



YEAR IN REVIEW

The Alumni Association
of The University of
Western Ontario

2020
-
2021

The Alumni Association 'Year in Review' provides an overview of our achievements and activities in the 2020-2021 fiscal year, as we work together to realize our vision of inspiring all alumni to share lifelong pride and passion for Western.

We are the catalyst for building a vigorous and engaged alumni network and nurturing lifelong relationships between the university and **our 328,882 alumni living in more than 161 countries around the world.**

This year, the COVID-19 pandemic continued to challenge our traditional programming, but we proved to be flexible by meeting the needs of our alumni in more innovative ways.

Our Highlights



27,800

Alumni and friends registered for our **75** virtual programs and events



9,095

Grad boxes were distributed to the Class of 2020 — our newest graduates — to welcome them into the Alumni Association



7,359

Devices and screens viewed our virtual Homecoming programming from **38** countries



2,950

Gifts were sent to alumni in celebration of Western Day, which was celebrated in **52** countries



1,220

International registrants in our Senior Alumni Virtual Program. Previous in-person lectures were capped at 600 local members.



8,683

Alumni donated to support our students, research and miscellaneous initiatives in 2020-21



454

Alumni career coaching appointments (2020)



408

Alumni volunteered their time with us



\$960,000

Was granted by the Alumni Legacy Committee for Western initiatives

VIRTUALLY CANADA'S BEST HOMECOMING!



Western's Homecoming took place virtually for the first time in 71 years, due to the COVID-19 pandemic.

53 Homecoming-related events were offered across campus including our affiliated colleges.

Homecoming 2020's signature event, Western Stories & Songs, showcased multi-genre musical performances woven together by alumni stories, bringing together a diversity of Western experiences.

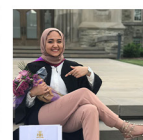
This thought-provoking, upbeat, nostalgic and high-energy program was hosted by CTV's etalk L.A. correspondent, **Liz Trinnear** and Homecoming Chair, **David Simmonds**.

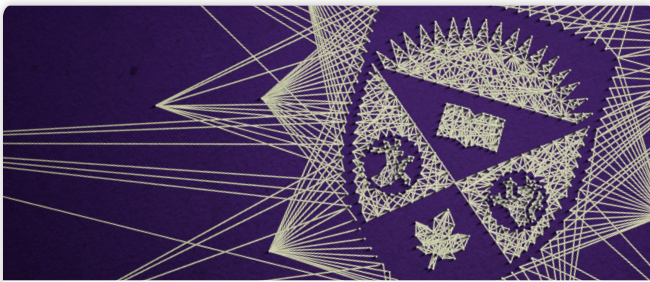
The show featured performances by **BAM!, Genevieve Fisher, The McAuley Boys, Rick McGhie** and superstar DJ duo and JUNO-award winners, **Loud Luxury**.

Our virtual Homecoming program was viewed on **7,359** different devices from **38** countries around the world.

Homecoming content received **811,000** impressions on our social media channels.

We had more than **2,700 views** of our international-focused Homecoming content on Weibo and **366 views** on WeChat.





Ambassador Program & Alumni Chapters

Western's Alumni Ambassador Program was expanded from Singapore, Los Angeles, Vancouver, Montreal and Paris to include New York City.

We began work to establish the Black and Indigenous alumni chapters as well as the Western Wrestling Alumni Chapter.

Learn more about Western Alumni [Shared Interest Groups](#)



Perks

- **54,340** alumni took advantage of affinity partner preferred rates (Calendar Year 2020).
- **1,517** alumni have downloaded the Purple Perks App, which provides exclusive alumni offers, access to financial services, campus perks, contests, our alumni event listings and news stories so you can stay up to date with Western. It's also an easy way to access your digital alumni card.
- **3,130** traditional alumni cards were issued.
- [Download the Purple Perks App Today!](#)



Lifelong Learning

- **7,052** alumni participated in 12 Western Alumni-led learning sessions.
- **531** alumni participated in Building a Meaningful Life and Career, a four-session masterclass delivered by Western Alumni and Western's Careers & Experience department.
- **34** learning events were hosted in conjunction with our campus partners.

[View our upcoming Lifelong Learning Offerings](#)



Western Alumni Business Directory

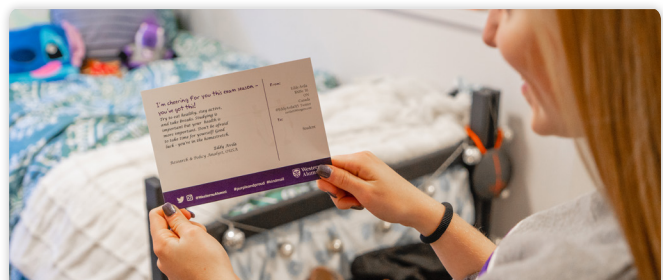
178 alumni-owned businesses registered to be a part of our new Western Alumni Business Directory.

[Support a Western Alumni-owned business today!](#)



Athletic Alumni Engagement

Despite an absence of live varsity athletic events, Mustangs alumni and fans kept the tradition alive through **17** virtual events that included the Hockey Hot Stove series, Rowing Gala, Football Huddle and Basketball Courtside Chats.



Kind Mail

- **4,131** pieces of Kind Mail were sent from alumni to students in residence and another **100** were sent to students living off campus.
- **618** messages from alumni were posted to our digital Kind Mail message board that was shared with every student at Western.
- **\$1,940** was raised for the Parr Centre for Thriving.

Your Western Alumni Association

Western's Alumni Association is a non-profit organization led by an all-alumni volunteer Board of Directors.

Members of the Alumni Association give their time and talent freely to deliver the best alumni experience by actively participating in alumni and student engagement programs, support of university governance, student recruitment and development opportunities.

Meet your Board

2020-21 Western Alumni Association Board of Directors



Mark Brown
MBA'95
(President)



Melanie Peacock
MBA'90
(President-Elect)



Trisha Beusaert,
BA'11



Amy Bi
BA'07



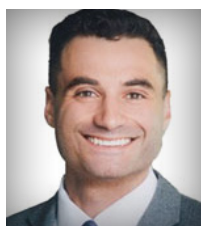
Warren Bongard
LLB'91



Kant Chong
BA'03



Sandra Datars Bere
BA'87, MPA'06



Matt Helfand
BA'13, MA'14, JD'18



Shannon MacDonald
BA'90



Susy Martins
BA'01, BA'03,
MBA'08



Daniel Matthews
BSc'09, JD'14



Farah Perelmutter
BA'91



Laura Spero
BA'95



Lisa Richards
BA'06



Ashley Rowe
BA'11



Patrick Searle
BA'11



Promod Sharma
BSc'84



David Simmonds
BA'07

Alumni Association Appointees

Representatives to the Board of Governors: **Greg Dick**, BSc'93, **Keith Gibbons**, BA'76, **Sarah Shortreed**, BSc'89, and **David Simmonds**, BA'07

Representatives to the Senate: **Anne Baxter**, BA'91, **Sandra Datars Bere**, BA'87, MPA'06, and **Gary West**, BA'68

Representatives to Campus Council: **Robert Collins**, BA'77, and **Jim Etherington**, BA'61

Appointees to the Honorary Degrees Committee: **Susy Martins**, HBA'01, BA'03, MBA'08, and **Christine Tabbert**, LLB'98

Appointees to the Strategic Planning Steering Committee: **Mark Brown**, MBA'95, and **David Simmonds**, BA'07



Westminster Hall - Home of University Advancement

Social Engagement



3.7 million

impressions from
alumni social media initiatives
(Calendar Year 2020)



7,456

Instagram followers, **1,300** new
followers during fiscal year
2020-21



4,511

Twitter followers, **465** new
followers during fiscal year
2020-21



Join the conversation:

We're @westernualumni on Twitter and Instagram.

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