

Vic High Alumni Minutes, Board Meeting – Vic High Library March 9, 2022

The Vic High Alumni recognizes and acknowledges the Esquimalt and Songhees Nations, on whose traditional territories we live, we learn, and we do our work.

Directors Present: Roger Skillings, Helen Edwards, Anne McKeachie, Fern Johnson, Linda Baker, Ed Kozicki, Don Kissinger, Rick Crosby, Ian McKinnon, Anita Loudon. Principal Aaron Parker.

Call to Order: 3:45 PM

Territorial acknowledgement was read. Attendees were asked to keep Ukraine in their thoughts and prayers since its invasion by Russia.

Agenda: Moved and Seconded to adopt agenda, Endowment Report to be presented with Treasurer's Report. Carried.

Student Presentation: Grade 11 French Immersion students Isabella Ali-Pineda and Abby Dunbar and their teacher Jean Morrison, presented information about the 14 year old French Immersion program at Vic High. Enrolment has tripled since it began offering French Language Arts for Grade 9 – 12 students. The goal is for students to become functionally bilingual by graduation.

Recently Immersion students hosted French Week, celebrating French culture with activities, French music, and food, bagels and regional soup from Quebec, and waffles from Belgium. English students learned some French phrases, and the week was a big success. French Immersion students also go on field trips to local French businesses, demonstrating that there is French in Canada outside of Quebec. Local chocolate and dessert store Chocolats Favoris and restaurant La Belle Patate are two local favourites.

Isabella and Abby also shared their love of the school's annual 'Night of Notables', where students research and dress as a character, presenting information and artifacts related to the character. April 12 is the next event, and alumni, parents are welcome.

Minutes: Moved and Seconded to adopt the minutes of the February 9, 2022 meeting, with correction to Helen Edwards' name. Carried.

Business Arising from Minutes

1. Ed Kozicki reported on his suggestion to create a First Nations advisor position, advising that after consultation (see attached report), it was clear the well-intended suggestion was inappropriate.
2. Ian McKinnon reported that there has been no further action relating to the August 2021 complaint filed by Tak Niketas.

Moved and Seconded to adopt these reports. Carried.

Correspondence

1. Francy Pesek has submitted a bylaw suggestion which has been forwarded to the Bylaw Updating Task Force.

Chair's Report: Roger Skillings

1. Two people have indicated their willingness to serve as Board Chair and Secretary respectively.
2. The Board will need to determine if the June AGM is held in person or via Zoom.

3. The Chair will try to contact other high school alumni associations in BC regarding the amount of funds they've raised for scholarship and bursary endowments.

Secretary's Report: Linda Baker Report circulated and attached below.

Treasurer's Report: Fern Johnson & Rick Crosby

1. February 2022 Cash Report: circulated to Directors. Moved and Seconded to adopt. Carried.
2. Endowment Funds Report: circulated to Directors. Moved and Seconded to adopt. Carried.
3. Draft 2022 budget: circulated to Directors. To be finalized at April meeting.

Vic High Principal's Report: Aaron Parker

1. Musical theater production of 'Ranked' opens tonight, a satirical take on the U.S. college admissions scandal. It runs to March 12 at Esquimalt High theater. Students are looking forward to mounting these productions back at Vic High.
2. The AAA-ranked Vic High Totems – senior boys' basketball – came fourth in the Island Basketball Championships and became the second Vic High sports team to get so many compliments from other teams on their sportsmanlike play and conduct and their determination. This is the best showing by the Totems in recent years .
3. Covid restrictions are starting to be eased. Vic High will be able to hold its grad ceremony in person once again, at U.Vic.
4. Grade 9 enrolment is way up. It normally hovers around 200, however had dropped to around 160 the last few years, possibly due to the switch in school location during the seismic upgrade. 2022-23 250 students are enrolled, which though posing some challenges for the current SJ Willis location, bodes well for Vic High going forward.
5. School passenger vans: Some years ago the Alumni purchased two vans for the school's use, registered in the School District's name but insured annually by the Alumni. The School District has a new transportation initiative, which results in Vic High needing only one van. One will be transferred to the Fairey Tech Automotive program, refurbished, and sold.

Standing Committees, Ad Hoc Committees & Task Forces

1. **Archives & Museum** Report circulated, inserted below.

A huge shout-out to Fergie Andison, volunteer photographer and videographer extraordinaire (Vic High 2020 photobook, videos linked from website, etc) who is donating a GoPro with tripod, simple lighting, back up batteries, etc. to the Archives. Thank you, Fergie!

Addl. Note: Annie Boldt, Fergie Andison and Linda Baker will tour the Vic High job site March 17 and provide photos, videos, and information to the Board, for the website and the April newsletter, and of course, for archival purposes.

2. **Black & Gold** Report circulated, inserted below.

February 22, 2022, the Board, via email, Moved and Seconded to approve the recommendation of the Black & Gold Committee to postpone the May 14, 2022 Black& Gold dinner to May 13, 2023. Carried.

In light of this new date, we will not seek to hold a fundraising golf tournament in 2023, but hope to hold it in 2024.

3. **Communications** Report circulated, inserted below.

Past practice will continue, to produce 8-page newsletter to be mailed to all donors.

Ian McKinnon, Linda Baker, Nita Loudon and Mary Anne Skill will analyse past donor data and develop direct mail recommendations for the Board.

4. Fundraising Task Force Report circulated, inserted below.

Mary Anne Skill, VHS 1975 is heading up a new Vic High Wear & Souvenirs initiative to look into what we should consider selling and how. Shannon Edgar, VHS 1975, is assisting and the previous initiative produced by JoAnne Botten and MaryAnn Rouche (VHS 1968) has been reviewed. Report to be tabled in future.

Donor Recognition ideas are provided to our two representatives on the Heritage & Décor committee, which met for the first time today.

5. Membership/Alumni Directory Verbal report

Phoning Campaign is underway, to request email addresses and updated postal addresses of 7700 alumni. 27 of the 67 lists have been sent to phoning volunteers, of alumni with postal address and phone but no email address. Some volunteers have agreed to help, one in particular we applaud: Christy Bowen, VHS 2000, who has so far completed 6 lists and keeps asking for more. 1/3 to 1/2 of the phone calls made reach Not In Service recordings, and those phone numbers are deleted from the directory. Voicemails are left where no contact is made, and most – once contacted – provide email addresses which are added to the directory and MailChimp.

6. Reunion Co-ordinator Report circulated, inserted below.

7. Scholarships & Bursaries Reports circulated

Moved and Seconded to adopt 2022 Scholarship & Bursary Awards Summary, with correction to Chelsea and Jazelin Maskos Bursary to \$500, not \$700. Carried.

Don has one new lead for the sale of the Ellis violin.

8. Seismic Update

Tender has been let for the new turf field.

Décor & Heritage team met for the first time today – much work to be done.

Brick chimneys in the attic have had to be removed for engineering and load safety reasons. Sadly many alumni autographs have been lost, making Fergie Andison's work documenting the entire school in photos and videos even more valuable.

9. Website Report circulated

10. Bylaws Updating Task Force Report circulated

Moved and Seconded to move the meeting In Camera. Carried.

Moved and Seconded to move the meeting out of In Camera. Carried.

Moved and Seconded to defer a decision on when/how to present proposed bylaw updates to the membership to a later date. Carried.

Moved and Seconded to receive all reports. Carried.

New Business

1. 2022 Board elections: a Nominating Committee will be appointed at the April meeting.

Adjournment: 6:15 PM.

Respectfully submitted,

Linda Baker, VHS 1969, Board Secretary

ACTION ITEMS

1. Forward 2022 budget questions to Fern. Budget to be finalized at April meeting.
2. Draft info for grads about the Alumni: Communications Team **In progress.**
3. Draft communications plan for 2026 Book: Communications Team **In progress.**
4. Ask Aaron to have Alumni meeting dates added to the school's online calendar. **Linda**
5. Involve current students in 2026 Book project: **In progress at Vic High.**
6. Send proposed 2026 Book interviewees to Mary Anne Skill. Everyone
7. Draft thank you letter to Jim Soles for Chair signature: **Linda Done**
8. Update seismic/stadium project info on website: Ian, Linda
9. Forward Mission Statement to Helen & Linda: **Keith**

REPORTS

Secretary's Report: Linda Baker

1. Trademark: website and newsletter have been updated with TM
2. Correspondence reply sent to Francy Pesek, no reply or acknowledgement received
3. Donations Promo books sent to McCulloch, Harrison, Gidney (large donations).
4. Documentation Admin procedures have been written and saved for
 - a. Tracking donations

Archives & Museum Report: Annie Boldt

Fergie Andison is donating a high quality GoPro to the Archives!...with a tripod and some lighting. It will do photos and videos, and once a few of us learn how to use it we can start assisting with the 2026 Book Project. Fergie attended Vic High till 1968, then his family moved and he graduated from Oak Bay. But we still love him because clearly his heart is a permanent part of Vic High!) He spent four summers documenting Vic High in photos, videos, 360 degree videos. His photos are in our Vic High 2020 photobook and his videos are linked from our website. He also just presented us with a scanned, printed, half-size copy of the original 1914 blueprints for Vic High/Grant Street, a full-size set of same, and the digital files for them all.

We're liaising with Kristal Stevenot, Heritage Architect on the Seismic project, to try to finalize plans for additional shelving needed in the Archives so we can start planning how/where to get them built.

We'll be meeting with new Archives volunteer shortly – Kelly Speak - to start integrating her into our work, and also start work on a 5 year plan for the Archives & Museum.

Black & Gold Dinner: Anne McKeachie

The Black and Gold Dinner Committee has recommended regretfully postponing the Dinner another year – the new date would be Saturday, May 13, 2023. This recommendation, approved by the Board February 22, 2022, was based on:

- input from the honourees (all of whom requested we postpone),
- consultation with the Wardroom Event Manager who informed us that because it is a military venue and an isolation accommodation, there would likely still be restrictions that would impact the event and possibly not allow the cocktail hour,
- discussion with the Black and Gold Committee, and
- review with the Alumni Board and active members.

All honourees, sponsors and ticket holders have been notified. We are fortunate that our presenting sponsor, Urban Grocer and Vessel Liquor Store has agreed to continue sponsorship for the 2023 event and I trust Smugglers' Cove Pub, a bronze sponsor will do likewise.

Communications: Linda Baker

1. Spring Newsletter

234 of our 900 donors do not have email addresses. The rest receive our monthly e-newsletter. I have no stats on how many Donors open their newsletter, but an average of 61.7% of newsletter recipients open the newsletter each month. Of the 234 donors with no email, here's how many have donated over the last 3 years:

2019	15 donors, donation amounts not provided on list
2020	16 donors, total \$1490 (Avg 93), 11 were repeats from 2019 Cost to print/mail out spring newsletter: \$2073.26
2021	14 donors, total \$1775 (Avg 127), 7 gave all 3 years, 6 more gave 2 of the 3 years Cost to print/mail out spring newsletter: \$1877.45

Questions:

Should we print/mail a spring print newsletter to donors without email? (This would consist of articles from e-newsletter(s) reformatted to 8 1/2x11 format, max 8 pages.)

Aristos - copy/mail:	234 unenveloped, BW \$491.77	Enveloped \$533.86
	234 unenveloped, colour \$863.52	Enveloped \$905.61
Fotoprint – print only:	250 BW, previous nwsltr format, \$248.01	
Aristos – mail only:	234, \$419.74	

Should we photocopy/mail a spring e-newsletter to all donors? (Same as above.) No stats on Donor e-newsletter Opens. Open rate on all e-newsletters: see below.

Aristos - copy/mail:	900 unenveloped, BW \$1343.04	Enveloped \$1422.76
	900 unenveloped, colour \$2772.83	Enveloped \$2852.55

Should we stop mailing a special spring print newsletter to those who haven't donated in the last 3 years?

Proposals:

- print and postal mail enveloped BW 8-page newsletter to 234 donors without email: \$700
- photocopy, unenveloped, mail BW 8-page newsletter to 234 donors without email: \$525

2. **MailChimp – Newsletter Opens & Clicks**

- a. We have 635 Donors tagged on email list. I haven't figured out yet if there's a way to check the Open and Click rates on just this segment of our subscribed contacts.
- b. Our average Open rate for our newsletters is 61.7% (considered quite high).
- c. Our average Click rate is 17% (of Opens). Feb. issue it was 35%.
- d. February – most clicks: 1. Vic High Sweethearts, 2. Oak Bay Rivalry, 3. Brian Dance

3. **Volunteer Bios** Now linked from About Us page on website: Kozicki, Lee, Kissinger, Boldt, McCallion, Baker, Andison, Skill. Working on the rest.

Do we remove deceased Honorary Members' names from About Us? Looks like we've done that in the past – Reg Reid, etc.

Fundraising Task Force: Ed Kozicki

Sponsorships / Donor Recognition

A. What Benefits Alumni Can Offer: Business Name

1. Promotion in e-newsletter, 3600 contacts, older (60s/70s) demographic, sent monthly
 - a. Ads
 - i. Single or multiple insertions(s)
 - b. Profiles
 - c. Check open and click rates
2. Promotion on website
 - a. Check traffic stats
3. Promotion on Social Media: Facebook, Twitter, Instagram
 - a. Fairly low follows at the moment
4. Promotion at sponsored event
 - a. Professional signage – at entry, on tables, etc.
 - b. Acknowledgement in MC remarks
5. Promotion at all events?
 - a. If higher-level annual sponsor, for eg

B. What Recognition Is Possible Within the School? (to recommend to Principal. Alumni doesn't decide.)

- Alumni only? or donations by non-alumni in memory of alumni? Or donations by non-alumni?

1. All of the benefits listed above could be options.
2. Name to be displayed publicly in the school,
 - a. On bleacher seats' wall installation – new donor recognition wall
 - b. Auditorium seat plaques – already being done for \$250 donation.

- c. Auditorium – display element on side walls. TBC
 - d. Small plaque adjacent to sponsored amenity
 - i. Eg historical display installed in and themed to a particular area
 - Eg astronomy donation in physics lab
 - Eg hairdressing donation in hairdressing classroom?
 - Eg archives & museum
3. Allow alumni donors to choose location for standardized recognition

Proposed Donor Recognition Levels – for new donor recognition wall in the school

Platinum 10,000 - Gold 5000 - Silver 2500 - Bronze 1000

1. Plaque colours to match levels: platinum, gold, silver, bronze (TBC – check with plaque co.)
2. Plaque sizes consistent, engraved with donor name and grad year (or Staff, or Supporter). No donation amount listed on plaque.
3. Plaques installed starting at one end of donor recognition wall, (hopefully a very large one in a hallway/decently high traffic area specially where students go), and just continue to be added.
4. Every donor at these levels should receive a Vic High 2020 photobook.
5. Alumni Assoc. pays for plaques.

Reunion Co-ordinator: Brigitte L’Heureux

1972 is starting to organize their 50th for later this year.

Scholarships & Bursaries: Don Kissinger

1. Helen Maxwell bursary being worked on by family to be invested and managed by the VHS alumni, not SD61.
2. Gardom TOR to be modified for 2023 to accommodate good returns.
3. Leduc-McQueen bursary, (flow-through, not endowed), no word yet on whether 2022 contribution is coming.
4. Scholarship bursary list for 2022. See below.
5. Endowment Funds’ Report for 2021. Separate documents: spreadsheet and narrative documents. Circulated to Directors.
6. Gidney – 2022 is the last year the award will be made from operating funds.
7. Maskos: no word yet on whether contribution is coming for 2022 (flow-through) award. \$200 has been donated since the 2021 award, an additional \$300 would be needed.

Scholarship and Bursary Awards Summary

Updated March 3, 2022

	2022 Award	2021 Award	Comments
<u>Alumni Centennial Awards</u>			
1 Peter Smith Academic Award/Gov Gen Bronze	proposed \$ 1,000	\$ 1,000	
2 Fine Arts	\$ 1,000	\$ 1,000	

3	Tech Ed Dept Packford Award		\$ 1,000	\$ 1,000	
<u>Subject Awards</u>					
4	Fine Arts > Music		\$ 500	\$ 500	
5	Hairdressing		\$ 500	\$ 500	
6	Tech Ed		\$ 500	\$ 500	
7	Computer and IT		\$ 500	\$ 500	
8	Biology		\$ 500	\$ 500	
9	Fine Arts		\$ 500	\$ 500	
10	Languages		\$ 500	\$ 500	
11	Mathematics		\$ 500	\$ 500	
Total Vancouver Foundation			\$ 7,000	\$ 7,000	
<u>Victoria Foundation Endowments</u>					
12	Fine Arts> Dorothy Evans Music Award	(1)	\$ 1,000	\$ 1,000	
13	Tech Ed> Noel Collisson Award		\$ 500	\$ 500	
14	Reg Reid Leadership Award	(1)	\$ 1,000	\$ 1,000	
15	Fine Arts> Tommy Mayne in 2 or more areas	(1)	\$ 1,000	\$ 1,000	
16	Class of 68 Leadership Award	(2)	\$ 1,000	\$ 750	
17	Walter E. Ellis Gr. 11 Fine Arts Awards		\$ 3,300	\$ -	<i>Note 6</i>
			\$ 7,800	\$ 4,250	
18	Kenneth R. McCulloch Bursary		\$ 500	\$ -	<i>Award commences 2022</i>
19	Georgina (Lim) Harrison Bursary		\$ 500	\$ -	<i>Award commences 2022</i>
			\$ 8,800	\$ 4,250	
20	Laura A. Gardom Memorial Bursaries	(1)	\$ 3,000	\$ 3,000	<i>3 x \$1000 > Note 4</i>

Total Victoria Foundation	\$	\$	
	11,800	7,250	
TOTAL Endowed SCHOLARSHIPS AND BURSARIES			
<u>Other Bursary Awards</u>			
21 Alumni Bursary	\$	\$	<i>Approx from \$250 Van Fdn</i>
	600	600	
22 Barbara Gidney Bursary Award	\$	\$	<i>School administered funds</i>
	1,000	1,000	
23 Chelsea and Jazelin Maskos Bursary	\$	<i>Note 5</i>	<i>Annual family donation</i>
	500		
24 Leduc-McQueen Award	\$	<i>Note 5</i>	<i>Annual family donation</i>
	500		
	\$	\$	
	21,600	15,850	

Notes

1. Fundraising target met.
2. Fundraising currently remains active by Class of 68. Scholarship target to commensurate with fundraising and future VicFdn contribution.
3. Operating Fund donation up to 2022. Effective 2023 to be funded by Victoria Foundation endowment \$26,700.
4. 2022 Available to Grant \$6141, award criteria and amounts under review with family with changes, if any, effective 2023.
5. Award issued as flow through donation in 2021; criteria based on family terms of reference.

Website:

Linda met via zoom with Paul Curtis to continue discussions about how he can support the Alumni via the website. His skills are far-reaching and include strategic planning so the website fulfills its purpose per the Alumni's goals, content management and updating, SEO optimization, using analytics as a tool to improve the website's reach. He now has admin access to the website and will familiarize himself with how it's set up, what plugins are there, etc. and discussions will continue.