

## Vic High Alumni

### Board Meeting – January 10, 2024

4:30 PM | 923 Topaz Ave | Library or via Zoom

## MINUTES

*We acknowledge and respect the ləkʷəŋən peoples on whose territory Vic High stands, and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.*

### **Present:**

Aaron Parker (Vic High Principal), Roger Skillings, Nita Loudon, Ian McKinnon, Don Kissinger, Helen Edwards, Tara Laughlin, Linda Baker.

### **Call to Order – Helen Edwards**

- adoption of Agenda. **Moved, Seconded, Carried.**

#### **1. Minutes**

- adoption of November (**Moved, Seconded, Carried**) and December 2023 Minutes (**Moved, Seconded, Carried**).

#### **2. Business Arising from Minutes**

~~–We are planning for student tours on Feb. 1<sup>st</sup>. Are there alumni members interested in assisting with the tours / presentations? In particular we would love a representative for our Roper Gym “Vic High Sportsmanship” presentation and our Heritage Hallway “Vic High Service” presentation. Interested alumni members can contact me directly. (from Aaron Parker). TBD on new date. (April 5 is the estimated new date for tours).~~

#### **3. Chair’s Report – Helen Edwards**

- a. Music Night (December 20, 2023) was fabulous, kudos to Vic High staff and students.
- b. Alumni received recognition, really enjoyed being there and seeing the spirit (\$9000 raised).

#### **4. Secretary’s Report – Tara Laughlin**

- a. No report, business as usual.

#### **5. Treasurer’s Report**

- no treasurer, finance committee to provide report

#### **6. Vic High Principal’s Report – Aaron Parker**

- a. Basketball is going well, up, and running, January 18-20 is the next tournament, and will be hosted at the Topaz Campus.
- b. February 19 – Salt spring Island (away tournament for Vic High students).

- c. Vic High Fernwood Campus failed the occupancy walk-through, and as such, move in date has been pushed back. Fine tuning pieces must be tended to, but *hopefully* Spring Break will be when the school moves from Topaz – Fernwood Campus. Spring Break in 2024 starts on March 16.
- d. The plan is to have Alumni help give tours on April 5, 2024.

## 7. Standing Committees, Ad Hoc Committees & Task Forces

### a. Archives & Museum

- i. *No report for January 2024*

### b. Black & Gold

<b>Black &amp; Gold Review Team</b>	<b>Report</b>	<b>Jan 10/24</b>
Maple Melder-Crozier (Chair), King Lee, Irene Harrison, Anne McKeachie, Connie Halbert, Linda Baker		
We have reviewed the 112-person list of possible candidates for honour roll induction that has been accumulating since 2015, and selected 69 for further research. As we understand it, the list was a somewhat random accumulation of candidates, so is not considered exhaustive at this point in time.		
Based on our initial review of candidates accumulated to date, we've discussed the possibility of at least two different levels of recognition of accomplished alumni. For example:		
<ul style="list-style-type: none"><li>- induction into Black &amp; Gold Roll of Honour with an individual plaque on a wall in the school and a presence on the Alumni website (possible video or profile)</li><li>- presentation in a profile article on the Alumni website – but no plaque in the school</li></ul>		
The Alumni could choose to create a 'wall of honour' on its website where profiles or video links of all honoured alumni are displayed. A decision would be needed on whether to segment the honourees (those with plaque on school wall vs those with just profile on website), whether to tag the inducted honourees as such, or whether to just present them all as is.		
Once we've identified a proposed method of recognition for qualified candidates, we'll recommend optional ways to highlight or induct candidates/groups of candidates, such as:		
<ul style="list-style-type: none"><li>- fundraising induction events at Vic High</li><li>- In conjunction with other Alumni or school events</li><li>- Announcement in Alumni newsletter and on website</li></ul>		
Our next meeting is January 23, 1 PM.		

### **c. Communications**

- i. No written report.
- ii. Newsletter will be a little late this month, in progress. This month we are going to have an article by John Adams.

### **d. Scholarships & Bursaries**

- i. No written report.
- ii. Donor providing/wanting to provide a dance scholarship – she'd like to talk to the dance teacher, and fine arts coordinator. Aaron to coordinate with Don about connections.
- iii. Some donor(s) want to present the awards themselves (just a thought for now, no discussion). *Donor after awards-night meet and greet in the works (note from Aaron Parker).*

## e. Website

### VICHIGH.COM DECEMBER 2023 WEB REPORT

#### Operations

Home page carousel went live December 31<sup>st</sup> using images sourced by Linda Baker. The images in rotation help to convey what we do as an organization and generally liven up the VHAA brand with some great people shots. Supports fund raising aspirations.

#### Stats









Summary					
Reported period	Month Dec 2023				
First visit	01 Dec 2023 - 00:00				
Last visit	31 Dec 2023 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	4,844	9,171 (1.89 visits/visitor)	97,101 (10.58 Pages/Visit)	414,080 (45.15 Hits/Visit)	56.23 GB (6428.85 KB/Visit)

Visitors: **+1.7%** yr/yr

Visits: **+19%** yr/yr

Page views: **+52%** yr/yr

*Top line metrics indicate slightly more people viewed much more content than in December 2022.*

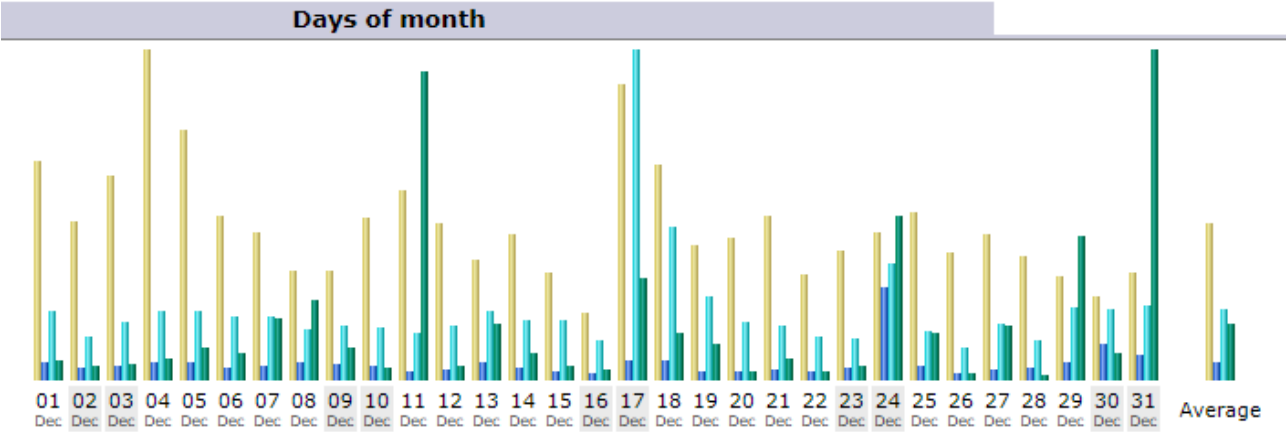
Downloads (Top 10) - Full list						
Downloads: 1021			Hits	206 Hits	Bandwidth	Average size
	/pdfs/camosuns/VHS_Camosun_1975.pdf		171	0	11.25 GB	67.34 MB
	/pdfs/camosuns/VHS_Camosun_1965.pdf		103	0	7.05 GB	70.13 MB
	/pdfs/camosuns/VHS_Camosun_1964.pdf		86	0	3.58 GB	42.62 MB
	/wp-content/uploads/2021/06/Larger-Than-Life-V2.pdf		83	0	43.83 MB	540.71 KB
	/news/pdfs/TommyMayne.pdf		69	0	27.79 MB	412.37 KB
	/pdfs/camosuns/VHS_Camosun_1966.pdf		28	0	1.53 GB	55.85 MB
	/wp-content/uploads/2021/04/2021-April-Gill-Story.pdf		26	0	11.80 MB	464.56 KB
	/wp-content/uploads/2021/04/2021-April-Wakeham-Story.pdf		20	0	9.76 MB	499.60 KB
	/wp-content/uploads/2021/11/2021-10-13-Board-Minutes-Financials-...		20	0	6.80 MB	347.98 KB
	/wp-content/uploads/2023/05/2022-Donor-List-by-year-Rev-April-26...		19	0	3.24 MB	174.57 KB

*Interesting mix in the top 10 downloads list this time around.*

Pages-URL (Top 25) - Full list - Entry - Exit				
8,939 different pages-url	Viewed	Average size	Entry	Exit
/wp-cron.php	35,929		30	31
/	7,362	96.25 KB	3,597	3,129
/wp-admin/admin-ajax.php	6,809	27.85 KB	6	44
/wp-login.php	3,454	8.63 KB	1,687	1,734
/alumni-register/	1,951	116.42 KB	433	277
//wp-login.php	1,834	8.68 KB	1	3
/login/	1,696	87.55 KB	104	391
/wp-content/themes/enfold/config-templatebuilder/avia-template-b...	1,690	19.21 KB	84	944
/contact/	986	100.74 KB	106	370
/product-category/sundries/	875	102.56 KB	1	1
/alumni-directory/	842	106.72 KB	152	38
/product-category/uncategorized/	768	102.74 KB	2	2
/product-category/casual-wear/	760	102.58 KB	1	2
/xmlrpc.php	624	411 Bytes	51	52
/wp-admin/admin.php	368	521.53 KB		
/product-category/print/	331	98.68 KB	11	11
/wp-json/oembed/1.0/embed	327	2.18 KB	11	18
/alumni-store/	295	129.33 KB	91	59
/about-us/	293	120.13 KB	121	70
/we-remember-them/	278	92.56 KB	11	16
/wp-admin/edit.php	275	463.84 KB		
/alan-low-eh-1979-activism-is-his-passion/	270	112.73 KB	183	70
/2010-grad-scholarships/	243	104.89 KB	240	6
/wp-admin/post.php	241	889.33 KB	1	
/news-campaigns-projects/	233	126.88 KB	17	15
Others	28,367	113.67 KB	2,230	1,888

*Look for recognizable page names. Most of the incomprehensible ones are utility downloads supporting administration tasks, site rendering and session tracking.*

*NOTE: "/" is the home page.*



*The bars above days of the month show relative volumes for visits, pages, hits and bandwidth respectively.*

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**DECEMBER 2023 ONLINE SALES**

**GROSS: \$268.75**

**NET \$215.00**

**Orders 10**

**Product Mugs (x4) | Sweatshirts (x3) | Photobooks (x2) | Lapel Pins (x1)**

**Underperforming**

*We are seeing traffic to the Alumni Store page so many visitors are likely doing some virtual window-shopping and ordering/purchasing outside of the online channel to save on shipping.*

**f. Merchandising**

- i. *No report.*

**g. Finance Committee**

- i. No written report.
- ii. Working on year end receipts and getting everything on the books.
- iii. New cheques with appropriate name on them have been ordered and are being utilized.
- iv. There are a few folks that Finance Committee is still trying to issue receipts to.

**h. Fundraising Task Force**

- i. No written report.
- ii. Meeting in January TBD.



**8. New Business**

- a. **Alumni Recognition Policy Development** - Alumni Recognition Policy.
    - i. More discussion needed by board to decide how to proceed. Stand-alone time to discuss all of this will be set up (Tara to coordinate w/ Helen and Linda).
  - b. **2023 Donation Analysis & Annual Donor List** - Discussion Paper on Donation Levels  
Fundraising Committee to look at this/discuss what action, if any, we should take.
- ☛ Speaker Jim Pine

**9. Adjournment. Moved, Seconded, Carried.**

**ACTION ITEMS**

- AGM discussion to be added to next meeting (agenda item from Roger).