

## CCAIE Survey Results

Name of Institution: York University

**1. How many events do you host outside of your institution's hometown each year?**

- 10-50

**2. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro sporting events, etc...

**3. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes - attended all of our alumni receptions (7 so far this year)

**4. If so what is the format of these visits (i.e. receptions focus groups)?**

- Cocktail receptions to which all alumni in the particular city were invited (free)

**5. What are the goals of these visits?**

- Re-engagement - we've not been 'out of Toronto' for some time and are trying to re-establish our 'presence' and connections to our alumni outside of TO.

**6. What other areas of your institution (if any) are involved?**

- Alumni Office does all of the organizing
- VPs and Deans are invited and encouraged to attend
- Foundation staff

**7. Can you provide an example of a trip or visit that went particularly well?**

- Our recent run of cocktail receptions (basically all the same event just in different cities). Because we're trying to build a lot of our programs, branches in particular, we put a real premium on getting venues that were a draw in and of themselves.

**8. What tips for success can you share with your colleagues?**

- ?? - this is why I'm planning to attend the session. We've hired staff to help with registration in other cities (usually friends of friends) and this really helps you focus on the big stuff like getting to know your alumni

**9. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: Acadia University**

- 1. How many events do you host outside of your institution's hometown each year?**
  - 10-50
- 2. What types of events do you host?**
  - Socials - pub night, wine and cheese receptions, etc...
  - Institutional representatives – Presidents, Dean, Alumni Directors, etc...
  - Award presentations – Branch awards, Institutional Alumni Awards, etc...
  - Educational events – Guest speakers, Continuing education, etc...
- 3. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**
  - Yes
- 4. If so what is the format of these visits (i.e. receptions focus groups)?**
  - Receptions, dinners, and informal gatherings.
- 5. What are the goals of these visits?**
  - Updating our alumni about happenings at Acadia
- 6. What other areas of your institution (if any) are involved?**
  - Deans
  - Faculty
  - Students
  - Alumni
- 7. Can you provide an example of a trip or visit that went particularly well?**
  - Every year we hold an event for our snowbird alumni who live in Florida. It is a luncheon where the President, a current student doing some kind of interesting research, a faculty member and alumni personnel host a lunch and informal presentation.
- 8. What tips for success can you share with your colleagues?**
  - You need local organizers to ensure a successful turnout and event.
- 9. What potential pitfalls are out there that you can share with your colleagues?**
  - It does not work if all organization is done from your campus and you only rely on email to get the word out. Phone calls and personal contact is essential.

**Name of Institution: Dalhousie University**

**10. How many events do you host outside of your institution's hometown each year?**

- 10-50

**11. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Award presentations – Branch awards, Institutional alumni awards, etc...
- Educational events – Guest speakers, Continuing education etc...

**12. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Irregularly

**13. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions mostly.

**14. What are the goals of these visits?**

- To deliver the Dalhousie "message". He also does fund raising calls outside of the event.

**15. What other areas of your institution (if any) are involved?**

- Not sure of the question (our events professional is on the road and I am answering for her the best I can)

**16. Can you provide an example of a trip or visit that went particularly well?**

- Last week for instance, we traveled to Calgary for the President and Vice President External. While they were in the city they joined a student recruitment event that was being hosted by an alumnus in her law firm. The students were very impressed.

**17. What tips for success can you share with your colleagues?**

- Briefing forms for all involved.
- Cross networking types of events
- Consider all events to be alumni opportunities.

**18. What potential pitfalls are out there that you can share with your colleagues?**

- Major religious holidays should be avoided.
- Watch out when using the Parliament buildings for events - elections make everything void.

**Name of Institution: Greenwood College School**

**19. How many events do you host outside of your institution's hometown each year?**

- 0-10

**20. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc....

Comments: As we only have 41 17-year-old alumni at the moment a faculty member takes them out for dinner (no booze!)

**21. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Not yet - see above

**22. If so what is the format of these visits (i.e. receptions focus groups)?**

- Nil

**23. What are the goals of these visits?**

- Nil

**24. What other areas of your institution (if any) are involved?**

- We have a faculty member who serves as the main point of contact with our graduating class and new alumni because of the young age of our alums. He has been their teacher so they know them well and they work with advancement office staff on alumni programs.

**25. Can you provide an example of a trip or visit that went particularly well?**

- Queen's visit because of Windmills Cafe :-)

**26. What tips for success can you share with your colleagues?**

- None

**27. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: Lakehead University**

**28. How many events do you host outside of your institution's hometown each year?**

- 0-10

**29. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro sporting events, etc...

**30. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- No.

**31. If so what is the format of these visits (i.e. receptions focus groups)?**

- Nil

**32. What are the goals of these visits?**

- Nil

**33. What other areas of your institution (if any) are involved?**

- Advancement/Development
- Faculties
- Athletics

**34. Can you provide an example of a trip or visit that went particularly well?**

- Presentation to alumni at Queen's Park in Toronto. We had about 70 alumni there for a dog and pony show. There were hors d'oeuvres and an open bar.

**35. What tips for success can you share with your colleagues?**

- Provide as much notice to alumni as possible and make it "fun" or at least satisfying. Don't overdo the presidential presentations, they get old real quick.

**36. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: Laurentian University**

**37. How many events do you host outside of your institution's hometown each year?**

- 10-50

**38. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro sporting events, etc...

**39. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes

**40. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions
- Chapter launches
- Golf tournaments

**41. What are the goals of these visits?**

- Friend-raising
- Overall support of alumni initiatives

**42. What other areas of your institution (if any) are involved?**

- Some faculty members

**43. Can you provide an example of a trip or visit that went particularly well?**

- Our university President attends all Chapter launches. The most recent being the launch of our Sports Administration Chapter held in Toronto on April 12th.

**44. What tips for success can you share with your colleagues?**

- Script the President well and work hard to ensure they stick with the script (so that the focus is friend-raising and not fundraising). Provide briefing notes on key alumni to speak with and become close with President's scheduling assistant.

**45. What potential pitfalls are out there that you can share with your colleagues?**

- We've experienced a few challenges. Firstly our President wants to be at every event and coordinating around her schedule is virtually impossible. We've also had a difficult time having her speech become too fundraising focused

**Name of Institution: McGill University**

**46. How many events do you host outside of your institution's hometown each year?**

- 100+

**47. What types of events do you host?**

- Socials - pub night, wine and cheese, receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni, Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro sporting events, etc...

**48. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- To date the Principal has made two trips in five years that were primarily focused on Alumni Relations.

**49. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions

**50. What are the goals of these visits?**

- To increase awareness and support of the campaign.

**51. What other areas of your institution (if any) are involved?**

- None

**52. Can you provide an example of a trip or visit that went particularly well?**

- The Principal visited Los Angeles recently and we held an event at the Canadian Ambassador's residence. The event began with words from the Ambassador and the Principal and then a multimedia presentation by one of our "star" faculty members.

**53. What tips for success can you share with your colleagues?**

- A great venue is key

**54. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: McMaster University**

**55. How many events do you host outside of your institution's hometown each year?**

- 50-100

**56. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro-sporting events, etc..

**57. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes

**58. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions
- Dinners

**59. What are the goals of these visits?**

- Connect with alumni and keep their connection strong to the university
- Make alumni aware of projects of the university
- Encourage them to support the university financially
- Recommending the university to children, friends, and colleagues
- Identify potential donors

**60. What other areas of your institution (if any) are involved?**

- Development
- International affairs

**61. Can you provide an example of a trip or visit that went particularly well?**

- Our annual trip to Asia is always a success with a good percentage of alumni in attendance. Its usually in a dinner format where our president gives an annual university update.

**62. What tips for success can you share with your colleagues?**

- We try to look at demographics in the area and program accordingly but we haven't found a magic formula that works universally. Sometimes events work in some areas and don't in others.

**63. What potential pitfalls are out there that you can share with your colleagues?**

- You never know what attendance will be at events and it could be low which is disappointing for everyone. You always need to offer something fresh and timely to alumni and it can be difficult to figure out events that will work well.

**Name of Institution: Mount Allison University**

**64. How many events do you host outside of your institution's hometown each year?**

- 10-50

**65. What types of events do you host?**

- Socials - pub night, wine and cheese, receptions, etc...

**66. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes, he is the guest speaker at some of our alumni events.

**67. If so what is the format of these visits (i.e. receptions focus groups)?**

- Alumni receptions and dinners

**68. What are the goals of these visits?**

- To meet alumni
- To promote Mount Allison
- Provide an update on projects and our JUMP Campaign
- Travel to these events are also tied in with visits to alumni in the area.

**69. What other areas of your institution (if any) are involved?**

- Sometimes our Vice-Presidents, Development Officers and other faculty are guest speakers at these events.
- The purpose of their participation is the same as that shown in question above.

**70. Can you provide an example of a trip or visit that went particularly well?**

- Small alumni dinners seem to work particularly well as they provide a warm setting and an opportunity for our President and Development officers to talk to everyone who is attending.

**71. What tips for success can you share with your colleagues?**

- Provide a warm setting
- Add different facets to the program if possible
- Music, a good MC, showing of a video, etc.

**72. What potential pitfalls are out there that you can share with your colleagues?**

- Conflicting events in the area
- Conflicting events in the same venue
- It is important to have a nice room that is separate from other events that are happening in the same venue
- Weather

**Name of Institution: Providence College & Seminary**

**73. How many events do you host outside of your institution's hometown each year?**

- 0-10

**74. What types of events do you host?**

- We do alumni gatherings along with our student music teams touring Presidents Receptions

**75. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Our President likes to contact alumni when he is different areas, just to connect with them and see what they are doing.

**76. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions

**77. What are the goals of these visits?**

- To connect with our alumni and let them know what is happening at Providence and hear what they are doing.

**78. What other areas of your institution (if any) are involved?**

- The Development Department

**79. Can you provide an example of a trip or visit that went particularly well?**

- One of our music teams was singing at an alumni's church and we invited alumni to come and stay for a reception after the program. It was a large crowd and there was a lot of reconnecting that happened. There were also excited to meet some of our present students.

**80. What tips for success can you share with your colleagues?**

- To get alumni to come out to an event. It helps to have a local alumnus involved, use mail, email and the phone to encourage them to come. It takes a lot to get communication out to alumni.

**81. What potential pitfalls are out there that you can share with your colleagues?**

- The challenge is working with different alumni's schedules and locations. I get different alumni out at different times depending what works with their schedules.

**Name of Institution: Queen's University**

**82. How many events do you host outside of your institution's hometown each year?**

- 100+

**83. What types of events do you host?**

- Socials - pub night, wine and cheese, receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Award presentations – Branch awards, Institutional alumni awards, etc...
- Educational events – guest speakers, continuing education, etc...

**84. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes

**85. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions and dinners

**86. What are the goals of these visits?**

- Introduce the Principal to alumni in the area.
- Raise awareness about key priorities and projects at Queen's
- Develop profile for the local Branch
- Volunteer and donor identification

**87. What other areas of your institution (if any) are involved?**

- Principal's Office
- Student Recruitment
- Development Office
- Annual Giving
- Government Relations
- Dean's Offices (as needed)

**88. Can you provide an example of a trip or visit that went particularly well?**

- Western Canada – see presentation!

**89. What tips for success can you share with your colleagues?**

- Suggestions for venues and site inspection by alumni volunteers prior to booking.
- Collaboration with volunteers regarding event pricing and timing
- Meaningful participation in formal program by alumni volunteers

**90. What potential pitfalls are out there that you can share with your colleagues?**

- Allow lots of time for set up at events so that compensations for possible venue deficiencies/service can be overcome.

**Name of Institution: Queen's School of Business**

**91. How many events do you host outside of your institution's hometown each year?**

- 10-50

**92. What types of events do you host?**

- Socials - pub night, wine and cheese, receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni, Directors, etc...
- Educational events – guest speakers, continuing education, etc...

**93. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- When the Dean travels, whether to attend conferences, professional association meetings, international program partnership negotiations, or major gift calls we try to organize an alumni event in cities where there are enough alumni to make such an event worthwhile.

**94. If so what is the format of these visits (i.e. receptions focus groups)?**

- The format varies: sometimes he'll do a formal presentation on his academic area of expertise (negotiation), preceded and followed by a networking reception. Other times we organize an informal get-together (e.g. a pub night in London, dinner in Singapore)

**95. What are the goals of these visits?**

- To maintain our relationship with our alumni.
- To respond to alumni requests to keep in touch.
- To continue to foster our relationship with alumni so that they will be more amenable to requests that they support the school.

**96. What other areas of your institution (if any) are involved?**

- The Alumni Relations area works closely with the Dean's office of course. We also work with regional Queen's offices (e.g. Toronto and Calgary offices) to invite staff to QSB alumni events and to promote Branch activities in cities where we have business.

**97. Can you provide an example of a trip or visit that went particularly well?**

- We did a Queen's Business Club event in Toronto that was orchestrated by the Dean through his personal connection to our guest speaker Dick Haskayne (philanthropist, former CEO of major energy companies, recent author). Dean Saunders was on hand.

**98. What tips for success can you share with your colleagues?**

- Make the most of the Dean's contacts to invite speakers to alumni events.
- Leverage the Dean's attendance at events to encourage high profile alumni to attend events (they don't tend to come out to regular alumni speaker events in big numbers)

**99. What potential pitfalls are out there that you can share with your colleagues?**

- The usual - last minute changes to the program (e.g. guest speaker stuck in traffic delaying the start of proceedings). Usually attendees are very forgiving if things don't proceed exactly as scheduled.

**Name of Institution: Ryerson University**

**100. How many events do you host outside of your institution's hometown each year?**

- 0-10

**101. What types of events do you host?**

- Socials - pub night, wine and cheese, receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni, Directors, etc...
- Combining a social event with an alumni focus group

**102. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- On occasions where the critical mass is significant and where he can schedule additional visits with prospects donors or other educational representatives.

**103. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions for the most part, where he would bring greetings and a "state of the union" from the university.

**104. What are the goals of these visits?**

- To strengthen affinity of alumni and friends.
- To educate / enlighten attendees by providing information on current issues and initiatives at the university.
- To collect up-to-date information for the database.

**105. What other areas of your institution (if any) are involved?**

- We have partnered on a few occasions with our domestic / international student recruitment offices. They have held a pre-reception for prospective students parents and guidance counselors and then have had an opportunity to interact with alumni later on.

**106. Can you provide an example of a trip or visit that went particularly well?**

- Last fall we visited Trinidad which had at one time an active alumni branch. On this occasion we partnered with our international recruiting office and the dynamic between prospective students and alumni was outstanding.

**107. What tips for success can you share with your colleagues?**

- Plan well ahead.
- Utilize local alumni for advice and assistance.
- Communicate frequently: web announcements, save the date emails, formal invitations, follow-up phone calls, email reminders to those who have RSVP'd , hand written notes to those who attended.

**108. What potential pitfalls are out there that you can share with your colleagues?**

- If printing academic program names on nametags where the name of a program may have evolved over time, be sure that you note the program name as it was when the alum graduated, not what it may be called today (potential database challenge).

**Name of Institution: Simon Fraser University**

**109. How many events do you host outside of your institution's hometown each year?**

- 0-10

**110. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni, Directors, etc...
- Educational events – guest speakers, continuing education, etc...

Comments: We are starting to work with recruiting

**111. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes

**112. If so what is the format of these visits (i.e. receptions focus groups)?**

- We most frequently do receptions

**113. What are the goals of these visits?**

- To connect with our alumni.

**114. What other areas of your institution (if any) are involved?**

- Ceremonies and Events Recruiting (new development)
- Government Relations
- University Advancement
- Co-op Education

**115. Can you provide an example of a trip or visit that went particularly well?**

- An excellent reception for alumni and friends in an art gallery in Toronto. Alumni responded very well to the venue and did some fantastic networking. Well attended and enjoyed by all.

**116. What tips for success can you share with your colleagues?**

- Try to provide alumni with opportunities that they wouldn't otherwise have in terms of events. Look at your demographics to see what the make-up of your alumni are.

**117. What potential pitfalls are out there that you can share with your colleagues?**

- Of course the fact that people who have rsvp'd do not turn up and you've got the President there and not very many people.

**Name of Institution: University of Ottawa**

**118. How many events do you host outside of your institution's hometown each year?**

- 10-50

**119. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...

**120. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Not often, most travel and hosting is done by the VP of University Relations

**121. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions with a word from the VP of University Relations and a word from a prominent alum in the area.

**122. What are the goals of these visits?**

- Reconnecting with alumni
- Updating addresses
- Spreading the brand and key institutional messages

**123. What other areas of your institution (if any) are involved?**

- Development - hosting donors prospects
- Marketing & Communications - creating invitations newspaper ads media strategy (if needed)
- Student Recruitment
- Graduate Studies

**124. Can you provide an example of a trip or visit that went particularly well?**

- Last month uOttawa took over the MaRs building in Toronto for a day. All alumni in the area were invited to a lecture by alumna Mary Lou Finlay followed by a reception for all alumni from the Toronto area. Prior to the lecture, four Deans hosted events.

**125. What tips for success can you share with your colleagues?**

- Plan early. Collaborate with your faculties to share the load. Have the centre work on central activities but ensure the faculties (or services) pick up their part.

**126. What potential pitfalls are out there that you can share with your colleagues?**

- Often we try to respond to every opportunity. It's hard to say no to any events where you have an interested volunteer who wants to bring out 20 people, however at the end of the day sometimes you have to say no and concentrate on priorities.

**Name of Institution: University of Regina**

**127. How many events do you host outside of your institution's hometown each year?**

- 0-10

**128. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro-sporting events, etc...

**129. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes

**130. If so what is the format of these visits (i.e. receptions focus groups)?**

- Networking receptions and lifelong learning events

**131. What are the goals of these visits?**

- To connect alumni and friends with the University of Regina through education and enrichment
- To foster connection to the University of Regina and encourage involvement/awareness
- To provide a networking experiences for alumni with other key decision makers

**132. What other areas of your institution (if any) are involved?**

- The Deans and faculty members also attend alumni events where there will be a significant number of alumni attending who graduated from that faculty

**133. Can you provide an example of a trip or visit that went particularly well?**

- We focused on alumni with a geology major or minor degree, inviting them to a networking event in Calgary during the petroleum geologists conference (CSPG). We had a 30% response rate. The Department of Geology strongly supported the event.

**134. What tips for success can you share with your colleagues?**

- Try to know your audience - what time of day works best, what time of event will interest them and draw them away from otherwise busy schedules.

**135. What potential pitfalls are out there that you can share with your colleagues?**

- Be sure to allow yourself at least four weeks to promote the event.

**Name of Institution: University of Toronto**

**136. How many events do you host outside of your institution's hometown each year?**

- 10-50

**137. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro-sporting events, etc...

**138. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes. The President and Chancellor travel to areas of high alumni concentration, both locally (within Ontario and Canada) and internationally. Some correspond with other travel initiatives but others are mainly to ensure that we do not lose touch with alumni.

**139. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions with invites sent to alumni and friends. Usually a wine and cheese format with brief remarks.

**140. What are the goals of these visits?**

- Introduce the President/Chancellor to XXX area alumni and reacquaint alumni and friends with the University of Toronto.
- Bring alumni up to date on new developments at the University
- Communicate how much alumni mean to the University

**141. What other areas of your institution (if any) are involved?**

- All constituencies are provided with updates of the RSVP list so that they are able to monitor their individual grads and prospects.
- All parts of university advancement and marketing.

**142. Can you provide an example of a trip or visit that went particularly well?**

- No

**143. What tips for success can you share with your colleagues?**

- None

**144. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: University of British Columbia**

**145. How many events do you host outside of your institution's hometown each year?**

- 50-100

**146. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro-sporting events, etc...

**147. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- At this time yes. We have a new President at UBC so we are taking this time to introduce him to a number of our alumni communities.

**148. If so what is the format of these visits (i.e. receptions focus groups)?**

- Intimate roundtable meetings with prominent alumni "connectors" and larger "y'all come" receptions.

**149. What are the goals of these visits?**

- Introduce our alumni to the President and vice versa
- Address why UBC matters
- Help connect alumni with one another
- Build more vibrant local communities and activate networks of local "connected" alumni volunteers
- Facilitate the work of UBC partners

**150. What other areas of your institution (if any) are involved?**

- President's office
- Faculties
- International office and Development office

**151. Can you provide an example of a trip or visit that went particularly well?**

- A recent trip to Hong Kong where we organized a roundtable dinner for our President with prominent alumni. While alumni were RSVPing to attend they were opening their rolodexes and suggesting further "connectors" to invite.

**152. What tips for success can you share with your colleagues?**

- Know what you want to achieve at the onset when you begin your planning and work with your anticipated/expected/required outcome in mind.

**153. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: UCC**

**154. How many events do you host outside of your institution's hometown each year?**

- 10-50

**155. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Educational events – guest speakers, continuing education, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro-sporting events, etc...

**156. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes - but usually combined with major gifts work

**157. If so what is the format of these visits (i.e. receptions focus groups)?**

- Receptions and dinners

**158. What are the goals of these visits?**

- Connect with alumni & parents
- Getting people out

**159. What other areas of your institution (if any) are involved?**

- Some coaches or student groups

**160. Can you provide an example of a trip or visit that went particularly well?**

- Annual dinner in London with 100 alumni
- Career mentoring speakers series in NYC

**161. What tips for success can you share with your colleagues?**

- Getting it out by word of mouth through well-connected employees and alumni rather than just written communications
- Lots of focus on university students
- We provide receptions gratis through either the school or sponsorship by a donor

**162. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: UNB Associated Alumni**

**163. How many events do you host outside of your institution's hometown each year?**

- 10-50

**164. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean Alumni Directors, etc...
- Sporting events – visiting athletic teams from your school, tickets to pro sporting events, etc...

**165. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Yes.

**166. If so what is the format of these visits (i.e. receptions focus groups)?**

- All of the above

**167. What are the goals of these visits?**

- Building relationships
- Speaking about the institution, being the CEO

**168. What other areas of your institution (if any) are involved?**

- Development
- Recruitment

**169. Can you provide an example of a trip or visit that went particularly well?**

- Hong Kong .We scheduled an alumni dinner with 50 attendees (140 UNB alumni in HK). There was an important UNB donor there and we convinced the President to meet and have lunch with the donor, more as a stewardship call. The donor enjoyed lunch and responded by pledging an additional amount of money.

**170. What tips for success can you share with your colleagues?**

- Set some clear event goals for President's involvement (or any institution administration)
- Volunteers on the ground are critical to success, but ensure that all administration logistics and financial pieces of the puzzle are handled centrally

**171. What potential pitfalls are out there that you can share with your colleagues?**

- Too high attendance expectations
- President feels that those attending are not worthy of his/her time
- Shortage of food and no open bars
- Always take the responsibility off the institution or association.

**Name of Institution: Vancouver Community College**

**172. How many events do you host outside of your institution's hometown each year?**

- 0-10

**173. What types of events do you host?**

- None

**174. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- No

**175. If so what is the format of these visits (i.e. receptions focus groups)?**

- N/A

**176. What are the goals of these visits?**

- None. If we were to hold an event outside of our geographic region it would be to build a relationship with each grad enhancing enrolment fundraising perhaps hiring grads etc.

**177. What other areas of your institution (if any) are involved?**

- I work under the umbrella of the VCC Foundation who are in the middle of a capital campaign

**178. Can you provide an example of a trip or visit that went particularly well?**

- No

**179. What tips for success can you share with your colleagues?**

- None

**180. What potential pitfalls are out there that you can share with your colleagues?**

- None

**Name of Institution: The University of Western Ontario**

**181. How many events do you host outside of your institution's hometown each year?**

- 100+

**182. What types of events do you host?**

- Socials - pub night, wine and cheese receptions, etc...
- Institutional representatives – Presidents, Dean, Alumni Directors, etc...
- Award presentations – Branch awards, Institutional alumni awards, etc...
- Educational events – guest speakers, continuing education, etc...

**183. Does your President/Principal travel regularly for alumni relations purposes (i.e. not major gifts calls)?**

- Our President does travel regularly for major gift and alumni relations purposes. It is very seldom that one is done without the other.

**184. If so what is the format of these visits (i.e. receptions focus groups)?**

- The typical President's reception is a cocktail event with the President and/or distinguished alumni speaker. Our President is usually accompanied by the VP of External or AVP of Development. Our President has also hosted dinners for smaller alumni gatherings.

**185. What are the goals of these visits?**

- Our goals for these events are to engage alumni by building a vigorous alumni network and a lifelong relationship between Western and its constituents, including students and graduates, and for supporting the University's mission locally nationally and internationally.

**186. What other areas of your institution (if any) are involved?**

- Development, Recruitment Communications and Public Affairs Facilities have partnered on a few occasions with our domestic / international student recruitment offices. They have held a pre-reception for prospective students, parents, and guidance counselors, and then have had an opportunity to interact with alumni later on

**187. Can you provide an example of a trip or visit that went particularly well?**

- [http://www.uwo.ca/pvp/loire\\_diary.html](http://www.uwo.ca/pvp/loire_diary.html) I think the current trip speaks to Western's spirit of providing the best student experience among Canada's leading research-intensive universities. This is a culture that is lead from the top of the organization.
- Last fall we visited Trinidad which had at one time an active alumni branch. On this occasion we partnered with our international recruiting office and the dynamic between prospective students and alumni was outstanding.

**188. What tips for success can you share with your colleagues?**

- Plan, plan, plan. The earlier you can get time, dates, flights, venues, speakers, volunteer, and development calls booked the greater your likelihood for success. Promotional vehicles can best be leveraged if you have more lead time.

**189. What potential pitfalls are out there that you can share with your colleagues?**

- Understanding that the President may not be the draw that you think he or she is. Many alumni are not coming out to see this individual. Often a new exciting venue or guest speaker can draw out larger numbers.

