2021 Alumni Report

FINAL REPORT [MAY 1, 2020 – APRIL 30, 2021]

Faculty of Engineering, McMaster University
Hamilton, Ontario, Canada
# Our Vision

The Faculty of Engineering at McMaster University is committed to the pursuit of excellence in teaching, research and service, and to fostering the quality of academic life.

McMaster Engineering is a committed member of the greater Hamilton community and broader society and recognizes that true excellence can only be achieved when we are working together with our alumni. We are mindful of the interconnectedness of our globalized world and we value community and public engagement that collaboratively leads to meaningful outcomes and sustained actions and relationships.

| Attracting Top Students | • Celebration of achievements of our established faculty and alumni  
|                        | • Collaboration with youth programs and outreach initiatives |
| Advance Research and Innovation | • Celebration and communication of the achievements and accomplishments of the faculty, alumni and students through our events, awards and communications |
| Enhancing Student Engagement | • Support student clubs and teams  
|                                | • Provide mentorship opportunities and events to our students |
| Growing Our Community | • Engagement of our Fireball Family through a variety of events and programs |
| Improving Diversity/Equity | • Partnerships with the Women in Engineering Society and Ontario Network of Women in Engineering (ONWiE)  
|                                | • Collaboration with youth programs and outreach initiatives |
| Professional Development Opportunities | • Firsthand: Alumni and Partners Advisor Network  
|                                            | • Opportunities for alumni to share time, expertise and knowledge with our students through events and online platforms |
Our Graduates

2020 Graduate Breakdown:

25,162 🎓
Total Engineering Degrees Conferred

23,439
Engineering Alumni with one degree

2,138
Engineering Alumni with more than one Engineering Degree
*many of our alumni have two or more degrees in Engineering

2020 Contactable Alumni

We use Advance, an alumni reporting software, to stay connected with our alumni.

22,499
Active Alumni

19,545
Alumni with an Active E-mail

1,760
Lost Alumni
Engagement

Given ongoing challenges of the COVID-19 pandemic, it was crucial for us to rethink our engagement with alumni. Who are our events for? Who benefits? How can they be improved? We were able to adjust and continue our programming in a virtual setting, going beyond campus borders and extending to our alumni, key industry, and academic partners worldwide.

We continued to engage and grow a diverse community of alumni from the first day they arrived to MacEng and as they transitioned into future world-changers; understanding that the students are the cornerstone and the future of alumni engagement. We focused on professional networking and knowledge-sharing virtual events with our alumni and our students.

Our programming continued to illustrate to our students their potential path and a direction for growth and the development of professional/education opportunities for them through our devoted and successful alumni. We included and welcomed our community to our Fireball Family while they continued to take care of themselves and stay safe during the pandemic.

4,284 Total Attendees
*4% Increase

34 Total Events
Engagement

Alumni Attendance by Gender

“I really enjoy meeting the students and providing them with role models for women in engineering. When I started in my career, there were not many females in the field; it’s great to see that changing.”

–Alumna, Women in Engineering Industry Night

Audience Attendance

“Excellent organization! Truly felt like a community and connected well with the McMaster community once again, despite the challenges imposed by the pandemic.”

–Student, Virtual Kipling Ceremony
Engagement

1. Improving Diversity/Equity

Working and collaborating with the Women in Engineering Society and Ontario Network of Women in Engineering (ONWiE), we have been able to host events for women and underrepresented groups within the community.

→ Women in Engineering Virtual Networking Event

2. Community Engagement

Through events on campus and around the community we have been able to reach alumni and industry partners and connect them to our Fireball Family.

→ Class of ’70 - 50th Anniversary
→ MacEng Connect Events
→ Kipling Ceremonies

3. Enhancing Student Engagement

Encouraging students to thrive within the faculty by providing them with mentorship events and opportunities.

→ MES/EGS Recognition Celebration
→ LinkedIn Seminar
→ Fireball Chats with Alumni

4. Professional Development

Partnering with alumni, industry and community representatives we were able to offer networking/mentorship opportunities, workshops and co-op experiences to undergraduate and graduate students.

→ Backpack to Briefcase: Alumni & Student Networking Event
→ Women in Engineering Industry Night
Expanding Global Reach

Through virtual events, we’ve been able to expand our audience reach to alumni members located around the world.

We have engaged and connected with students and alumni from across the globe, including: Bangladesh, Botswana, Cambodia, Canada, France, Hong Kong, India, Japan, Netherlands, Nigeria, Qatar, Turkey, Switzerland, United Arab Emirates, and the United States.

Virtual events not only expand the pool of our attendees, but also provide access to a wider selection of speakers and content.

15 Total Countries
Engaged and Connected with across the globe
Digital Engagement

Twitter

**Top Tweet** earned 10.3K impressions

Over 195 registrants for the #GoENGGirl2020 this Saturday! So excited to welcome them all to this annual free event and introduce them to many fantastic opportunities in #Engineering

Many thanks to our sponsors:
@ArcelorMittal_D @GMcanada @McMasterEng EDO
#TBT #GirlsInSTEM

pic.twitter.com/QmqHdcYo6Q

328K Impressions
Up 110%

5.6K Engagements

1.2K Likes
Up 130%

165 Tweets
Up 65%

LinkedIn

After two decades of working in the power field, Jason Night, BEng, 98 grad, has recently taken on the role of Ontario Power Generation’s Chief Information Officer and Senior Vice President of IT Innovation... see more

7.9K Likes
Up 27%

950K Post Views

17K Connections
Up 6%
Alumni Community

Advance Updates

Advance is a program used by the engineering alumni office as well as the main alumni office to keep track of alumni and students. Through putting in the time and resources, we were able to make a significant increase in the number of updates and the amount of connections made throughout the year.

- **659** Email addresses added or updated
- **1,113** Address records added/updated
- **1,740** Employment information
- **940** Records added to activity screen
- **44** Entity updates added/modified
- **67** Records added/updated on name screen

**4,563** Total Number of Updates Completed  
+26% Increase

Connections/Coding in Advance

- **307** Engaged (contacted and engaged with)
- **940** Events (attendees at events)
- **176** Iron Ring Exchange/Purchase

**1,423** Total Connections/Coding Completed  
+16% Increase

Fundraising

- **331 alumni entities** that were updated/modified in Advance this past year have made a contribution to the Faculty of Engineering.
- **$275,131** Single Gifts/Pledge Payment & Future Pledges
- **$55,422** in single gifts/pledge payments
- **$219,709** have promised to pledge for the future

All numbers/statistics provided by University Advancement.

Each alumni record can be updated numerous times, in various screens.
We’re proud of our alumni and the goals they’ve accomplished. We feature alumni profiles weekly to keep engineering graduates informed on alumni news, events and changes to the Faculty.

**Alumni Profile Spotlights**

Seif El Sahly, BEng ’14 (Civil Engineering)
Director of Newfore Inc.

Hamilton Chamber of Commerce nominated Newfore Inc. as a mid-sized business of the year in 2019, while El-Sahly has been named one of the city’s Top 40 Under 40.

Tolu Falade, BEBSC ’13 (Chemical Engineering)
Global Sustainability Project Engineer at Avery Dennison

They make labels used in over 18 per cent of apparel and footwear worldwide. That’s more than 15 billion items a year - meaning odds are, you are wearing one of their products right now. Tolu’s job is to find ways to make their products more environmentally sustainable. She does this both by identifying more environmentally-friendly substitutes for raw materials and by finding ways to reuse waste products - a practice known as circular economy.

James Adams, BEng ’92 (Manufacturing Engineering)
Real Time Operations Centre, Peel Regional Police

While James says his problem-solving skills have always been an asset in law enforcement, he’s also called on skills from his engineering degree while in an operational planning role that saw him optimize the deployment of patrol officers.

Irene Yang, BEngM ’01, (Electrical Engineering)
Director of Business Development and Innovation, BASF Canada

Yang leads sales and new business development, plus everything innovation – from digital marketing and e-commerce to startup and university research partnerships. Her career has taken her to jobs in Japan, Thailand, China, Brazil and cities across Canada and the United States.

Joshua Wong, BEngM ’06 (Computer Engineering)
Director, Investment Banking at JEGI CLARITY

Joshua says a career highlight so far has been advising FMAV, Canada’s top audio visual and event technology services company, on its sale to PSAV – a global leader in the space – in a deal that closed in October 2018.
Alumni & Partners Advisor Network

Professional Development Opportunities

The Alumni & Partners Advisor Network is an online mentorship platform through McMaster University which connects students to alumni. The Faculty of Engineering group was created back in September 2017. This platform provides a professional network, mentoring opportunities for these two groups and access to many webinars provided by professionals on professional development and many career related topics. Meet the McMaster Engineering community over the phone, online, and in person.

886 Advisors
189 Advisees
27 Unknown/prospective

1,102 Total Members
(April 2021)

43.5% Increase in members
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https://www.eng.mcmaster.ca/connect/alumni

BRIGHTER WORLD