

The Queen's University 175<sup>th</sup> Anniversary Working Group

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**Motion:**

**THAT Senate endorse the establishment of the Queen's University 175<sup>th</sup> Anniversary Working Group, to be an advisory committee to the Principal on the celebration of Queen's 175<sup>th</sup>**

## Queen's University's 175<sup>th</sup> Anniversary in 2016

### — Planning to Plan Guidelines —

This document was prepared at the request of Principal Daniel Woolf by:

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## ***What Queen's should aim to achieve with the 175<sup>th</sup> anniversary***

The upcoming 175<sup>th</sup> anniversary of the founding of Queen's University in 2016 is a "golden" opportunity to further establish and promote the success of our students, faculty, staff and alumni both past and present. As an institution renowned for its respect of tradition, enthusiastic spirit and justified sense of pride, 175 years of ongoing activity is a significant milestone. Finding ways to mark this event with both celebration and reflection will help to foster a deeper connection to our history and thereby ensure we understand our responsibility to the future and continue to raise the university's profile within the Kingston community, across Canada and on the international stage.

The Advancement Office anticipates that 2016 will be the year that successfully brings to a close the "Initiative Campaign" as we meet our goal of raising \$500 million. As this is the largest fundraising and renewal campaign ever undertaken by the university, the anniversary marks a timely opportunity to connect the anniversary to ongoing efforts of philanthropy and appreciation of donors. In the same way that the "Initiative Campaign" builds upon the Queen's "Spirit of Initiative" brand, the 175<sup>th</sup> anniversary could also reinforce this message by incorporating the same references such as, "Celebrating the initiative that has shaped Queen's for 175 years."

In marking the 175<sup>th</sup> anniversary, Queen's University should have two specific goals that can be used to broadly influence the planning process: First, the entire university should work together with a heightened sense of mutual cooperation and respect between the various constituencies such that the university's students, faculty, staff, administration, unions, trustees and alumni can share cooperatively in celebrating our strengths and achievements; Second, priority should be given at all times to strengthening the relationship between the university and the City of Kingston in all planning decisions. For example, the location of the university on the beautiful waterfront of Lake Ontario, within walking distance of a vibrant downtown business and entertainment area, is as easy to take for granted as it is to undervalue the importance of Queen's as an educational, cultural and economic driver within the Kingston area. Efforts directed towards embracing these two goals will do much to strengthen the universiú

## ***How Queen's should organize to plan the anniversary celebrations***

In recognition of budgetary constraints and fiscal responsibility, it is our belief that the 175th anniversary should aim to be both a meaningful and cost effective celebration. The success of the anniversary will greatly depend on the creativity of the events planned and the commitment to engaging our community as a whole. This will ensure that the anniversary is filled with imaginative moments that will characterize the Queen's spirit for what it truly is.

175 years is an important enough milestone and opportunity that the University needs to allocate resources for a planning committee. This committee should be a combination of paid or reassigned staff members and volunteers and be closely connected to the Office of Advancement as they have expertise in marketing communication, fundraising and event planning.

In the tradition of collegiality, the anniversary planning committee should seek out extensive consultation with all stakeholders. As we have learned ourselves through the preliminary planning exercise of preparing this document, the composition of the actual anniversary planning committee should include representation beyond the major stakeholder groups of students, alumni, faculty and staff. For example, there are organizations and groups that do not always fit into a major stakeholder category, but would have significant interest and add value through participating in the anniversary. These groups include, but are not limited to: Librarians, Retirees Association of Queen's, Queen's University Council, etc.

Acknowledging that the anniversary brings with it an array of opportunities for Queen's, we recommend that the planning committee consider how local partnerships in Kingston could be formed for the planning of this celebration.

## ***Recommendations for planning and implementation***

Once the university establishes an actual Anniversary Planning Committee, it will then be the responsibility of this committee to solicit ideas and schedule events that are designed and coordinated to involve as many participants as possible. To provide a starting point for the Anniversary Planning Committee, a list of general principles and guidelines has been recommended below.

**Events Limited to 2016:** Of all the issues discussed by this committee, we were in complete agreement that the anniversary celebrations should be limited to the calendar year of 2016. The 150<sup>th</sup> anniversary celebrations of the founding of Queen's extended over 1991-92 in what was arguably a more significant anniversary (sesquicentennial certainly has a nicer ring to it than dodransbicentennial). With the 200<sup>th</sup> anniversary of the birth of Sir John A. MacDonald in 2015 and Canada's own bicentennial in 2017, it would be optimal to limit the time frame for the Queen's 175<sup>th</sup> anniversary celebrations to scheduling events between January and December 2016, thereby avoiding any sense of competition with the celebrations of other important anniversary milestones.

**Overall Marketing of the 175<sup>th</sup> Anniversary:** Queen's should use this anniversary as an opportunity to further establish the university's brand by celebrating the success of its current students and alumni as well as highlighting the achievements of both past and present faculty. What makes Queen's special should be articulated repeatedly with a consistent message and integrated advertising approach across as many platforms as possible. The anniversary should be an opportunity to increase alumni support and underscore the value of a Queen's degree to current and future students. A well planned, national advertising and marketing campaign will need to be clearly articulated and carried out. A potentially simple but effective marketing strategy could focus on, "*175 years...175 Moments.*"

**Utilize Existing Events:** Building on the strengths of existing events will help to keep costs low. Also, by relying on the past experiences of staging already established annual events, the university will ensure that all 175<sup>th</sup> anniversary events are well planned and attended. Anticipating that Queen's will once again schedule fall reunions on campus by 2016, this is a significant opportunity to expand these kinds of alumni gatherings to reflect the importance of the 175<sup>th</sup> anniversary year. The Grant Hall Society, especially the Kingston dinner and the Campaign Closing Celebration, could be events of increased or special significance in 2016. Given the strength of Queen's alumni branches, anniversary events could be organized across Canada and in major centres around the world.

**Schedule a Small Number of Major Events:** Ideally, a small number of major events should be planned for 2016 to showcase Queen's University and to promote our

academic mission and place in Canadian history. The following is a list of possible suggestions that is by no means exhaustive:

**Royal Visit:** For the 150<sup>th</sup> anniversary, Their Royal Highnesses, The Prince and Princess of Wales (Charles and Diana) visited Queen's University on

Invite existing cultural organizations like the Queen's Quarterly and Agnes Etherington Art Gallery to consider giving prominence in 2016 to programming and editorial decisions that connect directly to Queen's University.

Connect with existing arts groups in Kingston (theatre companies, symphony, etc.) to also consider programming in 2016 that connects directly to Queen's University.

Invite alumni artists, actors, authors, musicians, filmmakers and other past members of the fine arts community, back to campus for a celebration of creativity that would make for great programming in the Isabel Bader Performing Arts Centre.

alumni who remember their own past involvement in student clubs and should not be seen to be in competition with other appeals for support.

### ***Timeline of planning steps from 2012 to 2016***

Before the end of 2012, the University Senate should pass a motion to endorse the establishment of a 175<sup>th</sup> Anniversary Planning Committee.

Once established, the Anniversary Planning Committee should send out a call for proposals in early 2013 with a first stage planning deadline for submissions set for the fall of 2013. Many larger faculties, such as the Faculty of Arts and Science, will likely need to have their own Anniversary Planning Committee to help solicit ideas and coordinate activities. This first stage of planning will likely focus on the approval and scheduling of large events. A tentative anniversary celebration schedule should be published in early 2014 accompanied by a call for a second round of proposals or comments. Having a second round of submissions will enable groups to potentially piggy back onto the already approved activities or for new submissions to be submitted that are inspired by what has already been programmed. The second call for submissions will not require as long a window for the preparation and approval of applications. The final schedule should be completed and published before the end of 2014 so all of 2015 can be used to plan an effective marketing and publicity campaign prior to the launch of the anniversary celebrations in 2016.