

2006-2007

# Annual Report



**TRU Alumni Association  
BOARD OF DIRECTORS  
2006 - 2007**

**CO-CHAIRS**

Darlene McBain, UT '95  
Norma Watts, BSN '95

**VICE-CHAIR**

Cathy Ferguson, BSN '91

**SECRETARY/TREASURER**

Brian Callander, UT '88

**DIRECTORS**

Butch Bagabuyo, BA '95  
Joanne Brown, BA '00  
Rob Cupello, BBA '97  
Chris Ferrigan BA '01  
Dwayne Geiger BEd '94  
Jarrod Goddard CSOM '02  
Mary Ellen Grant BSc '02  
Brian Green, BD '78  
Larry Iles, BEd '94  
Mike Koehn, BA '01  
Susan McIntrye EDHR '03  
Nick Rinaldi, BA '94  
Amy Tucker, PB BA '06

**UNIVERSITY REPRESENTATIVES**

**TRU Board of Governors**

Karl de Bruijn,  
Brian Christianson,

Cathy Ferguson, Senate  
Darlene McBain, Open Learning  
University Planning Council

**CROSS APPOINTEES**

Dana Koch, TRU Foundation Board  
Max Harris, TRU Student Union

**STAFF MEMBERS**

Nancy Plett, Executive Director  
Denise Harper, CMC '74, Alumni  
Relations Officer



*CO-CHAIRS Darlene McBain, and Norma Watts*

## Year in Review

The TRU Alumni Association accomplished a number of strategic priorities in 2006/2007. Our mission is to foster relationships between graduates and the university. In order for your Association to serve you better, we conducted a market research study with our graduates. 12,000 surveys were mailed out in our fall edition of Alumni Network magazine and 1,300 graduates received the survey by e-mail. Over 73% of our grads feel a strong sense of connection to TRU and 88% are proud to be a TRU Alumni. So proud that 94% of graduates said they would recommend TRU to a prospective student.

In 2005 with the integration of BC Open Learning, the Alumni Association attempted to get connected to our Open Learning new comers. We mailed out a welcome postcard to 1000 graduates from the last five years and as a result connected with 80 new alumni.

With the assistance of "Alumni Guy", we launched our first Student Relations program handing out cash, and promoting events and programs to students when they could answer questions about our Association correctly. We made over 1,200 contacts with students during the fall and winter semester.

"We are in the process of change this year and are moving our organization towards an advancement office within TRU which will include the Alumni Association, the Foundation and the Marketing and Media department. Staff and Board have prepared the organization for this transition and we look forward to having our "Alumni" gain a higher profile said co-chair Norma Watts.

To bring honour to the institution and demonstrate the great success of TRU graduates, we expanded the Distinguished Alumni Awards event from a cocktail reception to a dinner with 120 people celebrating the success of six very distinguished graduates. "I am proud of our Distinguished Alumni recipients" said co-chair Darlene McBain.

"We are supportive and embrace the vision of the university and we have done it in a positive way" said McBain.

# Recognition & Thanks

The TRU Alumni Association gratefully acknowledges our volunteers who contribute hundreds of hours assisting on events, attending meetings and planning alumni activities. We would also like to thank our sponsors, government, businesses and organizations that support or many activities throughout the year.

1-800-GOT JUNK

98.3 CIFM

ABC Restaurant

Aberdeen Hills Golf Links

Accolades Dining Room

Accolaide Reaction Group

AGF Funds

AIM Trimark

Art Knapp Plantland

A&W Restaurant

Audio Visual Unlimited

B-100 Radio

BA Brewmaster

BDO Dunwoody

Best Western Kamloops

Budget car & truck rental

Bikini Bills

bookies

BMO-Bank of Montreal

BMO Nesbitt Burns, Nick Rinaldi &

Ryan Dunn

Chapters Viewpoint

CDR Insurance

CFJC-TV7

City of Kamloops Aquatics Facility

Coast Canadian Inn

Clarington Funds

Cork N' Label

Costco Wholesale

Del's Propane

Delta Sun Peaks

Denise & John Harper

Dynamic Mutual Funds Ltd.

Fifth Avenue Collection

Fogg n' Sudds Restaurant

Fresh is Best Salsa

Genesis Fashion & Beauty Complex

Health Quest Chiropractic

Home Hardware

iCompass Technology

ICI Paints

Jensen Carroll Watt

Kamloops Brewery

Kamloops Daily News

Kamloops Mazda/KIA Dealers

Kamloops Symphony Orchestra

Kathy's Klost

Kitchen Encounters

Kelly O'Bryan's

KPMG

Knights Inn

LMG Financial

Lordco Auto Parts

Mair Jensen Blair

MBNA Canada Bank

Manulife Financial

McKenzie Financial

McQueen Lake Centre

Mitchell Press

Morelli Chertkow

My Travel Canada Inc.

Office Depot

Omega Cellular

Oliver Street Bar & Grill

Page Investments

PC Doctors Digital Cafe

Paul Wright – Evergreen Development Corporation

Pineridge Golf Course

Province of British Columbia,

Chances, Gaming and Entertainment

Pro Systems Beauty Centre

Radio NL

Ramada Inn, Kamloops

Residence Conference Centre

RBC Insurance

Ric's Grill

Runners Sole

Sandman Hotels & Inns

Simply Computing

Stantec Consulting Ltd.

Steele's Swing & Sweep

Subway

Super 8 Motel, Williams Lake

South Central Laser Clinic

Tensici Piva

The Empire Landmark Hotel,  
Vancouver

TRU MBA Internship Program

TRU Open Learning

TRU School of Nursing

TRU School of Social Work

TRU Athletics & Recreation

Tumbleweeds

Two River Junction

Wayside Press

Wells Gray Golf Course

Western Canada Theatre

Underwriter's Insurance

## Volunteers

Lauren Parker, Bryan Thompson, Nami Enomoto, Ann Lee, Shannon Thomas, Jolene Matthews, Ashlee Thatcher, Chelsea Selinger, Johan Royseland, Andrea Crane, Alex Ponich, Yvonne Stevens, Brittany Barton, Laureen MacDonald, Ashley Fitchette, Tara Sebastian, Kristi Spelay, Steph Hammerston, Natasha Howell, Kristi Herbert, Ming Runi Sun, Si Jip Yu, Hogan Sham, Jacky Tsai, Jennie Cahoose, Matthew Ferguson, Habi Akdogu, Adam Rowlands, Agnes Grace, Ashley Leighton, Dustin Madrigga, Rheannon Green, Matt Mullens, Marilyn Poncelet, Bev Wassen, Mel Brown, Jennifer Hayes, Michael Eibl, Margaret Cleveley, Bertie Wells, Matthew Strader, Carolyn Strader



# Highlights For

## **April 2006**

- Hosted the TRU Campus Classic 5 & 10 km Run. Gave away cash awards of \$250 each to two students. (138 participants)
- Hired new alumni relations officer

## **May 2006**

- Hosted 36 teams in the Pineridge Charity Golf Tournament. Raised \$7,700 (108 participants)
- Received \$7,500 from Comprehensive University Enhancement Fund to launch Student Relations program.
- Participated in Convocation ceremonies in Williams Lake. Co-hosted the reception for graduates.
- Staff attended workshop in Vancouver hosted by Canadian Council for Advanced Education in BC.
- Hired summer journalism student to write magazine.
- Participated in Summer Orientation, handed out ice cream and alumni gifts to students.

## **June 2006**

- Attended International reception for graduating students.
- Participated in Burnaby Open Learning Celebrations and the Kamloops Convocation ceremonies on campus. Distributed alumni welcome packages to 2,300 graduates. Sold merchandise, flowers and photographs (raised \$7,200 in revenue from sales).
- Board recognition BBQ.
- Distinguished alumni nominations and adjudication committee selected 2006 recipients.
- Staff attended Raiser's Edge Training in Vancouver.
- Staff attended Annual Canadian Council for Advanced Education conference.
- Board set up ad-hoc committee to supervise and provide office administration support for Student Advocate research team.

## **July 2006**

- Major renovations to House 9 Alumni office.
- Produced fall edition of Alumni Network magazine (distributed to 15,500 graduates).
- Held Board Recruitment luncheon.
- Entered into a contract with bookies for distribution and marketing of alumni merchandise.

## **August 2006**

- Filming, interviewing and production of Distinguished Alumni award winner videos.
- Fall planning meetings with the TRU Student Union, Omega, Student Employment Centre, Culinary Arts and Athletics Department.

## **September 2006**

- Conducted market research with alumni. Sent out 12,000 surveys in Network magazine, 1,300 electronic surveys. (Received back 406 responses – 3% of database, 95% confidence rate).
- Attended TRU Foundation Golf Tournament.
- Hosted a booth at Back to School BBQ, held a student contest with the prizes from bookies. certificates, and introduced Alumni Guy to students, staff and faculty.
- At Alumni Day 600 pieces of pizza were handed out and contact was made with students.
- Held the 2006/07 AGM. Elected Board made up of 17 volunteer members, two cross appointees, and two University Board of Governor Representatives

## **October 2006**

- Participated in fall convocation ceremonies handing out alumni packages to all graduates. Sold roses and credential frames.
- Expanded the Distinguished Alumni Awards event to a dinner. Honoured six Distinguished Alumni. (120 attendance, revenue \$13,500)

## **November 2006**

- Awarded \$11,500 in scholarships and bursaries to sixteen students.
- Met with Student Employment Centre to discuss mentorship program.
- Alumni Guy participated in the Wolf Pack Cheerleader's Fashion Show.



## 2006/2007

- Hosted University Alumni Council of BC. Regional meeting and reception for Alumni Board Presidents, Chairpersons and Executive Directors. (16 attendees)

### December 2006

- Partnered with Wellness Committee on Exam Stress Buster kits for students.
- Assisted Respiratory Therapy with 25th anniversary reunion planning.
- Staff participated in Online Community training in Victoria.
- Hired journalism student to write magazine.

### January 2007

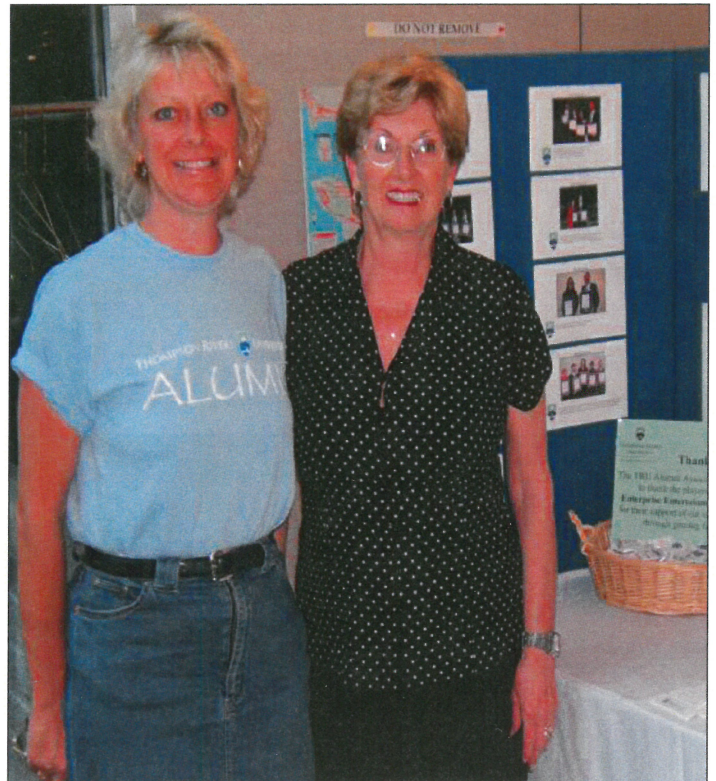
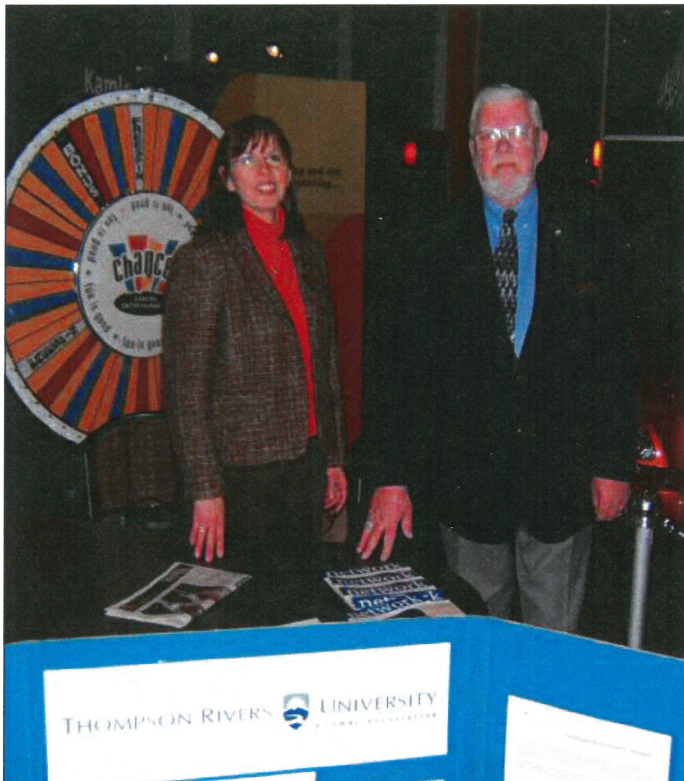
- Staff attended a conference held in Vancouver by the Council for Advancement and Support of Education on Alumni Best Practices and Homecoming events.
- Funded a total of eleven Project Grants throughout the year, in the amount of \$3,500.

### February 2007

- In partnership with Open Learning, conducted a welcome mailing to open learning alumni. (1000 post cards sent – 80 responses received)
- Hosted the Three Course Connection lunch for students. (26 students participated)
- Produced and edited spring edition of the Alumni Network magazine. ( Distribution 15,500)
- Hired two students, an Administrative Assistant and a Special Events Assistant.

### March 2007

- Classroom visits promoting Alumni Association to fourth year students.
- Scheduled meetings with Deans and faculty to present Alumni research findings.
- Hosted a booth at the March 15th Career Fair
- Re-launched the Online Community with an eight-week promotional contest. (112 students, faculty and staff joined the Online Community)
- Provided business and personal dining etiquette workshops to over 100 students.
- Alumni Guy made personal appearances at events on campus. It is estimated he directly connected with over 1,200 students during the fall and winter semester.





# Alumni Programs/Services/Events

The Alumni Association is in the relationship business. Our programs provide us with opportunities to develop relationships with our alumni, celebrate their successes and connect them back to the university. Some of our programs are specifically designed to connect alumni to students attending TRU.

## Distinguished Alumni Awards

The Distinguished Alumni Awards are fast becoming the Association's signature event showcasing the accomplishments of TRU faculty and graduates. Over the past 11 years, 45 graduates have been selected to receive this prestigious award. The outstanding community contributions and professional achievements of our graduates, continue to help our university build a distinguished reputation throughout our region and around the world. The 2006/2007 award recipients included a creative and innovated leader in public administration, and an accomplished baritone, a dedicated child care worker, an exemplary nurse administrator, and a social worker committed to First Nations people.



**2006 Distinguished Alumni Award Recipients**

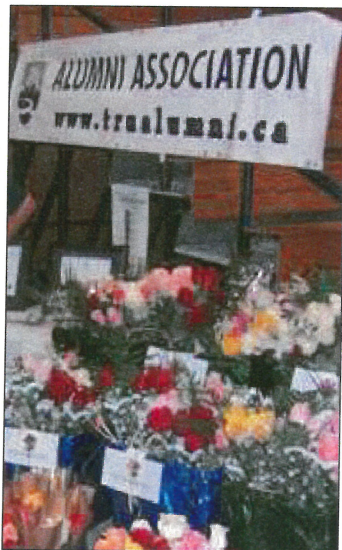
- Public Service Award – Don Avison, UT '77
- Arts & Culture Award – Alan Corbishley, BA '94
- Service to the Community – Deanna Howell, SSW '06
- Professional Achievement – Sue Carpenter, BSN '01
- BSW Grace Chronister Award – Shelly Johnson, BSW '98

## Pineridge Golf Tournament

Pineridge Golf Course has chosen the TRU Alumni Association as their charity golf tournament for the past 13 years. It was held on Friday, May 9th at the 18-hole executive golf course. This event is a fundraiser for the Alumni Association every year. The money raised from the tournament supports programs and services to both graduates and current students of TRU, including \$11,500 annually for student scholarships and bursaries. Last year 108 people participated and raised more than \$7,500.







### **Affinity Programs**

Our affinity partners provide lower-cost services to our members and provide the association with a percentage of their earning in return. They also sponsor a number of our events and purchase advertising in our Alumni Network Magazine. The establishment of affinity programs is an important means to generate revenue for the Association and offer services to alumni and their families.

### **MBNA Canada Bank**

Launched in 2003, the MasterCard program with MBNA Canada has 513 members. In 2006/2007, the program raised \$1,695 in revenue for the Association.

### **Manulife Financial**

Launched in 2004, Manulife Financial provides a number of insurance programs for Alumni including a Health and Dental plan and a Life Insurance affinity program. (No alumni have signed up for the insurance program to date.)

### **Alumni Benefits Card Program**

Upon graduation the Association offers a number of benefits to graduates including discounts on certain goods

and services. The Benefits Card program currently has 30 participating organizations and businesses both locally and regionally. A total of 850 alumni have benefits cards.

### **Convocation Photography**

Artona Professional Photographers provide formal and stage photographs to graduating students at convocation. In 2006/2007 the Association received approximately \$1,200 in revenue from picture sales to students and their families.

### **Merchandising**

The Association sells merchandise at events, convocation and online to raise money. These include, degree frames, and Alumni-branded clothing. In 2006/2007 the Association received \$3,200 in revenue from Merchandise.

### **Rose sales**

The sale of roses at convocation ceremonies is an activity that is much appreciated by parents and families of graduate. In 2006/2007 we raised over \$3,000 in rose sales.

## **Scholarships, Bursaries, & Grants**

The Endowment Fund was established in 1990. The Alumni Association has one of the largest endowments with the TRU Foundation. Over \$168,000 is invested and approximately \$11,500 is given out in awards annually. A minimum of five annual bursaries are given to students who demonstrate financial need and who have completed at least one semester. A minimum of two annual scholarships are given to students who have demonstrated community involvement through service to the community. Preference will be given to TRU Alumni, their children and grandchildren. Sixteen students received the awards this year.

The TRU Alumni Association generates revenue from fundraising activities throughout the year. The money given out as project grants is dependent on the amount of money raised during the year by the Association. Groups or individuals eligible for funding include students, faculty, future students and alumni. The need for small amounts of money for extra-curricular projects is great, and the Association gives our funds three times a year, January, May and September. In 2006/2007 the Association funded 11 of the 21 project applications submitted for a total of approximately \$3,500.

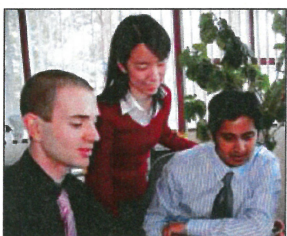


# Student Relations Programs



## 2006 Student Award Winners

2006 Student Award Winners from the Foundation Awards event in November. The Alumni Association has an Endowment Fund and the interest from the fund allows us to give away scholarships and bursaries to students every year.



## TRU Convocations

The Alumni Association takes a very active role in the Convocation ceremonies that take place at Williams Lake, Kamloops and Burnaby Open Learning as well as graduation ceremonies throughout the year. In 2006/2007 we handed out over 2500 alumni packages at the ceremonies.

## TRU Orientations

TRU hosts a number of events throughout the semester for students on campus. The Alumni Association is involved in three Orientation events in the fall, spring, and winter, the Back to School BBQ, Alumni Day, and the spring Orientation event in May.





# Communication

## Research of Alumni

In the fall of 2006, the Alumni Association and TRU Institutional Planning and Analysis department conducted a research project with our alumni to better understand our graduates. The survey was distributed in the Alumni Network Magazine and e-mail to addressable alumni. The goal of the 2006 Alumni Survey was to identify ways to strengthen the association's relationship with graduates and keep them connected to the university by understanding their needs and providing benefits to staying connected. It focused on four major areas, alumni connection to TRU, alumni communications, programs and services and alumni giving. The survey results identified a number of strengths, such as the degree to which alumni feel proud of their TRU alumni status and their willingness to recommend TRU to others. Similarly, graduates who used Alumni services and attended events, were very satisfied with them. Improvement was seen in the areas of communication with alumni and clarification of what constitutes alumni status.

## Alumni Network Magazine

The Alumni Network magazine provides the latest news on TRU and its graduates with feature stories on noteworthy grads, faculty, staff, and students of TRU. It also provides information on programs, services and events. Approximately 16,000 issues are distributed to alumni, TRU faculty and staff, relevant government and civic employees and school boards. In 2006/2007 the Alumni Association produced two issues of the magazine, one in the fall and one in the spring.



## Website

The Alumni website is updated regularly by staff and provides information on programs and services offered by the Alumni Association. It features information on upcoming events and reunions, a photo gallery of past events, downloadable application forms for both the Project Grant and Distinguished Alumni Awards programs and past issues of our magazine.

## Online Community

Launched in the fall of 2002, the Online Community Network (OLC) is a free interactive tool to engage alumni online. It is one of the growing trends in building relationships with graduates using the internet. It is designed to connect Alumni online with social networking opportunities. In February of this year we relaunched the Online Community to promote its new features with a contest. The contest ran for eight weeks and encouraged alumni, faculty and students to sign on with a picture and a profile of themselves. One hundred and fifteen people signed up. The new social networking interface allows users to build more detailed personal profiles and share information with friends and groups. TRU alumni, students, staff, and faculty are able to have their own online space, create a personal profile, upload pictures, publish blogs, and connect with friends and groups at TRU. The online community program also provides alumni with a free TRU alumn.ca email address which can be used as a permanent forwarding address through changes in internet service providers, employers or places of residence.



*Student wins the TRU Alumni online contest*



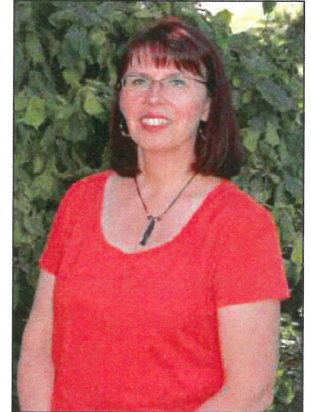
# TRU Alumni Association



*Nancy Plett, Executive Director*

Founded in 1990, the TRU Alumni Association is a registered, non-profit society governed by a 17 member Board of Directors. The Association is funded by a grant from the university, gaming funds, and alumni revenue generating programs and sponsorship. The Alumni Association maintains a database of close to 28,000 alumni records.

TRU Alumni Association is dedicated to fostering the relationship between alumni and the university for the advancement and mutual benefit of alumni, students, staff and the TRU community.



*Denise Harper, Alumni Relations Officer*

## TRU ALUMNI DEMOGRAPHIC PROFILE

The Alumni Association has a membership of 27,249 alumni.

### **Breakdown by Gender**

58% female, 42% male.

### **Breakdown by Age:**

Under 24 years -5%  
25-34 years - 29%  
35-44 years -27%  
45-54 years - 19%  
55-64 years - 8%  
Over 65 years - 2%

### **Geographic Distribution of TRU Alumni:**

British Columbia - 25,313  
Alberta - 853  
Saskatchewan - 111  
Manitoba - 40  
Ontario - 218  
Quebec - 34  
New Brunswick - 13  
Nova Scotia - 45  
Prince Edward Island - 3  
Newfoundland/Labrador- 21  
Nunavut - 1



*Board of Directors*



# Financial Statement for 2006/2007



## THOMPSON RIVERS UNIVERSITY ALUMNI ASSOCIATION

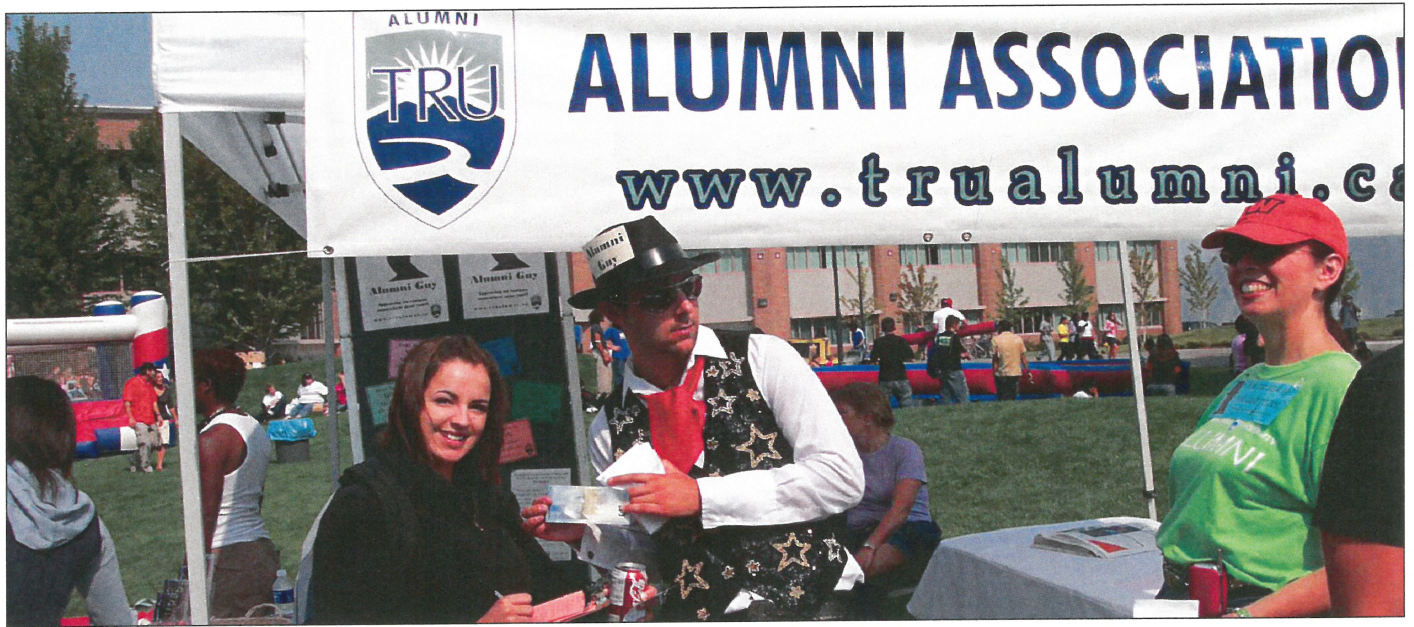
Statement of Financial Activity and Fund Balances

Year ended March 31, 2007, with comparative to 2006

(Unaudited)

	Operating Fundraising				
	Fund Actual	Fund Actual	2007 Total	2007 Budget	2006 Total
Revenue:	155,884	63,475	219,359	207,595	210,359
Direct Costs – fundraising	135	13,387	13,522	7,000	25,037
Excess of revenue over expenditure before the undernoted	155,749	50,088	205,837	200,595	185,322
Donations:		4,945	4,945	5,000	3,407
General expenditures:	193,890	2,129	196,019	195,107	175,177
Excess (deficiency) of revenue over expenditures	(38,141)	43,014	4,873	488	6,738
Fund balance, beginning of year	(1,378)	24,693	23,315	16,577	16,577
Transfer (to) from funds	32,545	(32,545)	-	-	-
<b>Fund balance, end of year</b>	<b>\$(6,974)</b>	<b>\$35,162</b>	<b>\$28,188</b>	<b>\$17,065</b>	<b>\$23,315</b>





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 email: trualumi.ca website: www.trualumni.ca

