

Engineering

## SKULE<sup>™</sup> ALUMNI AMBASSADORS VOLUNTEER HANDBOOK



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# WELCOME TO THE SKULE<sup>™</sup> ALUMNI AMBASSADOR PROGRAM!

Dear Skule<sup>™</sup> Alumni Ambassadors:

Thank you for your interest in volunteering to build stronger relationships with fellow alumni and your alma mater. As a Skule<sup>™</sup> Alumni Ambassador, you play a vital role in strengthening the lifelong connection between your classmates and U of T Engineering.

Whether you have volunteered for your class previously or if this is your first time, this handbook is a resource for you in your role as a Skule<sup>™</sup> Alumni Ambassador. It presents guidelines and useful information that will help you engage your class with U of T Engineering year after year.

We are very grateful for your leadership and your commitment of time and resources. Your meaningful involvement and hard work will ensure our continued success in supporting the Faculty of Applied Science & Engineering at the University of Toronto.

If you have any questions, please do not hesitate to reach out to either myself or your staff liaison (see Staff Partnerships). They will be your partners throughout your tenure as a volunteer - here to support you every step of the way and ensure your time spent with U of T Engineering is enjoyable and meaningful.

With gratitude,

**SONIA DE BUGLIO** (BASc ChemE 9T4, MASc ChemE 9T8) Director, Alumni Relations Faculty of Applied Science & Engineering

## SKULE<sup>™</sup> ALUMNI AMBASSADORS OVERVIEW

#### Help strengthen the U of T Engineering Community!

There are over 50,000 U of T Engineering alumni living around the world. Alumni programs are a great way for you to reconnect, share memories and learn about the cutting-edge work happening on campus today.

Serving as a Skule<sup>™</sup> Alumni Ambassador is a wonderful way to give back to the university, expand your network and make a difference with a modest time commitment. As a Skule<sup>™</sup> Alumni Ambassador, you support the efforts of the Advancement Office which manages reunion activities, as well as other alumni events, volunteerism and philanthropy. Skule<sup>™</sup> Alumni Ambassadors are responsible for encouraging classmates to 'come back' to U of T Engineering to celebrate the anniversary of their graduation, attend events, volunteer in a number of different capacities and/or support U of T Engineering through a philanthropic gift. Skule<sup>™</sup> Alumni Ambassadors also provide important planning input that helps the Advancement Office shape its various alumni programs.

We are currently seeking to establish a broad base of Skule<sup>™</sup> Alumni Ambassadors to represent every graduating year and the various departments within U of T Engineering. Job sharing is encouraged, co-representatives of the same class are welcome.

#### **Key Activities:**

Celebrated Reunion Years: While alumni are welcome to come back to campus anytime, reunions are celebrated every five years (5<sup>th</sup>, 10<sup>th</sup>, 15<sup>th</sup>, etc.). The Advancement Office actively promotes reunion activities, but alumni-to-alumni outreach is essential to ensuring strong alumni participation and a successful event. Your planning assistance and outreach activities will make all the difference! Your staff liaisons will plan meetings throughout the reunion cycle and occasional meetings during non-reunion years. Meetings are held in person or by conference call using a toll-free number. Regular communication between Skule<sup>™</sup> Alumni Ambassadors is essential to your reunion's success. Your staff liaisons will participate and provide guidance and support, as well as updates on programming and fundraising initiatives by email and phone calls.

Non-Reunion Years: During non-reunion years, there are many ways for Skule<sup>™</sup> Alumni Ambassadors to help foster U of T Engineering engagement. We need your help to update contact lists, encourage social media involvement, provide testimonials, attend events, volunteer, speak, offer advice and recruit others to join you. Regional Ambassadors: For those Skule<sup>™</sup> Alumni Ambassadors

**Regional Ambassadors:** For those Skule<sup>™</sup> Alumni Ambassadors unable to join us in person due to distance, we encourage you to plan your own regional alumni events with assistance from the Advancement Office.

#### **Meetings & Communications:**

**2018 HONOURED YEARS: 3T8 5T8 7T8 9T8 4T3** 6T3 8T3 **OT3 4T8 6T8 8T8 0T8** 5T3 **7T3** 9T3 1**T**3

# **STAFF PARTNERSHIP**

Skule<sup>™</sup> Alumni Ambassadors will work in partnership with members of the Office of Advancement. Staff liaisons are available for support and assistance with any role-related issues, concerns or opportunities. The Advancement Office will also provide templates, class lists and meeting spaces to assist with your outreach activities.



Steve Radbourn Alumni Engagement & Programs Officer 416-978-4274 steve.radbourn@ecf.utoronto.ca Contact: Alumni Volunteer Engagement



Lindsay White Advancement Events Officer 416-978-4941 lindsay.white@ecf.utoronto.ca Contact: Reunion Events & Registration



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Sonia De Buglio Director, Alumni Relations 416-946-8143 sonia@ecf.utoronto.ca Contact: Alumni Relations

### OFFICE OF ADVANCEMENT

University of Toronto Faculty of Applied Science & Engineering, Office of Advancement Galbraith Building, Room 116 35 St. George Street, Toronto, ON M5S 1A4

**Or contact us:** 416-978-3788

# **ALUMNI REUNION 2018**

From tours and lectures to departmental lunches and class dinners, you'll find an eclectic mix of fun and illuminating ways to spend your U of T Alumni Reunion weekend.

#### FACULTY OF APPLIED SCIENCE & ENGINEERING

#### FRIDAY, JUNE 1

Skule<sup>™</sup> Social for Young Alumni I \$25 <sup>alumni</sup> or \$30 <sup>guests</sup> Honouring the classes of 1T8, 1T3, 0T8, 0T3 & 9T8. The Rec Room (Families Welcome) 7:00 – 10:00 p.m.

#### SATURDAY, JUNE 2

Skule<sup>™</sup> Headquarters I Free All Alumni Welcome Centre for Engineering Innovation & Entrepreneurship (CEIE) 9:00 a.m. – 4:00 p.m.

CEIE Building Tour I Free All Alumni Welcome CEIE 10:00 a.m. - 3:00 p.m. (Hourly)

Skule<sup>™</sup> Kids I \$30 Children and grandchildren of alumni in Grades 1-8. CEIE 11:30 a.m. – 4:00 p.m.

Departmental Events (Lunch and Tours) | Free All Alumni Welcome Location varies by department. 12:30 – 2:30 p.m.

Stress-Free Degree Lectures | Free All Alumni Welcome 2:30 – 3:30 p.m.

Engineering Reception & Dinner I \$100 Honouring the classes of 3T8 - 9T3. Hyatt Regency Toronto 6:00 – 11:00 p.m.

All Skule<sup>™</sup> Alumni Ambassadors are required to complete a confidentiality agreement as well as a photo release form. Contact your liaison to complete the required form(s).

#### **UNIVERSITY OF TORONTO EVENTS (FLAGSHIP)**

WEDNESDAY, MAY 30 Shaker Classic Canada's Wonderland 6:30 – 10:30 p.m.

**THURSDAY, May 31** Stress-Free Degree Lectures (I) 6:00 – 7:00 p.m.

LGBTQ Spring Soiree The One Eighty 6:00 – 9:00 p.m.

FRIDAY, JUNE 1 Chancellor's Circle Medal Ceremony Honouring 55<sup>th</sup>, 60<sup>th</sup>, 65<sup>th</sup>, 70<sup>th</sup>, 75<sup>th</sup> & 80<sup>th</sup> anniversaries. Convocation Hall 9:00 – 11:00 a.m.

Stress-Free Degree Lectures (II) 12:00 p.m., 4:00 p.m. & 6:00 p.m.

50<sup>th</sup> Anniversary Ceremony Convocation Hall 1:00 – 3:00 p.m.

#### SATURDAY, JUNE 2

Kid's Passport to U of T 9:30 a.m. – 12:30 p.m.

Stress-Free Degree Lectures (III) 9:45 a.m., 2:30 p.m. & 3:45 p.m.

Campus Tours 10:00 a.m. – 12:00 p.m. & 1:00 p.m. – 3:00 p.m.

Alumni Celebration (UTAA AGM) Convocation Hall 11:00 a.m. – 12:30 p.m.

Alumni BBQ Front Campus, King's College Circle 12:30 – 2:30 p.m.

Shaker ED 4:45 - 6:45 p.m.

# **PLANNING TIMELINE**

Skule<sup>™</sup> Alumni Ambassadors can use the planning timeline to coordinate outreach efforts with the Advancement Office. While it is always best to start thinking about your reunion plans early, the timeline below serves as a helpful guide as to when official communications will be promoted to the alumni community by the University.

## **FEBRUARY**

- » Join U of T Engineering CONNECT and follow us on the various social media platforms (i.e. LinkedIn, Facebook, Twitter, and Instagram)
- Sign up for U of T, Engineering and/or departmental newsletters.
- Start researching classmates' contact information for updates and/or corrections.
- » Determine if your class would like to host its own reunion event.
- Participate in the Skule<sup>™</sup> Reunion Giving Challenge. Lead by example by making a personally meaningful gift and encourage classmates to follow suit.
- » Ask your classmates to 'save the date' for U of T Alumni Reunion 2018.

Save the Dates will be distributed to all honoured year alumni by email, social media, and selective mailing.

## MARCH

- Register for U of T Alumni Reunion. You can register online, by email or over the phone.
- Encourage classmates to update their contact information to ensure they receive the U of T Alumni Reunion event and registration materials.
- » Promote U of T Alumni Reunion events and encourage classmates to register for your class' reunion activities.
- Encourage classmates to participate in the Skule<sup>™</sup> Reunion Giving Challenge by making a donation in honour of your graduation anniversary.
- » Continue to work with your classmates to promote U of T Alumni Reunion on social media platforms.

Registration for all U of T Alumni Reunion events will be promoted on U of T social media. Don't forget to 'like', share, and retweet.

#### ATTEND MONTHLY **MEETINGS**

Attend or call-in to our monthly meetings to stay up-to-date on all things U of T Alumni Reunion.

#### WE'RE HERE TO **HELP YOU**

Questions? Keep in touch with your staff liaison. We are here to help and answer any questions you may have or receive!

- to register for events.
- standings.

U of T Alumni Reunion event flyer and donation form will be distributed to all honoured year alumni by mail.

- registration, confirmation of reunion activities.

- » Send the Advancement Office stories and photos.

The Advancement Office will send out a post-reunion communications to everyone who attended, as well as a second version for those who could not.

## **APRIL**

» Follow up with your classmates to ensure they received the U of T Alumni Reunion flyer and encourage them

» Use this communication to let classmates know that online registration is open, confirm new information, provide a reminder of accommodation option(s) and update your class on the Skule™ Reunion Giving Challenge

Post or share U of T Alumni Reunion promotional messages and images on social media platforms. Submit class photos for the U of T Engineering slideshow or share on social media.

## MAY - JUNE

» Final push for Skule™ Reunion Giving Challenge and event registration. This will be your last reminder for

» Continue to post or share u of T Alumni Reunion promotional messages and images on social media platforms. » Attend U of T Alumni Reunion and celebrate your milestone with your classmates.

» Share your feedback on your volunteer experience by filling out the post-event survey.

## ALUMNI PHILANTHROPY COME BACK AND GIVE BACK

# SKULE<sup>™</sup> REUNION GIVING CHALLENGE 2018

We value your dedication and count on your support to reach out to your alumni network. Along with ensuring your classmates receive an invitation to your Alumni Reunion, we encourage you and your classmates to consider a charitable contribution to Skule<sup>™</sup> in honour of your reunion anniversary— a longstanding tradition at U of T.

This year's reunion activities incorporate various opportunities to 'give back':

- » New Skule<sup>™</sup> Reunion Giving Challenge focusing on participation;
- » Donation form included with this year's reunion brochure;
- » Donation table at Skule<sup>™</sup> Headquarters at U of T Alumni Reunion;
- » Post-reunion follow up email with a 'donate now' link;
- » Special recognition for Skule<sup>™</sup> Reunion Giving Challenge participants.

Reunions are milestones – occasions for alumni to commemorate and reflect on how U of T Engineering has impacted their lives. Alumni Reunion presents a terrific opportunity to begin, renew or increase your giving to Skule<sup>™</sup> and help give the gift of a U of T Engineering education to a future engineer.

As every engineer knows, there's power in numbers. The Skule<sup>™</sup> Reunion Giving Challenge reinforces the strong sense of community that exists among our alumni. Whether you give \$20.18 or \$2,018, we encourage all of our honoured year alumni to make a gift in honour of their reunion year and help reach an alumni participation rate of 5%. **The Challenge:** It's not about dollars raised (although that's important, too!) – it's about class participation. U of T Engineering challenges all alumni from graduating classes ending in 3 or 8 to make a gift in honour of their reunion year and help reach a participation rate of 5%.

Although the goal is shared among all honoured year alumni, U of T Engineering will recognize classes with special edition Skule<sup>™</sup> patches (and 5 years of bragging rights) for:

- » Highest Participation Rate
- » Highest U of T Alumni Reunion Attendance Rate
- » Leadership for most Skule<sup>™</sup> Society Members (\$1,000)

All monies raised during the Skule<sup>™</sup> Reunion Giving Challenge:

- » Support student scholarships that allow U of T Engineering to compete for the best and brightest future engineers and allow them to graduate with as little debt as possible;
- Help us provide funding for student clubs and other extra-curricular activities, helping students build soft skills, interests and relationships that last long after graduation;
- » Provide unparalleled leadership and career service programs, who are facing the most competitive job market in decades.

Skule<sup>™</sup> Alumni Ambassadors can help to raise much-needed funds for U of T Engineering by promoting the Skule<sup>™</sup> Reunion Giving Challenge as an important part of U of T Alumni Reunion celebrations.

Funds can be designated towards your department, tudent club funding, the Centre for Engineering Innovation & Entrepreneurship, student scholarships or another program close to your heart. You can also direct your donation to an existing class scholarship or establish a new one.



## WE'RE IN THIS TOGETHER!

The Advancement Office can offer advice and resources such as online and paper donation forms, communications templates, project information and more. Let us know what you need.



## **ADDITIONAL** ENGAGEMENT **OPPORTUNITIES**

#### ENGAGE

» Encourage your classmates to join Engineering CONNECT; » Review class contact lists and assist with outreach to verify/ update contact information; » Keep up-to-date with Engineering priorities,

opportunities, events, needs and celebrations so that you can update others; » Consider additional volunteer opportunities (i.e. Skule<sup>™</sup> Mentorship Program, speaking opportunities, Skule<sup>™</sup> Clubs, Engineering Strategies & Practices, and assessing online applications to U of T Engineering).

#### **COMMUNICATE**

» Share information with your network about upcoming events such as BizSkule<sup>™</sup>, Skule<sup>™</sup> Lunch & Learn, Engineering Alumni Network Awards, Hatchery Demo Day and departmental lectures; » Help source alumni nominees for awards or speaking opportunities; » Provide testimonials or quotes for use in U of T Engineering communications; » Share your story with others through a magazine or online article.

There are many ways to get involved with U of T Engineering's student and alumni communities. Let your liaison know what you are interested in and we will provide you with everything you need to give back to your alma mater.

#### **ATTEND EVENTS**

» Attend Skule<sup>™</sup> events to show your support to the students, faculty and fellow alumni; » Not in Toronto? Check out our U of T Regional events (uoft.me/regionalevents) or host a regional event;

» Travelling? Check in with the Alumni Relations Office to see if there is an opportunity to meet with regional alumni; » Represent Engineering by participating in U of T-wide alumni programs such as U of T Senior Alumni Association, U of T Recent Grads and Young Alumni, U of T LGBTQ Alumni and Friends, and more.

# **AVAILABLE RESOURCES: TIPS, TEMPLATES & MORE**

From sample talking points and maps to call scripts and infographics - we have all the resources you need to connect with your classmates. Here is a list of all the additional resources available to you.

#### ALL ABOUT U OF T ENGINEERING

U of T Engineering by the Numbers Key Events & Volunteer Opportunities Staying Connected Helpful Links Iron Ring Replacement Alumni Benefits CEIE Booklet Departmental Magazines Other Promotional/Marketing Materials

#### **ALUMNI REUNION OUTREACH**

Tips for Finding Lost Classmates Template Reunion Cover Letter Sample Social Media Posts & Tips Sample Reunion Call Script Sample Talking Points Reunion Accommodation Information Campus Map Parking Information **PHILANTHROPY & CLASS GIVING** 

Ways to Give Donation Forms Infographics Fundraising Tips & Tricks Sample Class Giving Letter List of Existing Class Giving Campaigns Skule<sup>™</sup> Society Information

## IT'S TIME TO COME BACK TO SKULE<sup>™</sup>

#### UNIVERSITY OF TORONTO FACULTY OF APPLIED SCIENCE & ENGINEERING

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