade, the MAA Board has made a concerted effort to broaden our pipeline for recruitment to the Board and our Committees, and for recognition through our Honours and Awards Program, to ensure that we consider diversity in its full sense and value different perspectives, experiences, identities, and contributions to our society. This includes members of all cultural communities, genders, ages, academic profiles, and career paths, as well as those living with disabilities.

- In 2018, we expanded our commitment to EDI, and made EDI a priority and one of three strategic pillars of our strategic plan. Since that time, we have conducted an extensive benchmarking of EDI practices, reviewed McGill University's past work in this area, and ensured alignment with the University's first [Strategic Equity, Diversity and Inclusion (EDI) Plan](#). This work will continue and we are holding ourselves accountable by making progress on the EDI pillar (and the other two pillars—outreach and alumni giving) a standing item on the agenda of every Board meeting.

- The MAA budget includes an allocation of funds to support student and branch initiatives. Over the years, we have been inspired by the broad-ranging and creative initiatives driven by our students and alumni at branches around the world—displaying a commitment to the University and to building stronger and more inclusive communities. In FY21, $25,000 was budgeted to sponsor student and branch initiatives. In order to encourage initiatives that help advance dialogue, understanding and action, the Board unanimously committed that beginning with the next round of competition, at least 25% of the student and branch sponsorship budget, representing $6,250, would be earmarked for anti-racism initiatives or for initiatives that celebrate the presence and success of diverse communities.

We recognize that more needs to be done and the momentum must continue. We encourage alumni to review the [important work being done](#) in regard to the promotion of equity on campus, and to [reach out to us with your thoughts](#). We are here to listen, and to ensure that feedback is provided to the University administration on a timely basis, so that your voices are part of their reflection.

Sincerely,
Board of Directors of the McGill Alumni Association

Approved by the MAA Board of Directors on June 10, 2020.

Overview of University Advancement

University Advancement is responsible for alumni engagement and services, fundraising for University priorities, communications that support alumni and development programs, and donor relations.

The Alumni Relations and Annual Giving unit is an administrative department within University Advancement. The 35+ member team works together with colleagues in central, Regional, Faculty and Corporate-based Advancement teams, numerous other campus partners, and the MAA.

The Alumni Relations and Annual Giving unit builds lifelong engagement among alumni, students and friends of McGill. The unit fosters annual support for the University through The McGill Fund, hosts hundreds of events virtually and in-person around the world featuring campus researchers and dignitaries, and is the primary liaison with the MAA and its extensive network of volunteers who act as McGill's ambassadors worldwide. It also provides alumni and students with a range of programs and benefits that include networking and career services, educational travel, and group rates on exclusive services.

Under the aegis of the Managing Director, who is the ex-officio Executive Director of the MAA, the unit is comprised of four sub-units.

ANNUAL GIVING

As the foundation of McGill's fundraising efforts, the Annual Giving team plans and executes a multi-channel program to raise annual funds in support of world-class academic programs and institution-wide services that provide students with the opportunity to thrive. The McGill Fund is the general heading under which annual gifts are collected. Annual gifts are largely unrestricted and are intended to be put to immediate use for the greatest impact. The Annual Giving team offers a robust range of giving opportunities to students, alumni, parents and friends, and manages the University's direct mail and email solicitations, student call centre, McGill crowdfunding platform, and McGill24, McGill's day of giving. This team also works closely with the newly formed McGill Fund Leadership Council.

ALUMNI COMMUNITIES

The Alumni Communities team is responsible for forging ties with alumni branches and ambassadors around the world, extending engagement opportunities to additional audiences, such as parents and friends, in support of McGill's mission. In partnership with University Advancement's regionally based development staff, the Alumni Communities team develops a wide range of engagement programs and tools to keep alumni connected to one another and to the University. They travel to key regions and provide support to MAA and other University volunteers involved in branch activities, affinity interests, student recruitment events, mentoring and job shadowing opportunities. Team members provide support to the global alumni network on social media, including official alumni accounts on Facebook, LinkedIn, X (formerly Twitter) and Instagram.

STUDENT AND YOUNG ALUMNI PROGRAMS

The Student and Young Alumni Programs team forges ties with students before they graduate to create a seamless transition from the student experience to life as McGill alumni. This team works closely with a variety of unit partners and others on campus, such as Enrolment Services, Career Planning Services, Campus Life and Engagement, and undergraduate and graduate student associations, on a variety of initiatives that brings potential, current and former students

together for activities in yield and recruitment, mentoring and job shadowing, career preparation, entrepreneurship exploration and corporate alumni engagement. This team also works closely with the McGill Alumni Student Engagement Council (MASEC), and a variety of active MAA constituent groups, namely the McGill Women's Alumnae Association, McGill Black Alumni Association, McGill Young Alumni and McGill Muslim Alumni Society, among numerous other interest groups. In partnership with the Alumni Communities unit and the University Advancement Communications team, Alumni Communities creates digital engagement opportunities for McGillians through the McGill Alumni website (alumni.mcgill.ca), the McGill Alumni Directory, a virtual alumni book club, platforms for mentoring and chat-based events, and a variety of webinar/webcast platforms.

AFFINITY AND ENGAGEMENT SERVICES

From Parents Tent to Homecoming Celebration Weekend, traveling Made by McGill and Campaign for our Third Century activities and special recognition occasions, the Affinity and Engagement Services team plans, executes and supports hundreds of local, national and international events, online and in-person, that advance McGill's fundraising and alumni engagement efforts. This team is also responsible for managing affinity partnerships on behalf of the MAA that provide discounts and/or services to alumni, such as insurance programs, financial services and educational travel opportunities, as well as other on and off-campus programs.

University Governance

Alumni of McGill hold governance positions on numerous boards, committees and councils outside the MAA.

The following individuals and entities hold some of the senior-most volunteer positions at McGill.

The Chancellor: The Chancellor is the titular head of McGill University and an ex officio member of the Board of Governors. The Chancellor's duties include presiding over Convocation and representing the University at official functions. McGill's 20th Chancellor is John McCall MacBain (BA'80, LLD'14), who took office on July 1, 2021.

University Board of Governors: The Board of Governors has final authority over the conduct of all academic, business, and financial affairs of the University. It is also the trustee of all University property and is responsible for its maintenance and administration. The Statutes set out the manner in which the Board exercises its authority and how and to what extent its powers may be delegated. The Board is composed of twenty-five voting members and two non-voting student observers. Some former members of the Board of Governors are appointed as governors emeriti. The Chair of the Board of Governors is Maryse Bertrand (Ad.E., BCL'80, MSc (RM)), who took office on July 1, 2022.

University Senate: The McGill University Senate is a governing body tasked with general control and supervision over the academic matters of the University. The composition and responsibilities of the Senate are governed by the Statutes of McGill University and the proceedings are governed in part by the Standing Rules of Procedure.

President's International Advisory Board: The President's International Advisory Board receives overviews of the plans and progress of the University and an analysis of its challenges. The Board offers direct guidance and counsel to the President to inform her leadership and that of her senior team in their management decision-making. Board members also serve as McGill's chief world ambassadors, offering the University linkages to important global communities.

Faculty Advisory or Advancement Boards: Faculty Boards are the chief non-academic advisory groups to the Deans. They provide counsel to the Deans on interpreting and promoting the Faculties to their external constituencies and offer advice on fundraising and management issues for which the Deans seek consultation. They are a source of intelligence to the Deans on external economic, social, and cultural conditions that may impact the Faculties' long-range planning and help identify sources of additional revenue.

Regional Advisory or Advancement Boards: Regional Boards are advisory groups to University Advancement on fundraising matters and related University issues. They assist the VP (University Advancement) and the regionally-based development and alumni relations teams by promoting the goals and reputation of the University to its current and potential stakeholders in the region, thereby strengthening the McGill brand, expanding its networks, and increasing its philanthropic competitiveness.

https://www.mcgill.ca/orgchart/