

# Western Alumni Association

Western's Alumni Association is a non-profit organization led by an all-alumni Board of Directors. Members of the Alumni Association give freely of their time and talent to deliver the best alumni experience through active participation in: alumni and student engagement programs; support of University governance; student recruitment and development opportunities; as well as advocacy and ambassador opportunities for Western.

## Meet your Board

2018-19 Western Alumni Association Board of Directors

President, Warren Bongard, LLB'91  
Past President, David Simmonds, BA'07

Trisha Beusaert, BA'11  
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Western is proud to partner with:



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# 2018 Progress Report

The Alumni Association of  
The University of Western Ontario







It is truly an exciting time to be a **#purpleandproud** graduate of Western University.

Following Spring Convocation 2018, we will have reached a milestone of **300,000 alumni** living in 150 countries around the world. That isn't just a number. It's your *network*. Together, we share the unique Western Experience.

Last fall, we reached out to all of our alumni with the 2018 **Alumni Engagement Survey**. Results will be shared in the coming months, but know your feedback is already helping to improve and enhance alumni programs and services.

With a vision to *inspire all alumni to share a lifelong commitment, pride and passion for Western*, your Alumni Association's strategic plan, **Extraordinary Engagement**, is coming to life. I couldn't be more proud of the progress made on the pillars of the plan, as outlined in this report.

Thanks to all of you, I know I am leaving the Alumni Association in great hands, and in a great place for, incoming President Warren Bongard, LLB'91. Your Alumni Association will continue to work hard to foster relationships between alumni and Western, and among alumni in networks around the world, all while delivering an alumni experience like no other.

Like many of you, I found my voice on Western's campus. Let's keep using our voices as alumni to share Western's story and connect with each other, current students and the broader community.

Sincerely,

**David Simmonds, BA'07 (Political Science)**  
Alumni Association President (2016-2018)

## EXTRAORDINARY STORIES:



### SOCIAL CONNECTIONS

- **Total impressions from Alumni social media accounts:** 3.9 million (2017-18)
- **Twitter @westernuAlumni**
  - ♦ 51% increase in followers (from 2017 to 2018)
- **Instagram @westernualumni**
  - ♦ 143% increase in followers (from 2017 to 2018)



### KIND MAIL

- During the December exam season, alumni were asked to complete postcards, sending words of encouragement to students living in their old residence rooms
- More than 1,330 pieces of mail were sent from alumni in 17 countries



### PROJECT 140

- To mark Western's founding 140 years ago, 13 alumni-owned businesses across Canada and the U.S., distributed 140 exclusive Western Alumni hats that were redeemed at 1:40 p.m. on March 7
- This initiative was a huge success both in person (lines out the door!) and on social media



### IT'S ON ME

- During the April exam season, alumni were encouraged to show their support for student wellness by purchasing \$10 vouchers, with \$5 directed toward Western's Wellness Education Centre and \$5 to cover breakfast for a student
- The result? Smiles and gratitude, with students reaching out via social media to say "thanks"
- 523 alumni purchased 1,153 vouchers

## EXTRAORDINARY BENEFITS:



### PURPLE PERKS

- In 2017-18, Western Alumni entered into six new agreements with the following companies and on-campus services to provide alumni preferred rates and benefits:
  - ♦ Budweiser Gardens
  - ♦ Canada's Wonderland
  - ♦ Ivey Spencer Leadership Centre
  - ♦ VIA Rail
  - ♦ Western Film
  - ♦ Windermere Manor



### ALUMNI CARDS

- 40,469 Alumni Cards issued as of April 30, 2018
- Increase of 9,967 from April 30, 2017



### AFFINITY PARTNERSHIPS

- 55,058 alumni took advantage of affinity partner (TD, Manulife, MBNA) preferred rates in 2017



### ALUMNI LEGACY COMMITTEE

- The following initiatives were just some supported by the Alumni Legacy Committee in 2017-18:
  - ♦ \$250,000 to name the Western Alumni Association Lounge in University College
  - ♦ \$250,000 to name The Western Alumni Association Engineering Gallery in the new Three C+ (Connect. Collaborate. Create.) Building
  - ♦ \$100,000 in support of Advanced Concussion Research and Care (Western's Brain Injury Group)
  - ♦ \$100,000 to name the Western Alumni Room in the recently renovated Faculty of Education Building

## EXTRAORDINARY EXPERIENCES:



### COMMITMENT TO CAREER SUCCESS

- 404 alumni career coaching appointments (2017-18)
- 5,000+ members in Western's exclusive online hub Ten Thousand Coffees, where students and alumni connect



### DIGITAL LEARNING

- In May 2018, we hosted our first webinar exclusively for alumni: *Design Thinking - A Creative Way to Solve Problems* with Sidneyeve Matrix, MA'94
- It was an enormous success with 1,069 participants representing 10 provinces, 1 territory, 14 U.S. states, as well as Hong Kong and India



### EVENTS SPANNING THE LIFE CYCLE

- London Knights Game (January): 120 alumni and their families
- Easter Egg Hunt (April): 500 alumni and 600 children participated
- Little Astronauts' Space Expedition (April): 67 people took part
- "Come From Away" at the Royal Alexandra Theatre (May): 511 alumni and friends attended
- Vanier Cup pre-game event (November): 450 fans
- "A Christmas Carol" at The Grand Theatre (December): 100 alumni and their families
- Senior Alumni Program: 541 alumni registered

## EXTRAORDINARY LEADERSHIP:



### ALUMNI SURVEY

- 91% of alumni who responded to the survey feel engaged or somewhat engaged with Western

## EXTRAORDINARY NETWORK:



### ALUMNI ENGAGEMENT

- Since 2011, we have more than doubled alumni engagement
- In 2017 alone, we engaged more than 100,000 alumni around the world
- 3,751 alumni attended alumni events in 2017



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