

Report of the Communications and Public Relations Committee at the University of Regina Alumni Association 2025 Annual General Meeting

The Communications and Public Relations Committee provides general support to the association and its board of directors in the outreach activities URAA undertakes with alumni, the university, and the broader community. Its work connects with the work of other committees, in particular the Partnerships and Sponsorship Committee.

The committee's major project over the past several years has been the development of a dedicated URAA website which can be found at uraa.ca. Refinements continue on the website which has been built by alumni for U of R alumni with current news and information and plans to include more alumni testimonials and stories. It is another resource for alumni, complementing the internet resources provided by the university and its alumni engagement team.

It should be noted that the website is currently in a transition phase over the next few months – the URAA board and volunteers will retain editorial control and responsibility for copy development while the alumni engagement team will provide more assistance around website administration.

As other committee reports will indicate, URAA has been a supporter of, and partner on, various university and community events such as the Alumni Crowning Achievement Awards (now the Alumni Awards and Sports Hall of Fame) and the Inspiring Leadership Forum. Board members were present at the Spring and Fall Convocations as members of the platform party and handed out lapel pins to graduates as they exited the stage.

Update on Ongoing Commitments

While the following commitments don't technically fall under the purview of this committee, we list them here for reporting purposes.

- URAA has oversight of the Alumni's Affinity partners that include TD Home Auto and Small Business Insurance, Manulife Life & Health Insurance and Degree Frames from Milburn Universal Designs.
- URAA has a number of scholarships for students. These scholarships are funded by the association but administered by the university. Information on these scholarships can be found on both the URAA and university websites.