Alumni Appreciation Project

In May 2012, SFU and the Alumni Association unveiled a five-year strategic plan aimed at strengthening alumni engagement in the years leading up to the university’s 50th anniversary in 2015/16.

Our guiding vision is to ensure that SFU alumni are integral and engaged members of the SFU community, proudly contributing to and benefiting from the achievements of SFU and their fellow alumni.

Five strategic goals were identified to help realize this vision:

1. Build university-wide partnerships to expand and strengthen alumni engagement.
2. Improve our knowledge of alumni for more personalized engagement.
3. Provide programs and services that help alumni learn, grow and succeed.
4. Provide opportunities for alumni to help students learn, grow and succeed.
5. Foster a culture of engagement among students, our future alumni.

At the two year mark, progress on implementing the plan has been positive, and the energy and momentum being built is palpable.

The number of partners across campus choosing to engage alumni continues to grow. Faculties, departments and individual programs are all capitalizing on the opportunity to connect with their graduates in more targeted ways. Many partners are also eagerly making plans to deliver special programming for alumni during SFU’s 50th.

Personalized engagement has been aided by the improved alumni online directory, the alumni appreciation project, customized communications, and the growth in targeted programs being delivered by partners.

And as alumni engagement opportunities become more plentiful, we are also ensuring that as many as possible focus on helping current and future alumni learn, grow and succeed.

As we embark on year three, we look forward to building on past successes to further enrich the SFU alumni experience.

Thank you to all those who are helping to make our vision a reality by sharing input, delivering and participating in programs, and celebrating the spirit of SFU alumni.

Claudia Li, BBA Hons ’09 is an inspiring entrepreneur who isn’t afraid to raise important issues for public awareness and debate, even when they may not be initially popular. In 2009, Claudia founded Shark Truth, a grassroots nonprofit dedicated to shark and ocean conservation and promoting cross-cultural understanding. Shark Truth has saved nearly 8,000 sharks and counting — from being eaten by diverting over 80,000 bowls of shark fin soup from consumption. In 2011 Shark Truth was named a Tides Top 10 for its innovative and real-world impact in environmental change. Claudia is one of Canada’s Global Future 500, a fellow with the Asia Pacific Foundation, a Global Shaper of the World Economic Forum, and was recognized as one of the Influential Millennials 2013 by Huffington Post Canada.

Oghenewedje (Edo) Ewedo, MPH ’09 is an inspiration for his determination to help those living with HIV/AIDS. Originally from Nigeria, he is now a PhD student at SFU and also works with the B.C. Centre for Excellence in HIV/AIDS. When he first came to SFU, there was no HIV/AIDS awareness/support group. Edo and fellow MPH alumnus Adam King established the SFU HIV/AIDS Awareness Network in September 2008. They organized the first World AIDS Day event at SFU, featuring more than 15 local and international organizations and numerous speakers, including the President of the International AIDS Society. The priority, I think most would agree, is getting a vaccine or a cure for HIV," he says. He hopes to use his education to serve the African continent someday.

Anne Gardner, BA ’00 is president of Wayenburry Company Ltd. She describes herself as a lawyer, executive, author, SFU fan, environmentalist, volunteer, mother and wife — a short synopsis that covers a lifetime of success. She is a frequent public speaker on topics such as the advancement of women in the workplace, aboriginal law, legal practice, diversity, publishing, and the pursuit of happiness. Anne was awarded a Queen Elizabeth II Diamond Jubilee medal in 2013 for her fundraising efforts to support females in Tanzania. She served on SFU’s board of governors from 2009-2013 and was a member of the Federal Advisory Council for Promoting Women on Boards in 2013. Anne Gardiner, QC, will be installed as SFU’s 11th Chancellor in June 2014.

This year we launched the Alumni Appreciation Project, a tangible tribute to our amazing alumni and the positive impact they are having in the world.

AsSFUapproaches its 50th anniversary, alumni are truly coming of age. It’s exciting to see growing numbers of alumni reaching positions of influence and making vital contributions to their communities.

It’s equally gratifying to see the university’s achievements in research, teaching and community engagement earning greater recognition both within Canada and internationally. Alumni now have more reasons than ever to be proud of our SFU affiliation.

Alumni can also take pride in belonging to a global community of graduates who aren’t afraid to engage the world in ways that matter. As our alumni community continues to grow, the value of staying connected with this diverse and dynamic alumni network also grows. Locally, nationally and internationally, alumni are enthusiastically taking advantage of opportunities to connect with their fellow graduates and with SFU.

Many of these engagement opportunities are made possible through the collaborative efforts of dedicated volunteers and university staff, and we thank them for their time, energy and passion.

Creating meaningful engagement opportunities for alumni is an ongoing priority for the university and the Alumni Association. As we look to the future, we’re busy planning for SFU’s 50th anniversary celebrations scheduled to kick-off in September 2015. We invite alumni to get involved now by sharing your suggestions and ideas. Your input and enthusiasm will make it a year to remember for the whole community.

Finally, in the spirit of appreciation, thank you to all our alumni who contribute in so many ways to support the Alumni Association and our world-class alma mater. Simon Fraser University.

Lien Yeung, BA ’06
President, SFU Alumni Association
Over the past few years the number of alumni staying connected through alumni social media networks has been steadily increasing. As of March 31, 2014, the number of alumni on our social media networks are:

- Twitter followers: 2,962
- Facebook fans: 2,215
- LinkedIn group members: 8,489

On social media? Stay connected: friends, fans and followers

Email Forwarding

Activate your Alumni Email Forwarding Address to take advantage of online services including: ordering transcripts online, logging into select online library databases, accessing job and volunteer postings through Symplicity, and more. Sign up for Alumni Email Forwarding today: www.sfu.ca/alumni/emailforwarding

Alumni Directory

Your Alumni Email Forwarding Address is also your login to an improved Alumni Online Directory. You are now able to search for alumni based on name, degree or department, location and more; you can even send a message to get in touch. You are also able to update your contact information and communication preferences through the Alumni Online Directory so we know what types of information you do and don’t want. Visit the Alumni Directory today: www.sfu.ca/alumni/directory

SUBMITTING A NOTE OF APPRECIATION - 5 EASY STEPS

Do you know an SFU grad who is making a difference in your life or in your community and deserves to be applauded? Consider writing a note of appreciation; it is a simple, yet memorable gift you can give to that grad.

Submitting a note of appreciation is easy. Here’s how to do it:

STEP 1: Visit www.sfu.ca/appreciation

STEP 2: Click on “submit.”

STEP 3: Write a short message that demonstrates how this graduate has made a difference.

STEP 4: Save your story by uploading a photo or embedding code for a video or audio file.

STEP 5: Click “submit.”

We will contact the grad to verify the information. With their permission, we will upload your message to the Appreciation Project website for all to see.

Everyone who submits a note of appreciation will be entered into a monthly prize draw. Winners will be contacted via email.

www.sfu.ca/appreciation

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Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary.

~ Margaret Cousins

Outstanding Alumni Awards

Each year, SFU and the Alumni Association honour our most accomplished graduates with Outstanding Alumni Awards. Since the awards were established by the Alumni Association in 1983, more than 115 amazing alumni have been recognized. They inspire us to reach for our own personal best. Visit the 5th floor of the SFU Burnaby Library to view the Outstanding Alumni Hall of Fame.

CALL FOR NOMINATIONS: The Alumni Association invites nominations of high-achieving alumni for the 2014 Outstanding Alumni Awards. Categories include academics, arts and culture, athletics, professional, public service, community service, and service to the university. Deadline June 13, 2014. www.sfu.ca/alumni/outstanding
Alumni Affinity Programs
Alumni Affinity programs provide quality products and services for alumni and essential revenue to support alumni programs.

- RBC SFU Alumni Association MasterCard: www.bmo.com/sfu
- Dreyer Group Mortgages inc.: www.dreyergroup.ca/mortgage-benefits-for-sfu-alumni/
- TD Insurance: M elicene Manes home and auto insurance: www.melicemenes.com/sfu/alumni
- Leader Frames degree, certificate, and photo frames: www.leaderframes.com

Career and Professional Development
Recent grads can access job postings and career information through SFU Career Services. Alumni are eligible to receive discounts on career assessments and counseling through SFU Continuing Studies.

Diamond Alumni Centre
Alumni receive room booking discounts when using the DAC for meetings and events, including weddings.

Library Privileges
Alumni can borrow items from SFU libraries in Burnaby, Surrey and Vancouver, and access a growing list of electronic resources from home. Learn more at: www.lib.sfu.ca/my-library/services-for-you

Exclusive Discounts
Stay connected to learn about the latest exclusive contests, offers and discounts, like our popular Whitecaps Alumni Games where several lucky alumni win prizes.

Alumni Facts & Figures
As of March 31, 2014 we counted 129,703 total number of alumni

AGES:
- 20-29: 18.7%
- 30-49: 49.2%
- 50-49: 28.4%
- 70+: 3.0%

Number of credentials earned
- Arts & Social Sciences: 39%
- Science: 10.8%
- Applied Sciences: 4.3%
- Health Sciences: 0.6%
- Environment: 4.8%
- Education: 22.9%
- Communication, Art & Technology: 6.0%
- Beedie School of Business: 11.7%

Engaging Events
We stay engaged with alumni near and far through a wide array of events held on campus, throughout Metro Vancouver, across Canada and internationally. Learn more at www.sfu.ca/alumni/events. SFU graduates around the world stay connected through regional and interest-based alumni groups and representatives. Groups organize activities and events based on common interests or geographic location. Reps serve as a local resource for SFU and alumni in their region. Find a list of the more than 45 alumni groups and reps at www.sfu.ca/alumni and get connected.

- 1,900+ attendees
- 40+ events
- 18 cities worldwide
SPONSORSHIP
The SFU Alumni Association gratefully acknowledges the generous support of our sponsors. As a non-profit society, we rely on gifts of cash, services, and gifts-in-kind to help support our programs and ensure our sustainability and success.

2013/14 Sponsors
BMO Bank of Montreal
BMW Need for Speed: Don Foster
Burnaby Board of Trade
Business in Vancouver
Canada Wide Media: BC Business
Chartwells: Diamond Alumni Centre
Diefenbaker Group Mortgages Inc.
Four Seasons Hotel Vancouver
Garlands Resort
GalVolunteering
Integra Financial Services
Leader Names
Manulife Financial
PSAV
SFU Athletics & Recreation
SFU Broadcast
SFU Document Solutions
SFU Meeting, Event & Conference Services
SFU Work Integrated Learning
TD Insurance Malbec Mennes

HELP US STAY CONNECTED
Alumni records are constantly being updated to ensure we keep graduates connected with information on all the latest news, events, privileges and opportunities. If your alumni contact information has changed (email, address, phone number, etc.), we invite you to visit our online address update form and send us your new details: www.sfu.ca/alumni/address-update or, you can update your information by logging into the Alumni Directory, www.sfu.ca/alumni/directory

The SFU Alumni Association was founded in 1969. We are a registered non-profit society with a membership of nearly 130,000 alumni in more than 130 countries worldwide. We are governed by an elected Board of Directors and receive administrative assistance from the SFU Alumni Relations Office.

The Alumni Association represents the interests of SFU graduates worldwide. We are committed to keeping our alumni informed, involved and invested in the alumni community and the future of SFU. Working closely with the university, we offer communications, events, benefits and services for our current and future alumni.

We are proud to support SFU and its graduates in making their finest contributions to society.

ALUMNI ASSOCIATION
ALUMNI ASSOCIATION
Simon Fraser University
8888 University Drive, Burnaby, BC V5A 1S6
Phone 778.782.4723
Toll-free 1.800.998.8398
Fax 778.782.6776
Email alumni@sfu.ca
www.sfu.ca/alumni

The Young Women In Business (YWIB) SFU Executive team and International Women’s Day organizing committee.

Helping current and future alumni stay connected and succeed is an important goal of the SFU Alumni Association. In 2013/14, we awarded financial grants totaling $10,500 (a 30% increase) to support networking activities and personal and professional development programs for alumni and students, our future alumni.

2013/14 FUNDING GRANTS
SFU CMNEU Careers in Communications Event ($500)
SFU Communications 40th Anniversary ($1,250)
SFU Gerontology Alumni Event ($750)
SFU lacebac to Biotechnology Career Conference ($1,250)
SFU Can Class Joyful Engagement ($500)
SFU Entrepreneur of the Year Program ($1,500)

SFU International Studies Event ($500)
SFU Recognition Event ($500)
SFU Urban Studies Alumni Event ($500)
SFU SAAA 50th Anniversary Event ($1,250)
TEDSFU 2013 Annual Conference ($1,500)
YWIB SFU International Women’s Day Conference ($500)

Supporting Students
The Alumni Association recognizes that today’s students are tomorrow’s alumni. We are proud to invest in their success.

STUDENT LEADERSHIP AWARD
Each year the Alumni Association presents a $2000 award to an SFU student demonstrating outstanding leadership, academic achievement and community service. The recipient of the 2013/14 Alumni Association Outstanding Student Award is Ms. Sidney Mantin, a 4th year Biomedical Physiology student and swimming athlete who plans to pursue a career in research and medicine.

THE POWER OF ENGAGEMENT
In September 2013, alumni joined faculty, staff and students to kick-off SFU’s 50th anniversary “Power of Engagement” campaign. The goal is to raise $250 million to strengthen SFU’s capabilities to engage students, faculty, staff, researchers and communities. The campaign leadership team includes many of SFU’s most successful and engaged alumni. www.sfu.ca/engage50

MATCHING MONTHLY DONORS
The Alumni Association proudly donated a $50,000 matching gift to celebrate the launch of SFU’s 50th Anniversary Campaign and help SFU grow its monthly giving program. This year, nearly 1,700 alumni (a 3.7% increase) are supporting students with continuous monthly donations totaling more than $75,000 a year. Alumni also comprise the biggest group of donors to SFU at 81%. Thank you alumni donors!

Alumni Leadership
Locally, nationally and internationally, alumni prove their passion for SFU by sharing their time and talents in volunteer roles. Whether representing SFU around the globe, helping with governance, or reaching out to help a student, alumni serve with pride. Thank you all!

UNIVERSITY GOVERNANCE
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BASc ’90, MEd ’05
Bill Cunningham, MBA ’95
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Tarey Leach, CLA ’92,
BA (Hons) ’93
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Colin Percival, BASc (Hons) ’01
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Diana Reek, BA ’92
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PROGRAM ASSISTANT
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BEd ’08

SFU Alumni Association President, Lien Yeung, presenting the $50,000 matching gift to Cathy Damnata, Vice-President Advancement and Alumni Engagement.