

2021-2022 IMPACT REPORT

insight.circle@dal.ca | alumni.dal.ca



ADVANCEMENT

DAL
INSIGHT
CIRCLE

THANK YOU

The Dal Insight Circle was born from the knowledge that our work in the Office of Advancement begins and ends with our alumni and community. Our mission is to strengthen and build on existing relationships, discover and highlight shared interests, secure support for the university and create connections with Dal's worldwide community of more than 150,000 alumni.

The Dal Insight Circle is our first-ever borderless, flexible, and digital alumni volunteer program, and your support and enthusiasm has made it our largest and most successful alumni volunteer initiative in our 200-year history.

In our second year, more than 750 volunteers responded to 10 core surveys surrounding a variety of strategic initiatives and projects for the Office of Advancement and our partners. You shared your time, voice, experiences and expertise with us, and in turn influenced important university decisions — creating a shared vision for our future.

On behalf of the Office of Advancement and the broader Dalhousie community, we thank you for your insights.

OUR PROGRAM IN YOUR WORDS.

The Dal Insight Circle is an excellent program, in that it allows alumni to have their voices heard in a simple and effective way. The surveys are fun and easy to complete, and the swag draws are always wonderful as well. It's an easy way to stay involved and up-to-date on what's going on at Dal, and a great way to make sure that your voice is heard in the process!

**-Stephanie MacFarlane
(BSW'17)**

The topics and questions in the 2021-22 Dal Insight Circle were carefully crafted and targeted, and provoked thoughtful consideration and response.

**-Dr. Allister Currie
(MD'76)**

The Dal Insight Circle is an easy and convenient way to provide thoughts on various matters relevant to the future direction of the university.

**-Connor Wilson
(JD'21)**

The Dal Insight Circle was a perfect example of the best-in-class engagement model that Dal demonstrates as a core part of its culture. When I consider Dal values – 'reflective practice and critical thinking', 'quality through continuous improvement', and 'collaborative approaches to implementing services and programs' – it is clear to me that the structure of this program meets and exceeds those principles. I was proud to be part of the Dal Insight Circle and felt all through the program that the information and my contribution has been valued.

**-Yvonne Thevenot
(MBA'95)**

DAL INSIGHT CIRCLE VOLUNTEER STATISTICS

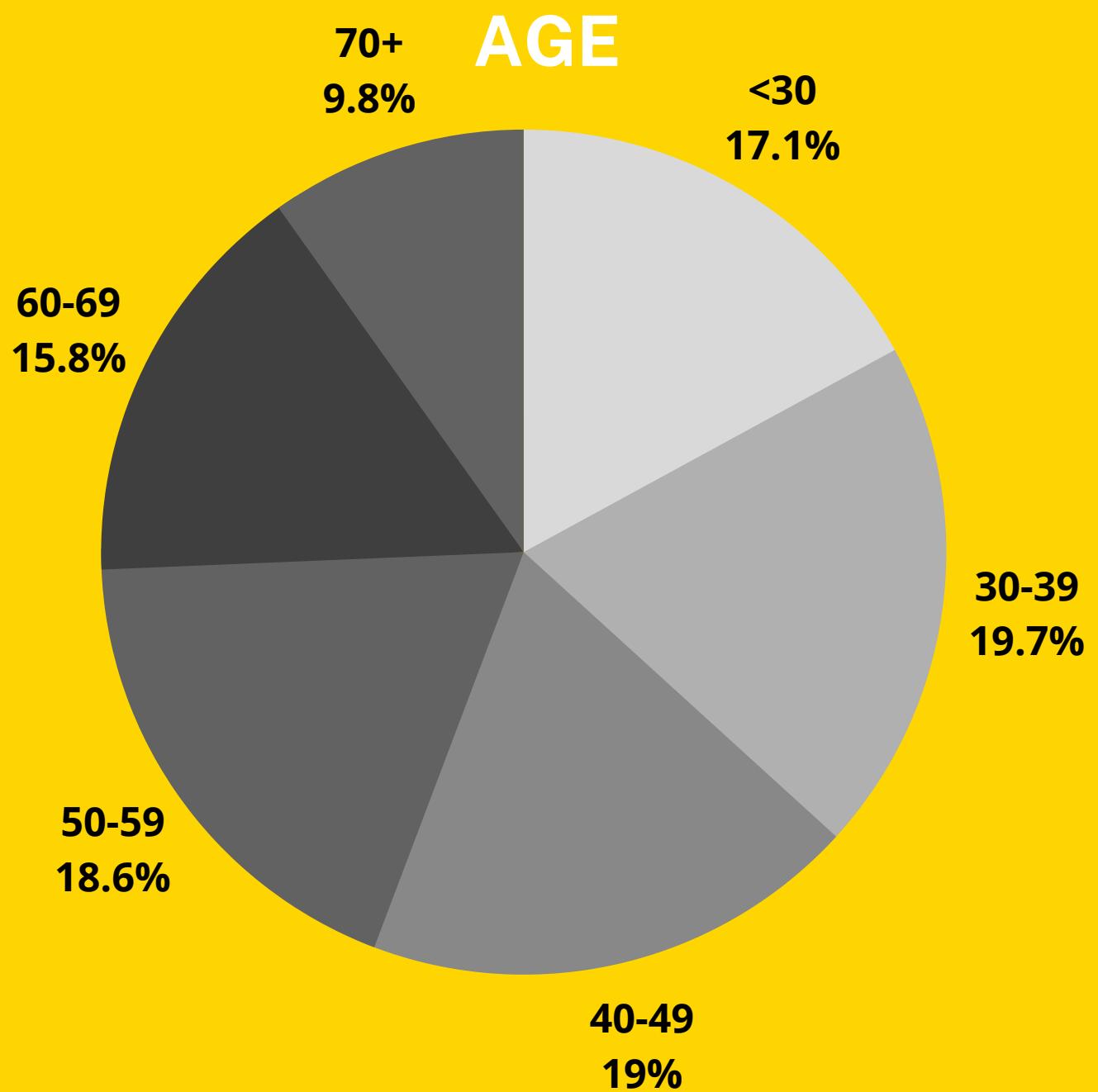


ON OUR WAY TO 1000!

In 2021-22 we exceeded our goal of 750 volunteers, with 769 in total.

As we move into our third year, we plan to grow to our maximum capacity of 1000 Dal Insight Circle members!

2021-22 QUICK FACTS

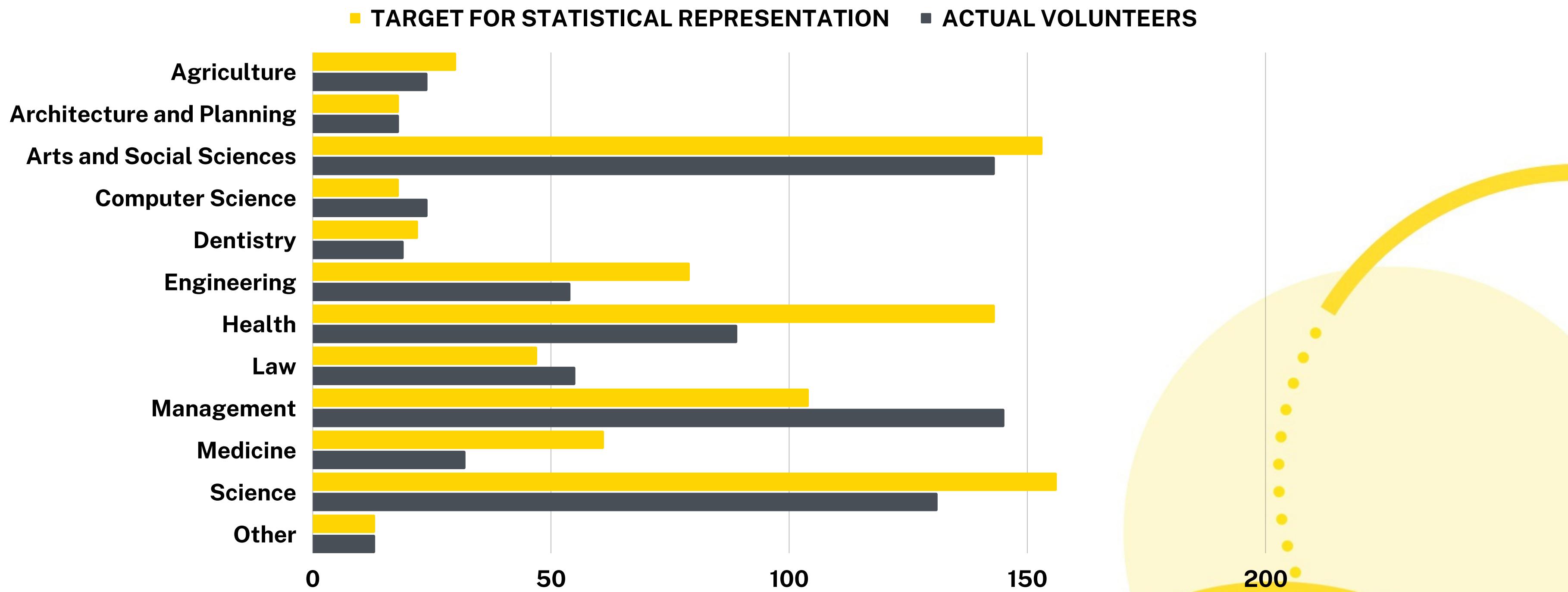


11
SURVEYS

NEARLY
4,000
SURVEY RESPONSES

NEARLY
70,000
UNIQUE DATA POINTS

FACULTY REPRESENTATIONS



OUR CORE FOUR

Questionnaire themes & subsequent impact

1 INSIGHT CIRCLE PROGRAMMING

2 DIGITAL SERVICES & EVENTS

3 ALUMNI PROGRAMS

4 DAL'S THIRD-CENTURY PROMISE

1 INSIGHT CIRCLE PROGRAMMING

SEPTEMBER – DEMOGRAPHICAL ORIENTATION QUESTIONNAIRE

This annual questionnaire enables a better understanding of the diversity within our Dal Insight Circle and broader alumni community. This helps us better contextualize and consider the various perspectives, experiences and factors that influence future questionnaire responses and adapt new practices to support equity, diversity, inclusion and accessibility.

FEBRUARY – MID-YEAR REVIEW

- Earned an average rating of 4 out of a possible 5 stars
- Reinforced our understanding that 'flexibility' and 'relevance of questionnaire topics' are most influential in Dal Insight Circle volunteer retention
- Garnered a suite of recommendations for future questionnaire themes

JULY – END-OF-YEAR REVIEW

- Maintained an average rating of 4 out of possible 5 stars
- Informed content and reporting for this Impact Report
- Identified supplemental engagement opportunities for future program delivery, beyond monthly surveys



Being part of the Dal Insight Circle allows me to reflect on my experience as a student at Dal and compare this with the progress Dal has made in the many years since. Knowing I may help influence the student experience today and for the future makes this program a meaningful way to give back to my alma mater. Thank you, Dal.

- Marianne Gianacopoulos
(BA'86)

2 DIGITAL SERVICES & EVENTS

OCTOBER – PROFESSIONAL DEVELOPMENT

- Supported Dal's Faculty of Open Learning & Career Development (FOLCD) in their planning, design and implementation of professional development programming
- Reinforced the need for more online/virtual professional development opportunities
- Identified the top areas of interest for the FOLCD to focus their future professional development opportunities within (*Leadership & Professional Studies, Health & Wellness, and Emerging Technologies*)

NOVEMBER - VIRTUAL CONNECTIONS & EVENTS

- Disqualified our concerns about digital fatigue within our alumni community through clear indications that interest in online events is as strong as ever
- Identified which opportunities are of greatest interest to influence future communications and event plans
- Evaluated our platforms for digital events against the feedback you provided

APRIL – ALUMNI REUNIONS

- Identified a keen interest among respondents to participate in organized alumni reunions and other opportunities to reconnect with former classmates
- Learned that most would like to participate in networking socials, professional development and meetings or receptions with Faculty members during an alumni reunion
- Learned that while in-person reunions remain the most desired option, there is a high level of interest in hybrid or virtual reunions as well

3 ALUMNI PROGRAMS

DECEMBER- ENHANCING THE ALUMNI BENEFITS PROGRAM

- Redesigned our entire growth plan strategy for the Dal Alumni Benefits Program following your feedback
 - Redirected our focus on digital integrations to enhanced communications
 - Focused our attention on new offer acquisition, globally and locally
- Developed an alumni-owned-business branch with dedicated strategies and tactics informed by your responses
- Launched with a new brand and marketing strategy informed by your feedback and preferences

JANUARY- DESIGNING AN ALUMNI-TO-ALUMNI MENTORSHIP PROGRAM

- Gauged the level of interest and need for alumni mentorship, enabling us to make the case for funding program development
- Informed potential program design elements based on your input regarding what makes mentorship experiences meaningful
- Reinforced a vision for a digital, flexible and mentee-driven program

JUNE – MENTORSHIP PROGRAM PILOT

- Tested our platform and program design to ensure we had created a mutually beneficial experience for both mentors and mentees
- Identified technological gaps for development in advance of our program launch
- Developed dedicated strategies for supporting the empowerment of women and self-identified Black, Indigenous, and people of colour with meaningful, bespoke mentorship opportunities

Your Dal Insight Circle feedback directly led to...



DAL ALUMNI
benefits program



**DAL
ALUMNI
LINK**

*.....
Your Mentorship Connection*

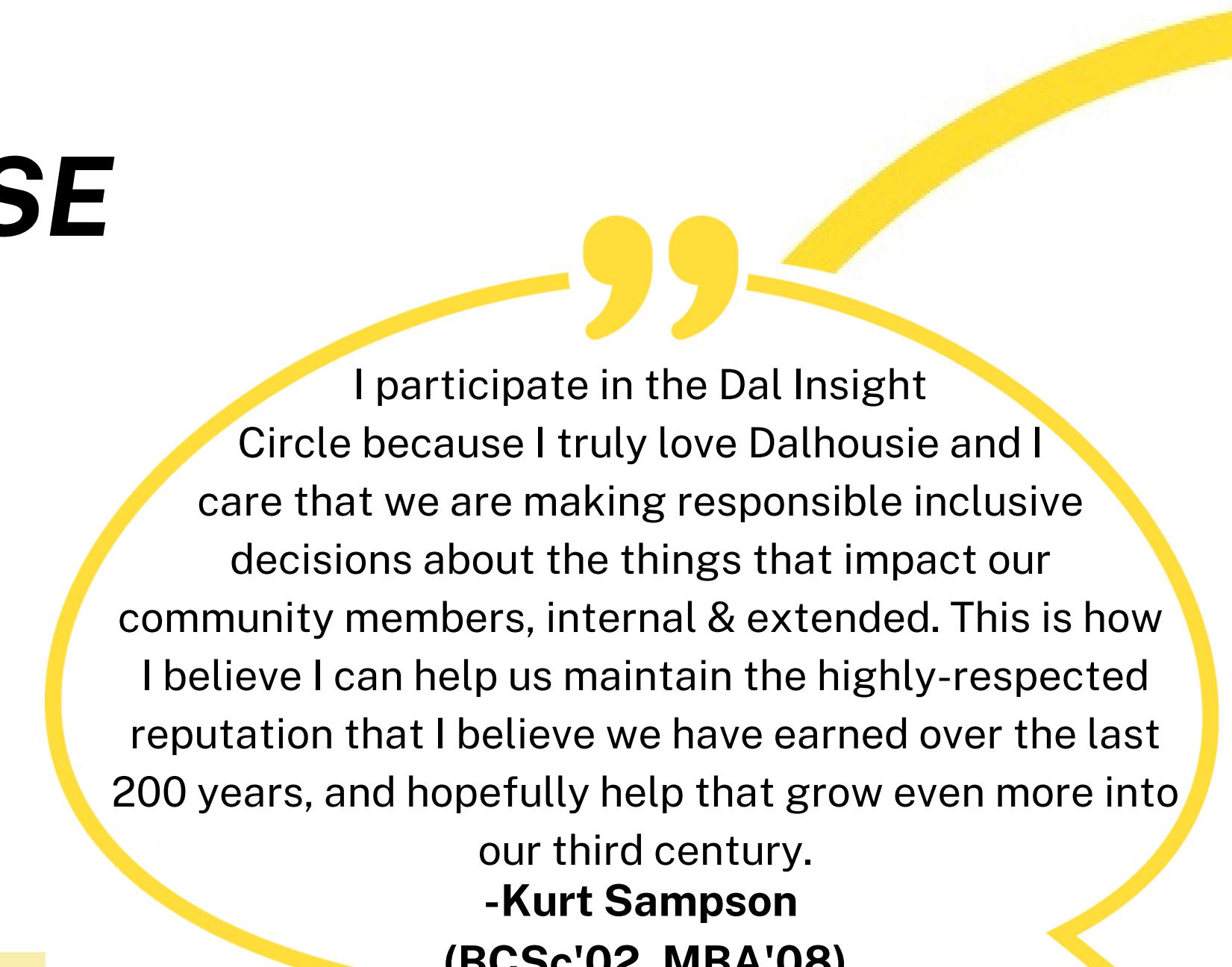
TWO NEW ALUMNI PROGRAMS

4 DAL'S THIRD-CENTURY PROMISE

MARCH & MAY – BRINGING THE THIRD-CENTURY PROMISE TO LIFE

- Confirmed that the global challenges prioritized in our strategic plan are of significant interest and concern to our alumni
- Identified which areas are perceived as Dalhousie's strengths and where we can work to enhance awareness and inform our communities
- Informed alumni and development marketing and communication plans related to our core pillars as we prepare to launch our public comprehensive campaign

[Explore Dal's Third Century Promise strategic plan>>](#)



I participate in the Dal Insight Circle because I truly love Dalhousie and I care that we are making responsible inclusive decisions about the things that impact our community members, internal & extended. This is how I believe I can help us maintain the highly-respected reputation that I believe we have earned over the last 200 years, and hopefully help that grow even more into our third century.

**-Kurt Sampson
(BSc'02, MBA'08)**

GRAND PRIZE GIVEAWAY

This year's Grand Prize has been generously provided by our partners, [Taste of Nova Scotia](#). This hand-picked selection of food and beverage products from Nova Scotian producers valued at \$250 (CDN) is on its way to our lucky winner, Amy Mollegaard (BScPH'16), Dal Insight Circle member since August 2020!



JOIN US FOR OUR BIGGEST YEAR YET!

We are actively recruiting for the 2022-2023 Dal Insight Circle, commencing in September 2022.

As we roll out our third year of the program, our goal is to increase the Dal Insight Circle community to 1000 volunteer members.

If you have not already confirmed your participation for the coming year and wish to do so, or have any questions, please contact us at insight.circle@dal.ca or 902-471-1008.

Participating in the Dal Insight Circle is an easy and convenient way to remain connected to Dal. As well, it is nice knowing my responses and those of other participants help guide future decisions by the university.

**-April MacQueen
(BSc'06, BScR'20)**