



**AFMC**

The Association of Faculties of Medicine of Canada  
L'Association des facultés de médecine du Canada

# The AFMC Resource Group on Institutional Advancement

**Report to the AFMC Board of Directors**

**May 2011**



Faculty of Medicine

Development Office, room H1758

The Health Sciences Centre

April 19, 2010

To: AFMC Board of Directors

From : 2010 Co-Chairs, Ms. Margaret Miller (Development Officer, Memorial University) and Ms. Gail Brescia (NOSM Manager, Advancement)

RE: Report from Working Group on Institutional Advancement

The Working Group on Institutional Advancement (GIA) is comprised of Advancement professionals that work at faculties of medicine across Canada. This includes alumni relations, fund development and communications staff from all 17 medical schools. Each year this group holds an annual meeting during the AFMC annual conference for the purpose of meeting our colleagues from other medical schools to discuss trends and best practices and to strengthen our national network. Currently the Working Group on Institutional Advancement consists of 72 members and while the group does not meet in person throughout the year, members do communicate via email and seek the professional advice of colleagues when needed. The GIA has proven to be a valuable network of expertise for all members.

In 2009 at the AFMC meetings in Edmonton, 14 members attended the two-day workshop and business meeting. This year, the theme of the meeting will be "best practices" in all aspects of advancement. The 2010 agenda engages members in discussions of current topics of interest in advancement, including a round table on postgraduate medical trainees and alumni relations, branding, communications and development, from annual funds to capital campaigns. We encourage attendees to bring case studies, ideas and strategies, and material samples to the group for consideration and discussion. The agenda for 2009 and the draft agenda for 2010 are attached.

Sincerely,

Margaret Miller and Gail Brescia

Co-Chairs, AFMC Working Group on Institutional Advancement 2010

MEDICAL EDUCATION CONFERENCE PROGRAM — MAY 4-5, 2009  
AFMC GROUP ON INSTITUTIONAL ADVANCEMENT (GIA)

Day 1 Monday, May 4, 2009

- 8:45 a.m. – 9:00 a.m. Welcome and Introductions  
Gail Brescia and Kim Daynard, Co Chairs, Northern Ontario School of Medicine (NOSM)
- 9:00 a.m. – 10:30 a.m. Milestones Occasions:  
Leveraging Notable Events to Forward Advancement Objectives  
NOSM Case Study: First Grad Celebrations  
Gail Brescia and Kim Daynard, Co Chairs, NOSM
- 10:30 a.m. – 10:45 a.m. Morning Break — Provided by AFMC
- 10:45 a.m. – 11:45 p.m. Optimizing Communications, Publications, and Promotional Materials  
Share Table, Show and Tell by Participants
- 11:45 a.m. – 1:30 p.m. Business Card Lunch  
Faculty Lounge, University of Alberta
- 1:30 p.m. – 2:30 p.m. Tour of Faculty of Medicine and Research Buildings  
Alyssa Grace, University of Alberta, Faculty of Medicine
- 2:30 p.m. – 3:30 p.m. Presentation  
Doug Nelson, University of Alberta
- 3:30 p.m. – 5:00 p.m. Debrief to Westin Edmonton

Day 2 Tuesday, May 5, 2009

- 8:45 a.m. – 9:30 a.m. Institutional Report on Endowments  
Margaret Miller, Memorial University
- 9:30 a.m. – 10:00 a.m. Group Discussion on Developing a Culture of Philanthropy
- 10:00 a.m. – 10:15 a.m. Morning Break — Provided by AFMC
- 10:15 a.m. – 11:00 a.m. Institutional Presentation  
Verity Wright Moore, University of Saskatchewan
- 11:00 a.m. - 12:00 noon Media Relations Discussion
- 12:00 – 1:00 p.m. Lunch
- 1:00 p.m. – 2:00 p.m. Engaging Alumni  
Ilana Simon and Blair Nicholls, University of Manitoba
- 2:00 p.m. – 3:15 p.m. Naming Opportunities  
Vincent Duckworth, Duckworth & Associates
- 3:15 p.m. – 3:30 p.m. Break — Provided by AFMC
- 3:30 p.m. – 4:15 p.m. Annual Business Meeting / Closing Remarks

**DRAFT MEDICAL EDUCATION CONFERENCE PROGRAM  
AFMC GROUP ON INSTITUTIONAL ADVANCEMENT (GIA)  
St. John's, NL May 2-4, 2010**

**GIA MEETINGS DAY 1                      Monday, May 3, 2010**

- 8:30 am- 9:00 am            Breakfast, Welcome and Introductions  
Margaret Miller and Gail Brescia  
Co-Chairs, Memorial University and Northern Ontario School of Medicine (NOSM)
- 9:00 am – 9:45am            Presentation: Branding the new curriculum management system at Faculty of Medicine  
University of Manitoba  
Ilana Simon, Director of Communications & Marketing
- 9:45 am – 10:30 pm        Institutional Presentation: Schulich School of Medicine & Dentistry, UWO  
Gillian Sneddon, Director of Alumni & Development
- 10:30 am – 10:45 am        Morning Refreshment Break
- 10:45 pm – 11:30 pm        Presentation: Queen's Medical Building Campaign  
Shannon Coull, Senior Development Officer and David Young, Development Officer
- 12:30 pm – 2 pm             Lunch
- 2:00 pm – 3:00 pm            Walking Tour of Memorial University campus
- 3:00 – 3:15                    Refreshment break
- 3:15 pm – 4:30 pm            ROUND TABLE DISCUSSION – Counting Postgraduates as Medical Alumni  
Julie Lafford, Manager, Alumni Relations, University of Toronto, Faculty of Medicine

**GIA MEETINGS DAY 2                      Tuesday, May 4, 2009**

- 8:30 – 9:00 am                Breakfast, Networking
- 9:00 am – 10:00 am            Presentation from Memorial University
- 10:00 am – 10:15 am        Morning Refreshment Break
- 10:15 am – 11:00 pm        Presentation - Blair Nicholls, External Relations on Bannatyne, University of Manitoba
- 11:00 pm – 11:45 pm        Institutional Presentation – TBA
- 12:30 – 2:00 pm                Lunch
- 2:15 pm – 2:45 pm            BUSINESS MEETING AND ROUND TABLE DISCUSSION
- 2:45 pm                         Closing Remarks and Evaluation