

### Acknowledgement of the Traditional Territories

We respectfully acknowledge Capilano University is on the traditional territories of the Coast Salish peoples, including Tsleil-Waututh, Squamish, shíshálh, Lil'Wat, and Musqueam Nations.

## 2016-2017 ANNUAL REPORT CAPILANO UNIVERSITY ALUMNI ASSOCIATION

---

### Vision:

*The Capilano University Alumni Association (CUAA) inspires and celebrates alumni through continuous community integration.*

### Mission

*The CUAA is committed to **inspiring** our alumni. To accomplish this we provide essential resources, guidance and services to our members. All our work positively impacts the credibility, advancement and good governance of the university. We are creative and responsive to those we serve. Our work instills pride in our alumni who strive to better themselves and to be active global citizens. We **celebrate** our global alumni by recognizing their successes and impact. We enthusiastically connect and engage with our present and future alumni, our partners and community leading to opportunities for all to learn, contribute and transform our world.*

### Overview:

2016-2017 was year of significant transition for the CUAA and Development and Alumni Relations team, with the departure of the two staff members who supported this work. As a result, the CUAA and Development Alumni Relations, suspended the Alumni Excellence Awards until new leadership could be identified to ensure the awards are best positioned for the 50<sup>th</sup> Anniversary celebrations in 2018. A new director and support staff were recruited in the spring of 2017, just ahead of year end. The year ahead will see the CUAA and the Development and Alumni Relations team renew and re-affirm past strategies, and identify next steps to ensure the Association, and its' members are well positioned and building upon the contributions of past staff and volunteers.



CUAA Board is comprised of a maximum of fifteen individuals composed of ten elected members and five ex-officio members including the President of the University or designate, a representative of the Capilano Students' Union, a member of the Capilano University Foundation Board, and a member of Senate. Significant responsibilities of CUAA include recommending a candidate for Chancellor, nominating an alumni

member to Senate, nominating two positions to the Board of Governors, and hosting an Annual General Meeting.

### Highlights – 2016-2017 Achievements:

#### Convocation

The CUAA hosts a post Convocation reception for graduates and their families each year. This event marks an important transition from student to alumnus/a. At convocation a CUAA representative presents pins to newly credentialed alumni and welcomes them to the CUAA.

#### Affinity Partnership:

In the spring of 2016, CUAA entered into its first affinity program with TD Meloche Monnex. This program will provide alumni with access to products and services, with a portion of each acquisition coming back to the University to support student and alumni success.

#### Alumni Communications:

The alumni newsletter was distributed twice in 2016-2017 year. Unfortunately, with the departure of key staff, the newsletter was not deployed again. Alumni communications is a key priority moving forward.

#### New Capilano University Brand:

The continued evolution of Capilano University and tradition of building upon our past successes was showcased in November 2016, with the reveal of Capilano University's new logo and brand. The brand goal is that Capilano University is recognized as the British Columbia leading experiential university.



For 50 years, Capilano University has inspired students to innovate and we continue to be a leader in experiential learning in a challenging, creative, and supportive environment. *(excerpt from the Brand Book)*

There will be significant opportunities for the CUAA to leverage the new brand to increase the profile and regard of the CUAA as a key stakeholder in the Capilano University community.

#### President's Investiture:

The CUAA participated in the investiture of Capilano University's new President, Paul Dangerfield, on October 17, 2016.

#### Chancellor's Investiture:

The CUAA recommendation of Dr. David Fung as Chancellor was endorsed by the Capilano University Board of Governors on April 19, 2016. The CUAA was also present at the investiture of Dr. Fung during Capilano University's convocation ceremony on June 6, 2016.