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 155,000 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 third year, more than 850 volunteers responded to our 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.
The Dal Insight Circle provides a meaningful way for me to contribute to the decision making process at the University, and keeps me connected to the culture and future direction being taken by this important educational institution.

- Dr. Allister Blaine Currie (BA'74, MA'76)

I recently participated in the Dal Insight Circle and I have to say, it was a fantastic experience. The program was incredibly flexible, allowing me to participate online and on a monthly basis, which was perfect for my busy schedule while feeling like I was able to meaningfully give back to the community. The people involved in the program were passionate and dedicated, and it was clear that everyone involved was committed to making a positive impact. Overall, I highly recommend this volunteer program to anyone looking for a flexible and rewarding way to give back to the Dalhousie community.

- Alyshia Morgan (BA'11)

Dal Insight Circle is a great way for alumni to contribute to the betterment of Dal by providing feedback to University management and decision-makers on proposed plans and programs.

- Scott MacKenzie (LLB'81)

The Dal Insight Circle is a flexible, easy way to remain involved at Dal as an alumni. Knowing the surveys are being used to provide insight and to help make decisions at the university is inspiring, knowing that I may have a small part in those decisions.

- April MacQueen (BSc'06, BScR’20)
RATED MORE THAN

4 OUT OF 5 STARS
THREE YEARS IN A ROW
31 SURVEYS
OVER
11,000 SURVEY RESPONSES
NEARLY
180,000 UNIQUE DATA POINTS

three years of insights.
ALL THANKS TO YOU!
OUR THREE THEMES

Questionnaire topics & their subsequent impact

1. INSIGHT CIRCLE PROGRAMMING
2. ALUMNI COMMUNICATIONS
3. ENGAGEMENT PROGRAM ENHANCEMENTS
SEPTEMBER: DEMOGRAPHICAL ORIENTATION QUESTIONNAIRE
Our annual orientation questionnaire in September 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 | JULY: END-OF-YEAR REVIEW
Through our two program reviews — a mid-year in February and an end-of-year in July — we have maintained an average rating of 4.2 out of a possible 5 stars, while garnering a suite of recommendations for program developments, enhancements, and future questionnaire topics and extended opportunities.
The findings from the alumni e-newsletter survey assisted Advancement Communications in mapping out a strategy for the production of central and faculty-segmented e-newsletters for 2023-24 that responded to available resources and alumni preferences.

The Dal Magazine Insight Circle findings served both as a readership survey and important source of data as we move forward with a greater focus on its digital production, and hearing how Dal alumni receive Advancement’s social media content in their feeds allows us to be more targeted and audience-responsive.

Having participated in three consecutive Insight Circle surveys focused on storytelling allows us to compile the data and view it from multiple angles, giving us the rare opportunity of understanding where our storytelling is expected to perform best for maximum engagement.

- Alison DeLory | Director, Advancement Communications
3 ENGAGEMENT PROGRAM ENHANCEMENTS

OCTOBER: THE INNER CIRCLE
Since our launch in August 2020, the Dal Insight Circle has benefitted from the tremendous dedication and support of champion-level volunteers within our program. We came to you for input on what an exclusive, elevated role within the Insight Circle could look like and through this we are drafting the plan to introduce The Inner Circle in 2023! Key highlights in our planning includes:
- Membership in The Inner Circle would be by invitation to those Dal Insight Circle volunteers who have served at least one full term within the program, and have responded to at least 80% of the surveys in their term
- Opportunities for virtual focus groups are keenly sought after, 1-3 times per year
- Involvement in The Inner Circle should come with additional opportunities for exclusive perks and swag

NOVEMBER: IMAGINING A DALHOUSIE PARENT PROGRAM
Of our survey respondents, 51% of you feel parental/guardian engagement in the post-secondary experience is "very important to student success", with 55% indicating parents should continue to be involved with the university post-convocation! Dalhousie has heard you, and we are actively collaborating with our campus partners in Student Affairs to establish meaningful opportunities and programming for the families of our students.

MARCH: DALHOUSIE ALUMNI PINS
The majority of our survey respondents (52%) indicated you were unaware that Dalhousie offers alumni pins to our graduates, with 82% previously unaware that we also pins celebrating the graduation milestones between 5 and 80 years. This troubled us, upon also learning that a great deal of meaning is held by those who do own a pin, and significant interest in them for those of you who do not. In light of these findings, we are elevating the presence and significance of our alumni pin at our convocation ceremonies starting with the Fall 2023 ceremony, and will actively be looking to build awareness of these programs within our broader communities.
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, Llewelen Saunders (BSc'06), Dal Insight Circle member since August 2020!
As we move into our fourth year, we hope to grow to our maximum capacity of 1000 Dal Insight Circle members worldwide!
JOIN US FOR OUR BIGGEST YEAR YET!

We are actively recruiting for the 2023-2024 Dal Insight Circle, commencing in September.

As we roll out our fourth 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.

Being a Dal Insight Circle volunteer has been a great way to stay connected, provide insights for the future of students and staff at Dalhousie and be involved in influencing change. All from the comfort of home. I truly enjoy being a Dal Insight Circle Volunteer.

-Jennifer Collins (BSW'11)