

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.

Present: Helen Edwards, Tara Laughlin, Linda Baker, Fern Johnson, Ed Kozicki, Don Kissinger, Ian McKinnon, Paul Curtis, Nita Loudon. Vic High Principal Aaron Parker.

Regrets: Roger Skillings,

Call to Order 3:48 PM

Agenda: Moved and Seconded to adopt agenda as circulated. Carried.

Minutes: Moved and Seconded to adopt minutes of March 15, 2023 Board Meeting. Carried.

Correspondence

1. Passing of Janet Reid, VHS 1975 – message sent to Linda Reid on our behalf.

Chair’s Report

1. Suggest to new Board (after June 8, 2023 AGM) to investigate creation of indemnity agreements for current and past directors. Moved and Seconded to approve. Carried.
2. Keith McCallion unable to chair a Nominating Committee. April e-newsletter is to include need to fill Secretary and Treasurer positions after AGM.

Secretary’s Report: Two reports circulated: Secretary, Stats-Donors No Email

Treasurer’s Report: Moved and Seconded to adopt the March Cash Flow Report as circulated. Carried.

Vic High Principal’s Report

1. Term 3 has ended, term 4 started.
2. Most theater and music students (about 40) left this morning for New York – and will see Broadway plays, etc.
3. Danya Elkhidir, VHS 2023, has won a prestigious LORAN scholarship worth approximately \$100k over four years. Vic High will be issuing a media release, we will include the announcement in April newsletter and spring print newsletter. Danya is a presenter at the Black & Gold Dinner.
4. Seismic jobsite tours have been paused for now as the contractor works to finish the project on time.
5. Aaron circulated a Vic High Sign Concepts report with some ideas for internal recognition signage. This will be reviewed by the team meeting with Aaron and other Vic High staff. It was noted that Carole Sabiston and Donna Jones, both VHS 1957, have agreed to provide create input into donor recognition wall design.

Standing Committees, Ad Hoc Committees & Task Forces

Archives & Museum: Report circulated

Black & Gold: Report circulated

Additional donations will accommodate 5-6 additional student attendees. Aaron will forward names to Anne.

Communications: Report circulated.

Fundraising Task Force: No report

Merchandise: Report circulated

Reunion Co-ordinator: No report

Scholarships & Bursaries: Report circulated

Don will follow up with Sean Wallace to develop TOR for possible athletic scholarship, with a view to recruiting a prominent alumni involved in athletics to seek donations to establish an endowed fund.

Website: Report circulated

Traffic is up 127% from March 2022, although many landings are from direct links in the newsletter, not from people navigating from the Home page (and seeing what else is available.)

More people photos (happy, smiling, faces!) would be good to integrate, particularly into the Home page – to create carousel of lead photos. Linda and Paul will review available reunion photos, etc.

New Business

1. Volunteer thank you event: the goal is to build on the increased engagement over the past few years, and to seek input from reunion organizers and thank them for their hard work. Ideas:
 - a. HarbourCats party bus (Helen will have info by April 14 to circulate)
 - b. Wine and cheese type event at Fernwood Inn (eg weeknight, May/June, 40 people, \$30-35/person (food, 1 drink each) plus taxes, gratuities, etc.). Or at Vic High, or at someone's home.

Adjournment: 5:11 PM.

Respectfully submitted

Linda Baker, Secretary

ACTION ITEMS

1. **Everyone:** help recruit Secretary and Treasurer.
2. **Don Kissinger:** awaiting final donation to Maxwell Bursary Fund, before determining if award can be given out this year.

3. **Annie Boldt:** seek information to help determine if Alumni should re-apply for Vic High to be designated a national historic site.
4. **Helen:** forward notes of multi-alumni meeting to Secretary when available.
5. **Board:** determine Volunteer Event
6. **Linda:** Ensure April newsletter includes need for Secretary and Treasurer
7. **Linda:** Post minutes of March 15, 2023 Board meeting on website
8. **Aaron:** forward to Anne McKeachie, 5-6 addl. students to attend Black & Gold Dinner
9. **Linda/Paul:** review available photos for carousel rotation on website
10. **Linda:** Set up draft agenda for new Board (post AGM elections) and include recommendation to investigate creation of an indemnity agreement for current and past directors.

REPORTS

Secretary's Report: Linda Baker

New Secretary

If the new bylaws are approved, we will be electing four directors at the June 8 AGM, not five. The Board should discuss actions that have been taken and could be taken to ensure the position of Secretary is filled at the directors' meeting following the AGM.

Special General Meeting JoAnne Botten will assist at the meeting.

Attendance of approximately 20-22 people is expected, with half attending in person and half via Zoom. The Vic High library is booked for the meeting. Two laptops will be set up to manage the meeting – one as Zoom host where Zoom attendees' images will project onto the large screen, and one as a Zoom attendee with camera pointing towards the in-person attendees and meeting chair.

Operations Review

Over the past several years, the Alumni has

- evolved from somewhat of an office-based operation (Vic High Archives room) to a virtual operation,
- grown considerably – website, regular newsletter, more scholarships/bursaries and endowed funds to manage, and significantly more engagement with the membership,
- anticipated increased workload if we are to take advantage of the upcoming school re-opening and 2025-26 anniversaries (Alumni's 50th, Vic High's 150th),
- identified goals to
 - raise funds for Vic High,
 - ensure sustainable operational funding,
 - ensure sustainable team of volunteers
 - maximize valuable volunteer time
 - publish the next history of Vic High

Technology predictions strongly suggest that content currently created on a computer and stored on the cloud, will in future be created on the cloud. That already happens all over the world, where people log

onto a shared platform in order to create/share information, meet, conduct discussions, etc. We need to move now towards that eventuality or risk becoming less appealing operationally for new volunteers, and less able to achieve the goals outlined above.

Shannon Edgar and I are identifying tasks performed by Alumni volunteers and tasks where additional help is needed. We'll be seeking input for the initial draft. We plan to

- Identify annual Compliance requirements (recordkeeping, financial reporting, charitable status requirements, etc.),
- recommend minimum operating standards to ensure continuity of operation in an organization where volunteers come and go,
- Recommend virtual operating platform to guarantee compliance and support achievement of our goals,
- Identify all tasks – current and proposed – in a clear visual chart, and how those tasks are or should be reflected in Board accountability,
- ensure simple task descriptions are created to make it easier to ensure accurate continuity of operations when volunteers change

Stats – Donors without Email: Linda Baker

There are currently 136 donors in the directory without email addresses. These stats cover the period 2020 – March 2023. (Rev Total \$ = remove Seat Plaque donations). This is a fairly accurate analysis of donations, not a financial report.

Donor Years	Donors/List	Total \$	Rev Total \$	Avg \$/Donor (no Seat PI)
1937-49	5/39	1525	1025	256
1950s	5/43	1445	1195	299
1960s	3/30	200	200	67
1970s	1/9	50	50	25
1980s	0/3			
2004	0/1			
Undated	0/3			

Donors vs List: 14/136

Donation Years					Nwsltr Prod'n
2020	9/180	915	915	102	2439.40
2021	9/170	750	750	83	2217.20
2022	8/150	1030	500	71	436.15 + 772.43
2023	2/150	525	25	25	

Totals	14/165	3220	2470	206
2020 – 2022:	8/167	2165	1915	274

Note: 2020 – 2021: newsletter went to all donors
contracted graphic designer
Printed with spot colour at fotoprint
Mailed at Aristos

2022 newsletter went to 150 donors without email
volunteer graphic designer
Printed B/W (no spot colour) and mailed at Aristos

2022 Direct mail went to 590 donors with email addresses
Volunteer graphic designer
Printed B/W (no colour) and mailed at Aristos
4-page mailout, text update on Alumni, AGM notice, 1 pg seismic w/photos

Archives & Museum Report: Annie Boldt

- There have been ongoing requests for Alumni history requests by families seeking information for mostly genealogy issues which I have dealt with as best I can due to our limited resources. (350 boxes of our Archival materials stored in locked units in the Fairey Tech Concourse).
- Linda Baker has been in phone contact with Randal Fairey re: his grandfather, Frances Fairey’s personal history for an article for the Alumni News on the Fairey Tech’s namesake.
- Linda & I had a little meeting with ‘Fergie’ Andison, to talk about producing a little book dedicated to the ATTIC, not as a commercial money raiser but for the Archives reference shelf.
- Linda has been in regular email contact with Priscilla Giroux whose title is, “Program Officer for the Commemoration Division of Veteran’s Affairs, Government of Canada.” She is putting together some Info Sheets on the VHS Memorial banner, the Memorial Maple trees, the framed Honor Roll, the stadium and the WW1 and WW2 ‘Memorial Tablets’ as they are called. Some more work needs to be done on the provenance of the stained-glass windows depicting a wreath, VHS logo and 2 poppies which I will do.
- I have also reached out to my fellow VHS class of 1967 alumnus, John Adams, to find a local Archive Paper Conservationist who may be able to help me restore the cover of the Ernest Fairey 1915 pocket diary.

Black & Gold Dinner Report: Anne McKeachie

- Big thank you to Linda for doing all sorts of running around for me since I am confined to home for the next few weeks!
- On-line ticket sales slowed a bit. Expect a push after the April Newsletter release.
- Budget prepared and provided to Fern.
- Focus now on recordings to be scheduled over the next 2 weeks; then video preparations will begin.
- Program is well under way – waiting for ads and photos.
- Still waiting for replies from a couple of invited guests.
- Display boards – to be done in late April.
- Day of the event:
 - Reception at the door – need one or two more people.
 - Event set up (possibly Friday) and clean up.
 - Hosts for invited guest/honourees.

Communications Report: Linda Baker, Mary Anne Skill, King Lee

Part of the team's function is to support two goals:

- Raising funds for initiatives and equipment needed in the 'new' Vic High
- Increasing the number of alumni for whom we have an email address

One strategy is to gradually increase public awareness of the Alumni as we move towards school re-opening celebrations (spring 2024), and the 2025-2026 school year (Alumni's 50th anniversary, Vic High's 150th anniversary)

- Issue formal media releases when appropriate (more major stories) in the hopes that mainstream media will run a story (Black Press, Times Colonist, CHEK-TV, CTV, local radio, etc.)
- Post on our Facebook page in conjunction with media releases
- Post on our Facebook page – any kind of news

Another strategy is to increase awareness of the Alumni by the school community – staff, students, parents, etc. To that end –

- Helen spoke to a staff meeting in March
- the Merchandise Team is drafting some ideas for Aaron's consideration about providing access to our products by students/staff.
- we could consider reaching out to make a connection with the PAC – not asking for anything, just exchanging information
- see below – Award Info

Media Release

We will draft one about the Black & Gold Dinner. The notoriety of those we're honouring may be a draw for mainstream media. We decided not to issue a separate release about the increase in Alumni awards' value, but that will be included in the B&G release as a 'this is who we are/what we do' paragraph.

Award Info for Winners – Scholarships/Bursaries

The team is developing information for Vic High to include in the envelope for each Alumni award. The concept and content will be developed in conjunction with the Scholarship Team and these will be ready for the 2023 awards night (June 16 at Oak Bay Auditorium).

April E-Newsletter

...will go out shortly.

Spring Print Newsletter

...will go out by May 12. Same format as 2022. Approximately 150 people on the list (donors, no email)

Merchandise Program: Mary Ann Skill, Shannon Edgar

Update on Sales;

- 2023 Q1 (Jan, Feb, Mar) Total Sales \$640. - \$430.62 COGS = \$209.38 Net Profit

Comprised of; Vests, Bear, Blanket, Golf Shirt, Water Bottles, Windbreaker Jacket & Totes

Re-orders & Inventory;

- 2nd Vest Order Arrived, added to Inventory = Selling Price has been Increased from \$45. To \$50.

- Ball Caps order to go in soon, to get ready for Upcoming Events

Marketing/Door Prizes;

- 2023 Q1 (Jan, Feb, Mar) \$0 Spent on Marketing

- Q2 have Committed Approx \$165. Retail of Merch for upcoming events

Upcoming Events Attending;

- 1st Sat in May Class of 1961 Fernwood Inn Lunch – Possible VHSAA Presence w/door prize \$20.Tote

- May 13 Black & Gold Evening; door prize/combos (Bear/Pen) (Blanket/Pen) (WBottle/Pen/Zip Tote) valued @ \$105. Retail

- May 31 to Jun 2 Class of 1970 50+++ Reunion weekend; door prize 1 Bear value \$20.

- June Class of 1955 Reunion Luncheon @ the Legion; door prize 1 Bear value \$20.

New Initiative;

- Poster Drafted

- Promotes Alumni Association & Merchandise Branding within the School
 - Includes QR Code/Link to web store
 - Offers \$1. Student discount 'on Minimum \$20. Item Purchase'

Scholarships & Bursaries: Don Kissinger

1. Helen Maxwell Bursary

Kirsty Maxwell, April 3, 2023 advises I will receive the Executor fee in the next few weeks so expect to be able to complete contributions soon after. Closer to the time I will check again on the total needed.

2. **Sean Wallace – Email** :We currently offer the following athletic scholarships:

- **Judy Bourne Memorial (VHS) \$500** - Outstanding participation in athletics – school and/or community. An all-round student with an emphasis on attitude, citizenship, and school participation.
- **Victoria Police Athletic Association Citizenship (VHS) \$750** - Distinguished athletic abilities and/or support for athletics. Demonstrated outstanding school and community citizenship.
- **Frontrunners Award (VHS) \$500** - Student who is active in athletics in and outside of school.

All of them are funded by yearly donations from the community and therefore are not guaranteed. In fact, we went two years without awarding the VicPD Scholarship because the athletic organization was in disarray. Frontrunner understandably paused their scholarship during covid and then reduced it from \$1000 to \$500.

We are hesitant to create a scholarship for "top" or "best" athlete as we want to have some wiggle room to avoid giving money to students who we aren't confident will attend post-secondary. If we created criteria that recognized "a deserving athlete" it would give us discretion to recognize our top athletes when appropriate, or recognize our top student-athletes (academics and athletics), or two a athlete who has demonstrated excellence and overcome adversity. Given some time, I could draft up some TorRs that would cover this.

As for academics, I think we have lots of bursaries for students who have need or have overcome adversity. What we don't have, other than the Peter Smith Memorial, is money for the students who are high achievers, but don't do volunteer or community work, or haven't overcome adversity. I think we probably have 3-5 really strong academic students each year who go unrecognized because they don't fit into any of the current categories. Again, I could right some TofRs for an award in the future.

3. **Interest in a bursary supposedly started years ago:**

I called a Hollie High who was looking for info about a bursary. Her mother, Carol Sturrock/nee Charters, possibly class of 1956, died Feb 3, 1996. She was told by her step father that a bursary had been set up under her name. I told her I had never heard of one with that name but would enquire at the next exec meeting.

Her other information was that her father, Richard Stanley Anderson, class of 1954, died November 3, 2021 and this information has not been added to his VHS alumni record. I will get back to her after the meeting.

4. **Victoria Foundation Donor-Advised Grant**

We've been notified by the Foundation of a \$240 grant from an existing fund – Tombolo Fund – for the Gidney Bursary Fund. The required thank you letter has been sent. Funds have been received.

Website: Paul Curtis

Expanded report:











In addition to the usual metrics, I've added top 25 pages and top ten file downloads (PDFs). Will be useful in determining which content is getting the most attention and which content is under performing. Hope you find the new data interesting.

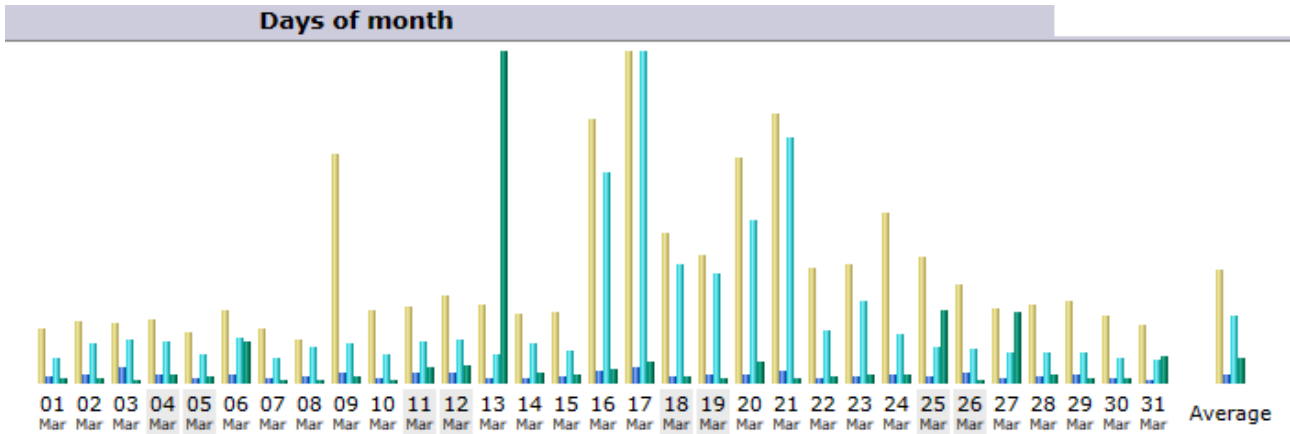
Summary				
Reported period	Month Mar 2023			
First visit	01 Mar 2023 - 00:00			
Last visit	31 Mar 2023 - 23:56			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	6,652	9,057 (1.36 visits/visitor)	75,599 (8.34 Pages/Visit)	670,618 (74.04 Hits/Visit)

Visitors: **+127%** yr/yr
 Visits: **+106%** yr/yr
 Page views: **-24%** yr/yr

Lower page views vs higher visitor and visit numbers may be a result of more people entering the site by way of landing pages (via direct links or bookmarks etc) rather than navigating from the home page. See 'entry' data in the top 25 pages report following.

Pages-URL (Top 25) - Full list - Entry - Exit				
1,315 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	24,129		29	29
/wp-admin/admin-ajax.php	10,723	16.30 KB	3	45
/	10,662	35.59 KB	1,664	4,277
/wp-login.php	4,887	8.28 KB	2,211	1,926
/alumni-register/	3,534	108.67 KB	314	237
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	3,343	10.67 KB	67	60
/youll-never-believe-this/	2,521	111.51 KB	2,278	134
//wp-login.php	1,796	8.33 KB	7	10
/login/	1,147	81.44 KB	40	200
/feed/	1,144	89.56 KB	84	134
/contact/	887	93.00 KB	201	340
/xmlrpc.php	834	403 Bytes	112	402
/alumni-directory/	666	97.03 KB	91	35
/about-us/	498	110.84 KB	139	122
/alumni-store/	301	120.85 KB	76	52
/wp-admin/post.php	268	882.05 KB		
/wp-admin/edit.php	266	455.26 KB		
/reunions-events/	250	100.13 KB	82	38
/role/student/	235	279.18 KB	184	46
/archives-museum/	235	93.89 KB	38	45
/memories/	233	160.10 KB	104	14
/april-25-2023-special-general-meeting/	158	95.00 KB	116	14
/vic-high-history/	155	102.52 KB	51	24
/category/news/	133	369.94 KB	110	22
/we-remember-them/	129	87.64 KB	6	8
Others	6,465	133.48 KB	1,050	843

Downloads (Top 10) - Full list		Hits
Downloads: 907		
 /pdfs/camosuns/VHS_Camosun_1969.pdf		176
 /pdfs/camosuns/VHS_Camosun_1963.pdf		165
 /pdfs/camosuns/VHS_Camosun_1964.pdf		140
 /pdfs/camosuns/VHS_Camosun_1962.pdf		140
 /wp-content/uploads/2022/11/ComeGiveACheer.pdf		117
 /pdfs/camosuns/VHS_Camosun_1972.pdf		82
 /wp-content/uploads/2023/03/2023-Apr25-VHSAA-Bylaws-Summary-SGM....		82
 /wp-content/uploads/2023/03/2023-Apr25-VHSAA-Bylaws-Draft-SGM,pd...		60
 /wp-content/uploads/2023/03/2023-Apr25-VHSAA-Constitution-Draft-...		60
 /pdfs/camosuns/VHS_Camosun_1970.pdf		54



MARCH 2023 ONLINE SALES

GROSS: \$101.08 NET \$80.00

- 1 x 25 oz Water Bottle
- 1 x Unisex Windbreaker

Underperforming