



About Us

Since 1967, Durham College (DC) has been guided by an unwavering commitment to student success. The Office of Development and Alumni Affairs supports the Durham College Alumni Association comprised of more than 82,000 graduates who have gone on to outstanding career success within our community and beyond.

The Alumni Association is represented by a board of directors comprised of elected representatives from its membership. The Office of Development and Alumni Affairs is located in Campus Corners on the southeast corner of Conlin Road and Simcoe Street adjacent to the Oshawa campus, and is responsible for maintaining communication with our alumni and keeping them connected to the DC community.

This includes:

- Co-ordinating events, affinity programs, and other initiatives.
- Maintaining up-to-date alumni records.
- Publishing the DC Alumni Magazine and Reflections.
- Serving as the link between campus and the Alumni Association.

DC Alumni Vision

To promote the exposure of the Alumni Association and Durham College through an engaging and beneficial link between Durham College and its alumni community.



DC Alumni Mission

- To encourage and develop mutually beneficial professional relationships between current students and alumni and act as ambassadors for the college.
- To promote and encourage current students and alumni to fully participate in social and professional development activities.
- To generate funding for scholarships, bursaries and special projects.
- To contribute to the growth and prestige of the college.
- To build a sense of community among alumni by keeping them informed of college and alumni news and advocating on behalf of the alumni.
- To support activities which are in direct alignment with the Durham College mission statement.



Where we stand today: DC Alumni Survey

In 2016 All Durham College alumni were invited to share their experiences and thoughts through a Durham College Alumni Engagement Survey.

An online survey was disseminated to 22,214 alumni using e-mail addresses provided by the Alumni Office. 1,862 were not valid e-mail addresses, leaving a total of 20,352 potential respondents. All communication efforts complied with Canada's Anti-Spam Legislation (CASL). The survey was open from January 19, 2016 until February 22, 2016. A reminder was sent on February 3, 2016. In total, 799 alumni responded to the survey, for a response rate of 3.9%.



Benefits Usage

Durham College alumni are eligible to enjoy a number of on and off-campus benefits and services. Alumni indicated if they have used, plan to use or do not anticipate using each benefit or service.

| Benefit | Use | Plan To Use | Do Not Use | # of Respondents |
|--|-------|-------------|------------|------------------|
| TD Insurance Meloche Monnex | 10.5% | 25% | 65.5% | 761 |
| Campus Library | 10.2% | 25.2% | 64.7% | |
| Other Discounts | 8.1% | 65.3% | 26.6% | 764 |
| Perkopolis Membership | 7.1% | 35.6% | 57.3% | 749 |
| Manulife Financial Insurance | 3.8% | 28.4% | 67.8% | 764 |
| \$50 off Campus Recreation and Wellness Centre | 1.9% | 23.7% | 74.4% | 773 |
| Alumni Association Mastercard | 1.7% | 15.5% | 82.8% | 754 |
| InTravel Booking Site | 1.1% | 36.1% | 62.9% | 754 |

Interest In Alumni Activities

Durham College alumni were asked what their interest were in DCAA activities.
Note respondents could select multiple answers.

| Benefit | Use |
|---------------------------|-------|
| Social media updates | 47.3% |
| Alumni publications | 10.2% |
| Reunions | 8.1% |
| Special events | 7.1% |
| Social/networking events | 3.8% |
| Job fairs | 1.9% |
| Mentoring events | 1.7% |
| Alumni memorabilia | 1.1% |
| On-campus alumni services | 19.9% |

Key Objectives

1. Increase the accuracy of our alumni database and maintain contact with our graduates annually to foster relationships through communication and events.
2. Incorporate the DCAA into the student lifecycle to raise awareness, increase engagement and build relationships through strategic communication and events.
3. Measure usage of benefits to strategize and responsively improve member services annually.
4. Measurably elevate the perceived value of the DCAA to students, alumni, employees and the DC leadership team.

