

Vic High – Topaz Campus – Library

*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** Helen Edwards, Roger Skillings, Tara Laughlin (via Zoom), Linda Baker, Fern Johnson, Ed Kozicki, Don Kissinger, Paul Curtis, **Regrets:** Ian McKinnon, Nita Loudon,

**Call to Order:** 3:50 PM

**Agenda:** As circulated

**Student Presentation:** None

**Minutes:** Moved and seconded to adopt the minutes of the September 14, 2022 Board meeting. Carried.

**Chair’s Report: Helen Edwards**

1. Alumni association meeting  
Helen and Keith attended a meeting at Mt. Doug recently with representatives of other high school alumni associations in Victoria. It was very helpful to exchange ideas and learn how well our Alumni is respected by others. Future meetings will be held.
2. Proposed Vision Statement, Mission Statement - Circulated  
Moved and Seconded to adopt the following:  
**Vision:** The Vic High Alumni is a network of engaged alumni supporting Victoria High School, its culture of inclusivity and acceptance, and its students to achieve their highest potential.  
**Mission:** The mission of the Vic High Alumni is to mobilize the power of volunteers and the generosity of donors to help fund and expand school amenities and projects, collaborate with students where possible, preserve and celebrate the school’s history, and maintain effective communications to support reunions and ensure connectivity among Vic High alumni.  
  
Motion Carried.
3. Draft Goals/Strategies 2022-23: Circulated. Plan was discussed.

**Secretary’s Report: Linda Baker**

1. Interim Donations Summary  
Correction to report from Treasurer: three restricted donations totalling \$14,845 have already been forwarded to Victoria Foundation so the correct **Available Unrestricted Cash on Hand** is \$37,524. So far this year we have received \$6671 in unrestricted donations.
2. 2022-23 Schedule – circulated  
Deferred to December Board meeting to re-assess and finalize dates for the year.

### **Treasurer's Report: Fern Johnson**

1. Financial Report for September – circulated  
Moved and seconded to adopt report as circulated. Carried.
2. Wood Gundy Corporate Resolution – change of signing authority for investment.  
Moved and seconded to adopt Wood Gundy Corporate Resolution. Carried.

### **Vic High Principal's Report: Aaron Parker**

1. 850 students this year, 243 Grade 9 students is the largest Grade 9 intake ever. There are almost 3 full cohorts of Grade 9 French Immersion this year.
2. Good participation in boys' soccer this year.
3. Two successful themed weeks recently: Truth & Reconciliation, and Women's History.

### **Team Reports**

**Archives & Museum: Annie** No report

**Black & Gold: Anne** Keith McCallion advised the team may look at adding 2 additional inductees, as four of the six original nominees will not be in attendance.

**Communications: Linda**

1. November funding appeal will be drafted for review, and suggested focus is on Seat Plaque donations/orders and ensuring clear info about the Alumni's operating costs and need for operational support. Summary of seat sales 2008 – 2021 is attached.

**Fundraising / Wish List: Ed**

1. A powerful telescope is being donated to the Alumni for Astronomy program by Barb Carr, VHS 1972, which will be appraised by a local expert referred by retired Vic High physics teacher Clayton Uyeda. A VHSAA tax receipt will be issued based on appraised value. The telescope will be securely stored at the Fairey Tech temporary locking storage until next year.
2. A telescope and other equipment has been donated to the Alumni for the Astronomy program by the father of a Vic High alumna. No tax receipt has been requested. Clayton Uyeda is arranging pick-up and transport to Vic High.
3. *Who do you know who could help us?* Ed reviewed the general plans to raise funds and resources for various amenities and programs for Vic High, and asked everyone to provide information about who they know who might be able to refer us to potential supporters.

**Membership/Alumni Directory: JoAnne** No report.

**Merchandise Program: Mary Anne Skill & Shannon Edgar**

September was the month we launched our website store and attended two reunions. Sales for September total \$2,470, minus fees to use Paypal and the Square. Best sellers are the coffee mug, bag in a pouch, pen, and water bottle. However, we had sales of all items in stock. We are still waiting for the visors. So far, everyone likes what's on offer.

Our next expected reunions are smaller get-togethers in December for the class of '61 and the class of '74.

### **Reunions**

1. Two reunions were held in September: 1962 60<sup>th</sup>, and 1972 50<sup>th</sup>. Photos were taken and web posts created, to be linked from October newsletter.

### **Scholarships & Bursaries: Don Kissinger**

1. King Lee is joining Don on the Scholarship & Bursary team, and they will be meeting to formulate some plans to support students with additional scholarships or bursaries.
2. Administration of \$20k direct donation to Vic Fndtn (Rick). Deferred to November meeting.

### **Website: Paul**

1. Oct 3/22 Website Ticket Tracker – report available on request.  
Paul has created a clear way to manage aspects of the website – where corrections or improvements are needed, etc.
2. September 2022 Web Stats – attached.
  - a. Paul shared recent web visit stats, compared to a year earlier. Traffic is definitely up – yay!
  - b. Suggestion: promote the range of products we offer. (newsletter)

### **New Business: None**

**Adjournment:** 5:29 PM

Respectfully submitted

Linda Baker, VHS 1969

Board Secretary

### **ACTION ITEMS**

1. Send info on Carole Sabiston donation to Aaron (Linda)
2. Speak with Gord Wallace re installation of new shelving in Archives (Linda, Annie)
3. Add Vision/Mission to website (Paul)
4. Wood Gundy – ensure required documents are signed/forwarded to change signatories on Wood Gundy account. (Linda, Fern)
5. Bylaw Updating Task Force will have redrafted bylaws for Board review by November 1.
6. Anne McKeachie will speak to cousin (brother?) about basketball scholarship info
7. Roger Skillings – follow up with Briggs family to get info about past Tillman Briggs fund?
8. Don Kissinger to get info on Filberg family fund at Vanc Fndtn to benefit Vancouver Island

## REPORTS

### Vic High Alumni Draft Goals & Strategies: 2022-23

#### Governance

1. Set date for AGM **Nov 2023**
2. Establish and schedule New Board Orientation/Goal-Setting event
  - a. Set date for summer 2023, To Be Confirmed by new post-AGM Board **June 2023**
3. Update Constitution & Bylaws
  - a. Bylaw Updating Task Force proposal to Board for review **Nov 9 Bd Mtg**

#### Operations

1. Ensure sufficient unrestricted revenue to meet annual operating needs of approximately \$20k/year.
  - a. Annual appeal – November – to existing donors.
  - b. Consider whether to establish % of all donations allocated to operating expenses.
  - c. Consider establishment of vested fund at Vic Foundation to generate annual grant to fully or partially cover annual operating expenses.
2. Streamline operations to reduce volunteer hours and secure and back-up all records
  - a. Explore options for online shared work platform and make recommendations **Sept 2023**
  - b. Ensure all Alumni records are stored and backed up online, password-accessible as needed, and responsibility for same is easily transferrable to successive volunteers.
  - c. Create ability for volunteers to avoid using personal credit for Alumni requirements.
3. Ensure all operations are documented for ease of succession
  - a. Task descriptions
  - b. Organization and work flow
  - c. Clarify work flow chart to identify tasks and responsibilities, not just Board titles.

#### Volunteers

1. Establish and schedule annual Volunteer Recognition activities
  - a. Finalize timing and nature of event/activities
  - b. Include all reunion organizers, active volunteers, Board members, and past active volunteers
2. Recruit 10 new volunteers in current year (2022 – 23) to support Alumni operations.
  - a. Identify and describe tasks where help is needed
  - b. Advertise tasks/positions wherever possible.

#### Donor Recognition & Relationships

1. Finalize Donor Recognition levels and protocols
  - a. Draft types of appreciation and recognition in response to levels of donations – financial or in-kind.
  - b. Collaborate with Vic High Principal to finalize policy
2. Establish volunteer role to ensure implementation of policies

#### Website

1. Align website with Alumni Vision, Mission, Goals
  - a. Continue resolving challenges on Web Ticket List.

**Support Vic High**

1. Raise funds and in-kind donations to meet school amenity and ongoing program needs. and addition of new bursaries/scholarships (eg athletic, and other funding to support students.

**Support Vic High Students - Scholarships & Bursaries**

1. Establish scholarships/bursaries for athletic excellence, team leadership, B teams, etc., and review with Vic High staff
  - a. Basketball? (Anne McKeachie)
  - b. Rugby? Tillman Briggs (Roger Skillings)
2. Review scholarship/bursary program with Vic High staff
  - a. to determine other areas not yet acknowledged with awards.
  - b. to determine how to support students to stay in school
3. Investigate whether Vic Fndtn or Vanc Fndtn can give grants. For example, look into Vanc Fndtn \$ for Vancouver Island – Filberg family donation (Don Kissinger)
4. Consider an investment in Vic Fdn that would give a good fund of discretionary \$ to the principal of Vic High
5. Establish bursaries for other than top students, similar to Helen Maxwell Bursary fund (which will likely be fully funded as of December 2022) – Ian McKinnon idea
6. Set goals for this year and up to 5 years
  - could be \$ goals.

**Special Project – History Book**

1. Expand collection of potential content for 2026 publication.

**Archives & Museum**

1. Procure and install shelving and equipment for upgraded school
2. Complete searchable database of existing collections and organization of digital records

<b>Vic High Alumni</b>		<b>Seat Plaque Order Summary</b>		<b>Oct 12/22</b>			
2008	35	2012	19	2016	9	2020	13
2009	66	2013	18	2017	10	2021	20
2010	49	2014	36	2018	13		
2011	22	2015	27	2019	4		

**Vic High Alumni                      Fundraising Report                      Oct 12/22**

**Vic High Alumni                      Who Do You Know                      Oct. 12/22**

To elevate fundraising to help Vic High as it reopens and expands, we need to expand our circle of ‘Vic High Champions’, people who can help us reach out and find the resources Vic High needs.



**Summary**

<b>Reported period</b>	Month Sep 2022			
<b>First visit</b>	01 Sep 2022 - 00:00			
<b>Last visit</b>	30 Sep 2022 - 23:59			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	<b>4,047</b>	<b>7,497</b> (1.85 visits/visitor)	<b>75,214</b> (10.03 Pages/Visit)	<b>412,387</b> (55 Hits/Visit)

**Summary**

<b>Reported period</b>	Month Sep 2021			
<b>First visit</b>	01 Sep 2021 - 00:00			
<b>Last visit</b>	30 Sep 2021 - 23:59			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	<b>2,411</b>	<b>4,243</b> (1.75 visits/visitor)	<b>53,426</b> (12.59 Pages/Visit)	<b>198,302</b> (46.73 Hits/Visit)

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Total sales	Net sales	Orders	Products sold
\$587.43	\$505.00	8	12
0%	0%	0%	0%

Top products - Items sold		
Product	Items sold	Net sales
<a href="#">Men's Collared Golf &amp; Casual Shirt</a>	4	\$260.00
<a href="#">Vic High Ball Cap</a>	2	\$60.00
<a href="#">Vic High 2020 Photobook</a>	2	\$50.00
<a href="#">Fleece blanket with water-resistant backing</a>	1	\$35.00
<a href="#">Ladies' Collared Golf &amp; Casual Shirt</a>	1	\$65.00



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