



# IMMACULATE CONCEPTION

## HIGH SCHOOL ALUMNAE ASSOCIATION LIMITED

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**Minutes of ICHS Alumnae Association Limited**  
**91st Annual General Meeting**  
**Held Sunday, August 27, 2023 at 4:00 pm**  
**At the St. Francis Hall, the Convent and via Zoom**

Present:

Akosua Aikman	Lee-Anne Bruce
Alda Watson	Loy Malcolm
Alicia McIntosh	Marishka-Kaye Massey
Althea Byll-Cataria	Marsha Coore- Lobban
Angela Patterson	Nicki Franklin
Camille Lawson	Noella Brown - Fundraising Officer
Carmela Richards	Pat Hayle
Celia Middleton	Patrice Dwyer
Diane Hibbert	Racquel Thomson
Heather Reid	Shanique Palmer - Marketing & PRO
Jacqueline Miller - 2nd Vice President	Sidoney Vassell - Recording Secretary
Janet Sharp	Stacy Belnavis
Judie O'Sullivan	Tanielle Mullings
Kandice Simons	Tavia Dunn - Company Secretary
Karen Spence - Outreach Officer	Tracey-Ann Brown
Karlene Samuel Largie	Verna Madden-Miller
Keisha-Ann Down - Immediate Past President	Yolanda Clarke-Lewis
Kim Mair - President	

**President**

Mrs. Kim Mair

**1st Vice President**

Mrs. Nicola Barbar

**2nd Vice President**

Mrs. Jacqueline Miller

**Immediate Past President**

Ms. Keisha-Ann Down

**Treasurer**

Miss Charika Helps

**Company Secretary**

Ms. Tavia Dunn

The Immaculate Conception High School Alumnae Association Ltd.

is a registered charitable organisation: CA100-1050C  
TRN: 002689910

[www.ichsalumnae.org](http://www.ichsalumnae.org)

### **Apologies for Absence**

The following members tendered apologies for absence: Malaika Henderson, Nadia Williams, Amanda James, Joan Marie Powell, Sasha-Gaye Vassell, Charika Helps, Nailah Bishop, Rasine Hamilton, Terry Aquart, Elena Lynch, Renea Dixon, Patricia Sharpe, Kerry Stimpson, and Nicola Barbar.

### **Call to Order & Opening Prayer**

- Kim Mair called the meeting to order at 4:18 p.m.
- Tanielle Mullings said the opening prayer.

### **Welcome & Opening Remarks**

Kim Mair welcomed all participants to the 91<sup>st</sup> Annual General Meeting (AGM) and advised the online participants that all related AGM documents are available on the website at [www.ichsalumnae.org](http://www.ichsalumnae.org).

### **Reading of the Notice for ICHS Alumnae Association Limited 2023 AGM**

Tavia Dunn read the Notice.

### **Reading and Confirmation of Minutes of Last Annual General Meeting**

The Minutes of the AGM held on July 23, 2022, having been earlier circulated, were taken as read.

### ***Corrections to the Minutes***

- *Page 1* – Angela Patterson was recorded as being present and tendered apologies for absence. She was present.
- *Page 5* – Pat Hayle indicated that Profit & Loss (P & L) should be corrected to read Statement of Comprehensive Income and Balance Sheet to be Statement of Financial Position respectively
- *Page 5* - Should be corrected to “Assistant” not “Assistance” Treasurer

Kim Mair invited a motion for the Minutes to be accepted. The Minutes was confirmed by Jacqueline Miller and seconded by Tavia Dunn.

### **Matters Arising**

There were no matters arising from the Minutes of the AGM held on July 23, 2022.

## **Presentation of the Annual General Report**

The 2022 Annual General Report having been previously circulated was tabled. Kim Mair highlighted the following from the Annual General Report. A digital version can be accessed from the ICHSAA website:

- € ICHS being ranked the number 1 school in Jamaica
- € The launch of the new ICHSAA website ([www.ichsalumnae.org](http://www.ichsalumnae.org)) in 2023
- € Keisha-Ann Down (Immediate Past President) has volunteered to fund the website for 3 years
- € Employed the use of WiPay to manage online payments
- € Fundraised over J\$1M in 2023
- € Toronto Chapter donated J\$2.4M for the purchase of microscopes for the science labs
- € New York Chapter supported the Track and Field and the Robotics Teams
- € Florida Chapter supported the Netball Team
- € International Chapter launched the She Cares Programme for needy students
- € Hall of Fame to be held in March 2024

## ***Financial Performance***

Appointed auditors, CPH Consulting, have certified that the Financial Statement for the year ending December 31, 2022 gives a true and fair view of the financial position of the ICHS Alumnae Association, its financial performance and cash flow for the year ended in accordance with International Finance Reporting Standards (IFRS) and the Jamaican Companies Act for the period January 1, 2022 to December 31, 2022.

The Audited Financial Statements for the year ending December 31, 2022, showed much improvement to the total inflows for the Association with significant donations from alumnae toward scholarship/bursary, ICHS orchestra and microscopes for the Biology lab. This was achieved largely due to efforts of the Class of 1972 Reunion fundraiser, Toronto and International Chapters.

## **Summary of Accounts**

	<b>Accounts</b>	<b>Ending Balance Dec 2021</b>	<b>Ending Balance Dec 2022 (equivalent JMD\$)</b>
Scholarship	FCIB CIBC JMD\$	6,027,592	9,793,057
General	FGB JMD\$	97,534	3,823,837
Hall of Fame	FGB JMD\$	5,418,067	4,732,277
Hall of Fame	FGB USD\$	5,656	861,764
Hall of Fame	FGB CDN\$	6,896	778,231
Hall of Fame	FGB USD\$ Cert of Deposit	-	**2,317,261

\*\* The Certificate of deposit matured in March 2022. Value at March 2023 will be US\$15,299.79

- J\$ account at First Caribbean International Bank (FCIB) - ICHS Scholarship Funds
- J\$ account at First Global Bank (FGB) - general operations of the ICHSAA

- J\$ account at First Global Bank (FGB) - used for Hall of Fame proceeds
- US\$ account at First Global Bank (FGB) - used for Hall of Fame proceeds
- CDN\$ account at First Global Bank (FGB) - used for Hall of Fame proceeds

### ***Membership***

The Membership Committee aims to increase membership by keeping our Alumnae Association members connected. This has become increasingly important in the post COVID era with meetings remaining online.

While payment of dues decreased during Covid, efforts have been made to reconnect to alumnae via WhatsApp Groups. With more than 1840 alumnae on our mailing list, the intention is to cultivate relationships to convert them to paying members. We continue to encourage Class Reunions, with the Class of 1972 hosting their 50th reunion in November 2022.

Some of our key achievements included:

- Members Games Night and Girls Night Out Lyme
- Annual Reunion Mass
- The encouragement for the creation of WhatsApp year groups
- Growth of our alumnae email list – successful membership applications are automatically added to our mailing list. There are 1847 alumnae on the Mail Chimp mailing list.
- Improvement to dues payment options – we are now able to accept credit cards and debit cards for payment via our website.
- Leveraging membership database – by searching our membership database by job, and/or skillset, we have been able to identify members who may be able to fulfill a particular need.

We also experienced some challenges:

- Difficulty converting volunteers to members – we have alumnae and volunteers who do not wish to become members.
- Need for additional volunteers for our committees

Alumnae involvement is crucial in maintaining the spirit of camaraderie and unity that has shaped our school's culture. By actively participating in the activities of the Alumnae Association, we can strengthen our bonds, create lifelong connections, and build a supportive network that extends far beyond the walls of our beloved institution.

### ***Big Sister***

The new format of 2022/23 academic year's timetable saw the need to transition the format of how the ICHSAA's Big Sister Programme had been traditionally executed. Prior to the COVID-19 pandemic, the ICHS alumnae/big sisters would visit with individual homerooms and host rap sessions with the students, on the 3rd Wednesday of each month.

Changes to the 2022/23 timetable saw the removal of that lengthened homeroom period and, therefore, the big sisters could no longer visit during that time slot. As such, the big sister programme pivoted to facilitate new ways of information dissemination and interaction between ICHSAA and the ICHS student body.

Those new initiatives are as follows:

- **MACGIRLMAGIC LIVE**

First was the implementation of "MacGirlMagic Live", an online information session (akin to a kind of webinar), streamed live on YouTube, where featured alumnae guests would share their experiences and expertise, on relevant topics of interest. Students could view the sessions via any internet-connected device, in the evenings, and interact and ask questions via the live chat. All sessions were recorded and can be viewed on-demand on the ICHSAlumnae876 YouTube channel. The sessions were co-hosted by Big Sister programme officer, Kerry-Ann Stimpson, and volunteer representatives of the student body.

Sessions streamed to date include:

1. "Steps to Achieving Your Dreams", co-hosted by Miss Immaculate 2022, Rachele Downey, with featured guest Simone Clarke-Cooper (Class of 1991).
2. "How to Study Smarter, Not Harder", co-hosted by Miss Immaculate 2023, Sarai Watson, with featured guest Lisa McLean (Class of 1991).
3. "Career Talk: Non-traditional Careers", co-hosted by Head Girl, Janae Barrett, with nine (9) featured alumnae guests from various non-traditional career fields, including executive chef, Chinese medicine, instructional design, graphic design, statistician, university lecture and operations management.

The live stream sessions will continue once-per-month in the new school year.

- **CAREER TALKS TO GRADE 9 STUDENTS**

Upon the request of the Guidance Department, ICHS alumnae who are now working in various careers were invited to come in and give in-person career talks to grade 9 students, as part of the department's efforts to support those students, as they selected their subjects for grade 10/CSEC.

In addition to the several alumnae who gave of their time to go in and share with the students, special acknowledgement must be given to alumnae Marishka-Kaye Massey (Class of 2003), who willingly volunteered to act as coordinator and liaison between the participating alumnae and the guidance department. The feedback from the Guidance Department was very positive and we anticipate that this partnership will continue into the new school year.

- **GRADE MEETING TALKS**

In lieu of the previous homeroom big sister visit sessions, the school's administration suggested that big sisters instead visit monthly with students during their grade meeting time slots, which are coordinated and led by the respective Grade Coordinators. Each grade meets on different days and alumnae were invited in to host rap sessions with the homeroom groups within each grade. The grades that have hosted big sisters so far are grades 7 and 8. The feedback from the Grade Coordinators has been very positive and it is anticipated that more big sister visits to grade meetings will occur with other grades, in the new school year.

### ***Fundraising***

As we emerged from Covid-19, fundraising activities held for the year ending December 31, 2022 were as follows:

1. Valentine Luncheon

Date: February 13, 2022

A drive-through brunch was held at the cafeteria as a Valentine's Day Treat. Event was catered by Patsy Lynn Caterers.

2. Champs Party 2022

Date: April 2, 2022

Multi school alumnae association fundraiser

The ICHSAA was invited to sell tickets for the After-Champs Party with all proceeds from ticket sales sold by the Association going directly towards our projects.

3. Bake Sale

Date: October 7, 2022

The Bake Sale was well received by the students and staff of the school. Top items were donuts (especially twisted), brownies and cookies.

4. Giving Tuesday

Date: November 17, 2022

International giving day which is driven by social media.

We also supplemented this by sending Donation letters directly to several entities specifically requesting contributions towards the purchase of projectors for the school.

Funds raised from each activity were collected and recorded by the Treasurer.

The ICSHAA would like to thank all our Sponsors and Contributors for their generous donations and support throughout the year and especially on "Giving Tuesday."

### ***Scholarship & Bursaries***

For the academic year 2022-2023 scholarships and bursaries valued at J\$1.5M were awarded to students at tertiary and high school levels.

There were 15 applicants for our tertiary scholarships. Of concern, was that we did not receive any applications for humanities or non-traditional pursuits.

Tertiary Scholarships/Bursaries Awarded for 2022-23:

- Alethea Bucknor
- Rachelle Cross
- Anya Chin – Gordon Scholarship
- Lia Miller
- Rose Marie Moore

Congratulations to the ICHS International Chapter who initiated the “She Cares” Programme for deserving students. Funded by International alumnae who want to pay it forward, we worked with the Guidance Department to identify girls who are most in need of support. The sponsors take care of tuition, exam fees, books, uniforms, lunch and/or extra circular activities. This year “She Cares” was able to sponsor 14 students, scholarships totaling US\$10,305.00 for the academic year. The programme will continue into next year.

A huge thank you to everyone who supported this!

### ***Marketing, Social Media and Public Relations***

This year, in an unprecedented post-pandemic environment, the main target for strengthening the organization was to drive membership through innovative marketing efforts, including the re-introduction of in-person events and harnessing digital marketing tools and creative graphics to enhance all communications.

#### ***Team & Operations***

Despite extensive efforts to rebuild a strong team through volunteers of the association, the PR committee remains weak. At present, the officer continues as the sole individual on board to conceptualize and execute all communication activities. This has hampered the speed at which critical messaging could be disseminated. A need remains for a dedicated team of individuals working synchronously to execute efforts of the initially proposed PR plan. An Event Planning sub-committee was established to help with staging events.

### *Membership Committee Relations*

The Membership Committee worked closely with the PR Committee to ensure growth in membership. Some of our key achievements by the membership committee included:

- Acquisition of the ichsalumnae.org domain – This enabled us to have our personalized domain email hello@ichsalumnae.org, and our own website www.ichsalumnae.org. Having this website allows alumnae who are not on social media to keep abreast of our events.
- Increased membership reach
  - Via Email – We connected the new domain name to our Mail Chimp (email management tool) and consequently, decreased the number of our emails being sent to spam. This has resulted in an increase of alumnae opening each of our emails, almost double the prior amount.
- Via Membership WhatsApp group – We created and currently monitor a WhatsApp group open to all members. In this spam-free group, we share opportunities, event reminders and celebrate ICHS and ICHSAA wins.
- Online dues payments – In June, we partnered with WiPay to facilitate online dues payment through our website. We look forward to seeing an increase in the number of dues-compliant members.
- Hosting of Games Night – This year, we made the decision to have quarterly members' activities. Our first was an internationally attended virtual games night. Prizes were also sponsored by some of our ICHSAA Women in Business.
- Membership drive – We executed a membership drive transcending multiple media. We recruited members in person through physical flyers at our drive through brunch. Through a sustained social media campaign, we also recruited Fundraising, Membership and Social Media/PR committees.
- Strategy Meeting - The Membership Committee met and evaluated our current membership process and decided on our key action items for the upcoming months.
- Leveraging membership database – By searching our membership database by job, and/or skill set, we have been able to identify members who may be able to fulfil a particular need.

Proposed improvements were also suggested to the Membership Committee to encourage prospective members to join. This included varied types of membership plans.

### *Digital Marketing*

Key accomplishments by the Public Relations committee included:

- Coverage of Champs – Alongside the ICHS Wolves, we provided real-time Champs coverage including videos and photographs. This brought alumnae awareness to the activities of our sports team. We intend to use this awareness to power our fundraising efforts.



- Secured a feature in the ICHS Journalism Club – Through networking with the ICHS team, we secured a feature in the ICHS newspaper. We intend to use this feature to boost our membership and increase awareness of the ICHSAA.
- Giving Tuesday – By partnering with the Fundraising team, we used digital marketing techniques and strategies to raise over \$3M in less than a week.
- Revamp of the Membership Poster – We revamped the Monthly Membership meeting poster and saw an immediate increase in the number of meeting attendees.
- Increased social media reach – We have a steadily increasing following. Most local alumnae’s first point of contact with us continues to be our social media pages. Our social media following is very responsive and is usually the source of most of our volunteers.
  - Social Media Platforms: Facebook (FB), Instagram (IG)
  - Supporting Accounts: Mail Chimp, Hoot suite, Google Drive & Canva
  - Hashtags: #macgirlmagic #phenomenalwoman #AdAstraPerAspera
  - Instagram following Period ending in 2021 – 2,281. At present (December 2022) – 2,493
  - Facebook following Period ending in 2021 – 1,438. At present (December 2022) – 1,449 Interactions comprised:
    - Instagram Grid and Story Posts, Facebook posts
    - Answering direct messages (Persons reach out to the ICHSAA, mostly to find out how to join or to share news that would be interesting for the association to share among members)

### *Email Marketing*

The PR committee took over all email marketing activity, mid 2022. Email marketing remains a critical digital tool in providing updates for all current members, and prospective members who have joined the mailing list. Each email address (and other contact details) are opportunities for conversion, so all prospects were included as recipients of the digital newsletter, which is disseminated monthly and as needed for urgent updates.

The monthly newsletter functions as communication that can be saved and referenced for any activity scheduled for the month. Other emails for the rest of the month would spotlight upcoming ICHSAA events.

### *Email Marketing and Social Media Content included:*

1. Upcoming Events – Webinar, In-person
2. ICHSAA Monthly Meeting date
3. #MacGirlMagic – News on past and present students, Hall of Famers feature
4. FGB Credit Card promo
5. Phenomenal Women in Business Promo/Highlight

6. Donate
7. Scholarship announcements
8. Sporting news - Sports successes for donations
9. Big Sister Programme
10. Announcements - Deaths
11. Buy Merch

#### *Email Marketing Engagement Demographics*

1. United States – 81%
2. Jamaica – 10.7%
3. Sweden – 4.8%
4. Canada – 2.6%
5. United Kingdom – 0.4%

#### ***Farewells & Health Challenges***

We pause at this time to remember fellow alumnae and their relatives, who transitioned during the period. Condolence cards were sent and prayers raised. We continue to keep those with health challenges in our prayers.

#### ***Sister Maureen Clare Hall, O.S.F***

There was great sadness with the passing of Sister Maureen Clare Hall, O.S.F., who served as principal of ICHS for 28 years. She dedicated her life to education and touched countless lives during her time here. We are deeply grateful for her service and will always remember her kindness, wisdom, and unwavering commitment to our school and its students.

#### **Auditor's Presentation of the Financials for the Year Ending 2022**

C. Patricia Hayle of CPH Consulting read the Auditor's Report to the members. The report included the audit of the:

- Statements of Financial Position as at December 31, 2022
- Statements of Comprehensive Income and Cash Flows as at December 31, 2022
- Notes comprising significant accounting and explanatory information

#### **Adoption of Resolutions**

Tavia Dunn read the following Resolutions for voting and adoption by members of the Association:

##### 1. ANNUAL REPORT

To receive the reports of the Directors and Auditors, and the Audited Accounts for the year ending December 31, 2022.

Participants (online & in-person) voted in favour of adopting resolution 1.

## 2. AUDITOR & DIRECTORS

To appoint Auditors and authorize Directors to fix the remuneration of the Auditors

Participants (online & in-person) voted in favour of adopting resolution 2.

### **Report of the Nominations Committee**

Patrice Dwyer reported the following:

- The members of the committee for the period 2023 to 2024 were Keisha-Ann Down, Patrice Dwyer and Angela Patterson.
  
- The vacancies of the Board were:
  - Kim Mair - President; retire by rotation
  - Nicola Barbar - 1st Vice President; retire by rotation
  - Jacqueline Miller - 2nd VP; retire by rotation
  - Charika Helps - Treasurer; retire by rotation (resigned)
  
- The following persons were recommended for approval to the Board:
  - Stacy Belnavis
  - Lee-Anne Bruce
  
- The Board's Slate for 2023 to 2024 being presented to the Association were as follows:
  - Kim Mair - President
  - Nicola Barbar - 1st Vice President
  - Jacqueline Miller - 2nd Vice President
  - Stacy Belnavis - Treasurer
  - Lee-Anne Bruce - Company Secretary (the Company Secretary is selected by the Board, and does not require membership approval)
  
- Appointment of Nominations Committee 2023 to 2024 being presented to the Association were Keisha-Ann Down, Angela Patterson and Patrice Dwyer

## 3. ELECTION OF DIRECTORS

To re-elect the retiring Directors of the Association.

Participants (online & in-person) voted in favour of adopting resolution 3.

## 4. APPOINTMENT OF ADDITIONAL DIRECTORS

To consider the appointment of additional Directors

Participants (online & in-person) voted in favour of adopting resolution 4.

*Voting Results for the Resolutions*

<b>Resolution #</b>	<b>Yes</b>	<b>NO</b>	<b>Abstain</b>
<b>1</b>	21	0	2
<b>2</b>	23	0	0
<b>3</b>	22	0	0
<b>4</b>	19	0	2

**The Board of Directors for 2023 to 2024**

- Keisha-Ann Down - Immediate Past President
- Kim Mair - President
- Nicola Barbar - 1st VP
- Jacqueline Miller - 2nd VP
- Stacy Belnavis - Treasurer
- Lee-Anne Bruce - Company Secretary

Executives who will serve for 2023 to 2024 are:

- Recording Secretary - Sidoney Vassell
- Fundraising Officer – Noella Brown
- Social Media, Marketing & Public Relations Officer - vacant
- Big Sister Officer - Kerry-Ann Stimpson
- Outreach Officer - Karen Spence
- Scholarships Officer - Nicola Barbar
- Special Projects - Kim Mair
- Membership Officer - Carmela Richards
- Corresponding Secretary - Tanielle Mullings
- Asst. Treasurer – Kandice Simons
- Asst. Recording Secretary – vacant
- Asst. Membership Officer – Marishka-Kaye Massey
- Asst. PRO – vacant
- Asst. Big Sister Officer – vacant
- Asst. Fundraising Officer - Judie O’Sullivan

The Nominating Committee for 2023 to 2024 are Keisha-Ann Down, Angela Patterson and Patrice Dwyer.

**Any Other Business**

- Kim Mair mentioned that Hall of Fame nominations will open on August 1 and close on August 31. All information is available on the ICSHAA website.

- Karen Spence mentioned that National Alumni Week will be observed Oct. 8 to 14. The only confirmed event so far is a church service at the Mount Alvernia High School in Montego Bay. Additional information will be provided when available
- Karen Spence mentioned that virtual launch of The Robolution event, which will be held to raise US\$10k for the Jamaica Robotics team that consists of the ICHS Robotics Team, was held on Aug. 24.
- Stacy Belnavis suggested that the ICHSAA engage and collaborate with the planning committee for graduation.

### **Termination of Meeting**

- Stacy Belnavis gave the Vote of Thanks
- Angela Patterson said the closing prayer. This was followed by the singing of the ICHS school song.
- Kim Mair terminated the meeting at 6:10 p.m.

Sidoney Vassell  
Recording Secretary