

QUAA AWARDS

INTRODUCTION

- The Queen's University Alumni Association (QUAA) and its Branch network confer a number of awards in **recognition of alumni and other members of the Queen's community** who serve the university and their communities in exceptional ways
- **QUAA Awards date as far back as the late 1930s**, but were not consolidated into a portfolio of awards until the mid-1990s
- While the names and terms and conditions of QUAA Awards have changed over time, their overall goal has remained the same – **recognizing people doing tremendous things for Queen's, the QUAA, their local community, Canada, and the World**
- Today's QUAA Awards are **the result of decades of hard work** from hundreds of dedicated Alumni volunteers and Alumni Relations staff

ACHIEVEMENTS

- This past year, **the QUAA received 23 nominations for 9 awards**, which was a **record number** (35% up from 2014)
- A **full review of Awards terms and conditions** was completed
- A **comprehensive, strategic marketing & communications plan** was developed, enhancing the nomination, stewardship, and celebration cycles
- Beyond attendance at award events, **over 1,000 students and alumni** were engaged by utilizing **creative new approaches** such as online quizzes

FUTURE PLANS

- **Continue to inspire pride** in Queen's University; its Alumni Association and the dedication of its volunteers; the Awards it confers and its robust Awards program; the accomplished members of its community (alumni, teachers, students)
- **Grow attendance** at Awards events
- **Enhance relationships** through effective stewardship
- **Increase participation** in the nomination process through targeted communications to key stakeholders
- **Track results** over time to establish a baseline to set and measure against goals, informing future communications objectives

Which past QUAA award recipient are you?

Answer three simple questions to find out which Queen's University Alumni Association Award recipient you are most like.

START

PARTNERS IN PLANNING

- The Strategic Committee for QUAA Awards is currently comprised of: **Rico Garcia, George Jackson, Zahra Valani, and Sue Bates**, supported by **Nikki Remillard, Judith Brown, Jerry Brens, and Sarah Indewey**



Alumni Achievement Award Recipient

Shirley Tilghman,
Arts '68, DSc '02

One-To-Watch Award Recipient

Michele Romanow,
Sc'07, MBA'08

Alumni Humanitarian Award Recipient

Fiona Sampson,
Artsci'85, Law'93

OBJECTIVES

- To facilitate the QUAA's goal to **seek out accomplished alumni – both current and future – and bring them to the attention of the Queen's community to be celebrated**
- To **better educate Queen's alumni** on QUAA Awards
- To create a clearer communication strategy that results in **more nominations, better stewardship and more meaningful celebration**

ALUMNI CONNECTIONS

- **Nominating fellow alumni for recognition** by the Alumni Association or one of its Branches is a simple but significant way that alumni can participate in the vibrant life of Queen's
- Alumni can also get involved by **promoting the Awards** amongst their network and **celebrating each year's recipients** (attending the QUAA Awards Gala and/or sharing Awards posts in social media)
- Let the Awards Committee know of any **ideas** you have!

GET IN TOUCH!

- Website: queensu.ca/alumni/awards
- Email: nikki.remillard@queensu.ca or ricopato@gmail.com

2016 Alumni
Volunteer Summit
featuring the QUAA Alumni Awards Gala

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