Alumni Engagement & Strengthening our Student Alumni Bridge

Alumni engagement by the numbers:

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>17,000+</td>
<td>Environment Alumni from 90+ Countries, including graduates joining the alumni community in Summer and Fall 2022 convocations. Approximately 8,500 contactable alumni.</td>
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<tr>
<td>2600+</td>
<td>Hours shared by Alumni Volunteers mentoring students and giving back to Environment in calendar 2021.</td>
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<tr>
<td>473</td>
<td>ENV alumni Volunteered their precious time away from family, early mornings and after a long day at work on more virtual screen time to support our students.</td>
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<tr>
<td>22</td>
<td>Virtual office hours with 200 unique students attending multiple events.</td>
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<tr>
<td>91</td>
<td>Class Champions (1968-2021) have stepped up to keep their class connected – to one another and to the Faculty at Waterloo.</td>
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<tr>
<td>7</td>
<td>June Class reunions from across the Faculty organized by 12 class champions.</td>
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Annually we celebrate the immense contributions and accomplishments of our alumni and friends through our Faculty of Environment Alumni Awards Program. Our 2022 recipients’ outstanding contributions to their community, society and our planet are exceptional:

- **Distinguished Alumni Achievement Award recipients:**
  - Derek Coleman (PHD ’74, Planning) President, Ages Consultants Limited
  - Maureen Reed (PHD ’91, Geography) Assistant Director, School of Environment and Sustainability, University of Saskatchewan

- **Friend of the Faculty Impact Award recipients:**
  - MHBC Planning Urban Design & Landscape Architecture (MHBC) accepted by current President, Brian Zeman (BES ’98, Planning)
  - Anne-Marie Marais (BES ’95, Planning) Founder, Long Legs Media

- **Young Alumni Inspiration Award recipient:**
  - Eric Kennedy (BKI ’12, Knowledge Integration) Assistant Professor, Disaster & Emergency Management, York University

Our Class Champion Program saw continued growth in its second year. The program, which enriches alumni engagement by supporting volunteer class representatives an opportunity to celebrate their milestone reunions by reconnecting with one another and the Faculty at Waterloo, grew by 16 to total 67 class champions: a 69% increase.

In 2021, three of these classes led successful peer-to-peer fundraising campaigns, raising more than $50,000 for student scholarships and establishing the:
- Planning Class of ’95 Entrance Scholarship;
- Planning Class of 1981 Award for Black and Indigenous Students; and the
- Steve Plaice Memorial Scholarship

These efforts are a testament to the impact our community has in the lives of our students while at Waterloo, and further showcases Environment’s strong and connected community.

**Alumni Ready Students**

ENV Connect, the Faculty of Environment’s community on the Ten Thousand Coffees platform grew by 497 to 1,253 verified members: a 40% increase. With 704 student members and 549 alumni, 2,726 introductions have been made in FY22 to date, resulting in 1,422 one-on-one connections.

The resoundingly positive responses and feedback from alumni and students alike demonstrates the community-building power of this valuable networking tool.

I've met so many wonderful people doing important work that I still keep in touch with on a regular basis! It's an amazing opportunity to expand your network in a comfortable, approachable way.

Raida Chowdhury (2nd-year Planning student)
When I had a chat with Cecilia, I thought to myself, “the kids are all right”. Cecilia asks the right questions and is a go-getter. I’ve no doubt she’ll succeed wherever she goes; she’s everything we want in an ERS student. The 10k coffee platform is such a good way to meet folks that give you cause for optimism about our future.

Elvin Madamba (BES ’17, ERS)

Connecting with likeminded individuals from a variety of backgrounds and levels of experience has been an incredibly rewarding journey. Each new connection becomes an opportunity to gain and share valuable insights about my education, career path, and personal development goals, and I’m happy to have joined this program.

Ryan Raitano (3rd-year ENBUS student)

Lee Anne was great to speak with. She started her career in urban planning, which is the line of work I am starting in currently. She had a lot of great career advice for me to ensure that I move forward in my career in a positive manner.

Theresa O’Neil (MA ’21, Planning)

Env connect has been an incredible way for me to connect with Waterloo students and alumni and help me navigate my first 2 years of undergrad. I learnt from upper year students about co-op experiences, the variety of careers paths within ERS, and received great resume/interview tips.

Keira McManus (2nd-year ERS student)
An extension of the ENV Connect platform, our Alumni Office Hour series saw 24 alumni from diverse backgrounds, programs and career fields how Alumni Office Hours for 273 students and recent alumni with 52% or 131 attending more than one session, highlighting the immense value of these experience for students to connect with alumni and learn valuable lessons from their experiences.

Another key event that pivoted to a virtual platform included our annual Jack Rosen Entrepreneurship Pitch Competition where over 79 people from across Canada and internationally joined in to watch 6 teams present their innovative solutions to a panel of judges for the opportunity to win seed funding and further mentorship opportunities. The winning team Drop Point Waste Solutions, pitched by Justin Succar addressed the issue of excess waste in high-density residential buildings by implementing a unique ID entry system and weight scale. Click to watch this year’s competition here. Drop Point Waste solutions...
went on to win one of the many awards at the Winter 2022 Social Impact Showcase hosted by Greenhouse. [https://uwaterloo.ca/stpauls/greenhouse/social-impact-showcase](https://uwaterloo.ca/stpauls/greenhouse/social-impact-showcase)

Transitioning from student to alumni is a memorable and rewarding milestone. Organized in April by Lana Dadson, our former coop student and the CCAE TD Insurance Meloche Monnex Advancement Fellow working with our team, the 2022 Grad Send Off was a resounding success. For almost everyone, it was the first in-person celebration in nearly two years, lending an especially festive and lively atmosphere for the 204 students and guests in attendance. As our students close this chapter of their story, we are proud to welcome them to be part of our Environment alumni family for life.

The saying goes, “it takes a village to raise a child” and at Environment, every student is an integral part of our family. Investing in alumni ready students with strategic programming not only supports their growth and strengthens their network, but also allows them to feel more confident about the journey they are on and feel further connected to the Environment community.
### Alumni Ready Students by the numbers:

<table>
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<tr>
<th><strong>Alumni Office Hours</strong></th>
<th><strong>Undergraduate Students</strong></th>
<th><strong>Master's Students</strong></th>
<th><strong>Ph.D. Students</strong></th>
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<tbody>
<tr>
<td><strong>63%</strong></td>
<td><strong>4,691</strong></td>
<td><strong>600+</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>Students have attended</td>
<td>Introductions have been</td>
<td>Students have attended</td>
<td>Teams applied and pitched for the Jack Rosen</td>
</tr>
<tr>
<td>Alumni-Student Bridge</td>
<td>made on ENVConnect,</td>
<td>Alumni-Student Bridge</td>
<td>competition</td>
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<tr>
<td>events, with more than</td>
<td>with 1,422 connections</td>
<td>events, with more than</td>
<td></td>
</tr>
<tr>
<td>175+ joining this year's</td>
<td>resulting between student</td>
<td>175+ joining this year's</td>
<td></td>
</tr>
<tr>
<td>virtual events</td>
<td>and alumni members</td>
<td>virtual events</td>
<td></td>
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### Furthering the Faculty’s Reputation & Brand

This year we increased our efforts to build more digital assets including video, photography and social content that could be shared with our alumni community across the globe. We continued to leverage Thankview, a digital video sharing platform that allows us to share more personalized communication with our community and showcase the impact of our donor’s generosity. We were also able to share this platform with our incredible recruitment teams to communicate with our incoming students.

A special thanks to Brock Dickinson, Entrepreneur in Residence, Sam Toman and Jude Okonkwo, our Faculty Communication Officer, Graham Barnes, Recruitment and Student Engagement Coordinator, Kayla Snyder and Amanda St. Marie, Marketing and Recruitment Specialists at Marketing and University Relations, Akansha Jakahr and Christina Pope, Graduate Studies Marketing & Recruitment Specialists, Michael Tjendra, Web Designer/Administrator, Faye Schultz, Executive Officer, Tara Thompson, our Financial Officer and last but most definitely not least Neil Carnegie, Facilities and Space Planning Specialist and Dan Beaver, Workshop Coordinator for their support and collaboration over the past year.

We look forward to working with our colleagues from across the Faculty to showcase our community’s impact through storytelling and effective digital assets.

Our bi-annual e-newsletter ENVision featured Partners, our Summer 2021 issue focused on the impact of Partnership, while our Spring 2022 issue will highlighting the path ahead and the tremendous impact our beloved dean, Jean Andrey has had over her incredible 32-year career and two terms of leadership.

In December, we welcomed Dr. Amber Wutich, as this year’s TD Walter Bean Visiting Professor in Environment, where more than 300 alumni, students, faculty, staff and guests joined our virtual event. This opportunity would not have been possible without the generous support of TD Canada Trust, who has been a partner of Waterloo for over 45 years. Our sincere gratitude for the tremendous investment they have made.
Furthering the Faculty’s Brand and Reputation by the numbers:

<table>
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<tr>
<th>329</th>
<th>1,363</th>
<th>1</th>
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<tbody>
<tr>
<td>Attendees at this year’s TD Walter Bean Virtual Guest Lecture by Amber Wutich from across the globe</td>
<td>30 Thankview Campaigns reached 1363 alumni and future alumni and had a 72.5% open rate!</td>
<td>Strategic Marketing and Communication Plan for WISA resulted in 6690 Website visitors since launch from over 120 countries; 461 views of WISA promo video, and much more…</td>
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<table>
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<tr>
<th>79</th>
<th>7,400+</th>
<th>3,502</th>
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<tbody>
<tr>
<td>Participants virtually from across the world at our virtual Jack Rosen Entrepreneurship Pitch Competition</td>
<td>Alumni and friends in 62 countries received our bi-annual newsletter ENVision</td>
<td>Views of this year’s Faculty of Environment Holiday Video, a 42% increase over last year!</td>
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Philanthropic Support

We have been humbled by the generosity of our Environment community who have continued to invest in the future of our students, our innovative programs, and ideas, aligned with our Faculty’s Strategic Plan.

This year more alumni gave back to Environment than ever before, and industry partners hard hit due to the Pandemic continued to invest in Waterloo Environment. Through their generosity, our students will benefit from 6 new Scholarships, Awards and Bursaries.

This year 13 Global Citizen Internships were awarded to students working virtually with 8 nonprofit partners across the country, coast to coast.

Our Advancement team partnered with Dr. Suzanne Kearns to support the creation and launch of the Waterloo Institute for Sustainable Aeronautics, where we met with over 40 partners and secured $1M towards sponsorship of WISA and research.

Our partners MHBC and the Cooperators generously lead the way to create scholarships for black and indigenous students at the Faculty of Environment. The Cooperators also generously renewed their commitment to Partners for Action.

Our donor’s generous support goes beyond the financial contribution that is so very much needed and valued. Your support buys our students the most valuable commodity, time! Your support also helps invest in innovation, collaboration, and thought leadership that can transform our future. Thank you for your trust, and generosity.

Philanthropic Support by the numbers:
$1M
Research Funds and Sponsorship to support WISA members

$700K+
In donations towards the Faculty of Environment priorities

13
Students, 8 Nonprofits and 4 donors supported $120,000. Over 40 students supported to date through this program 😊

$80,000+
In scholarships to support students across the Faculty

5
Secured partnerships and funding that support students and faculty from across UW

1
Jean Andrey Environment Leadership Scholarship will in perpetuity support Environment students joining our community

Our strategic priorities have and will continue to guide our work. But at the same time, we are committed to adapting and evolving to ensure we’re focusing on the right things at the right time.

Our ongoing priorities include:
- Scholarships, Bursaries, & Awards in support of our students (including Scholarships to support black and indigenous students)
- Future Cities Initiative
- Sustainable Business and Financial Management
- Aviation and the Waterloo Institute for Sustainable Aeronautics

New and emerging priorities include:
- The Collaborative Graduate program in Climate Change
- The Collaborative Graduate program in Aeronautics

We want to thank and acknowledge the people we serve, and our stellar team for their patience, kindness, creativity, and teamwork during this pandemic. As you might guess, this has been an exceptionally difficult time for everyone – but the unwavering dedication of everyone including our partners have translated in support of our students, a stronger bond with our alumni and student community, and transformative initiatives and investments that will lead change and impact for our communities and our planet.

It is an honour to serve this incredible community, and a privilege to work with our Environment and Waterloo family and friends in support of the most pressing cause and challenge of our time – educating the next generation leaders and innovation towards sustainable communities and a sustainable future.
Faculty of Environment Advancement Team

Ronaldo Del Young
Advancement Associate
Fall 2021

Abbey Steeneveld
Advancement Associate
Spring 2021
Fall 2021/Winter 2022
Spring 2022

Lana Dadson
2021 CCAE TD Meloche
Monnex Advancement Intern

Stella Rossiter
Advancement Associate
Winter 2022

Jacqueline Meldrum
Advancement Associate
Winter 2022

Vestiana Powell
Development Assistant

Dheana Ramsay
Senior Alumni Advancement Officer

Maryam Latifpoor-Keparoutis
Director of Advancement