



# **FIFSW Alumni Association 2022-2023 Engagement Summary**

**May 1, 2022 – April 30, 2023**

## **Contents:**

<b>Event registration and attendance overview.....</b>	<b>Page 2</b>
<b>Event geographic region breakdown.....</b>	<b>Page 4</b>
<b>Feedback survey results.....</b>	<b>Page 5</b>
<b>Social media engagement summary.....</b>	<b>Page 6</b>



## FIFSW Alumni Association 2022-2023 Event Registration and Attendance Overview

May 1, 2022 – April 30, 2023

### Alumni Event Series

Event	Date	Registered	Attended	Certs
<i>Somatic Experiencing © &amp; Indigenous Ways: Strengthening trauma-informed care &amp; practice.</i> <u>Speaker:</u> Anita Charleson-Touchie <u>Location:</u> Virtual	October 12, 2022	157	80	58
<i>Harm Reduction: Not What I Thought</i> <u>Speakers:</u> Candice Brimner, Joanna Dickinson, Michelle Lewis, Hope Ramsay <u>Location:</u> Virtual	November 23, 2022	77	41	17
<i>Clinical Conversations: A Guide to Clinical Hypnosis for Mental Wellbeing</i> <u>Speaker:</u> Jennifer Shields <u>Location:</u> Virtual	December 12, 2022	119	45	34
<i>The Effects of Early Trauma on Brain Development: Relevance in 2023</i> <u>Speaker:</u> Geraldine Crisci <u>Location:</u> Virtual	March 20, 2023	106	61	39
<i>FIFSWAA Reading Club: An Evidence-Based Approach for Treating Stress and Trauma due to Racism</i> <u>Speaker:</u> Angela Haeny <u>Location:</u> Virtual	May 29, 2023	23	13	8
<b>TOTAL</b>		<b>482</b>	<b>240</b>	<b>156</b>



## Convocation Celebrations

Event	Date	Registered
<i>Spring Convocation Celebration 2022</i> <u>Location:</u> John H. Daniels Faculty of Architecture, Landscape and Design, 1 Spadina Crescent	June 17, 2022	431
<i>Fall Convocation Celebration 2022</i> <u>Location:</u> Factor-Inwentash Faculty of Social Work, 246 Bloor Street West	November 10, 2022	149
<i>Celebrating FIFSW's Classes of 2020 and 2021</i> <u>Location:</u> The Carlu, 444 Yonge Street	December 7, 2022	247
<b>TOTAL</b>		<b>827</b>

## Distinguished Speakers Series

Not held between May 1, 2022 and April 30, 2023.



## FIFSW Alumni Association 2022-2023 Engagement Summary – Geographic Breakdown

Event	Canada	US	Outside Canada & US	Not specified
<i>Somatic Experiencing © &amp; Indigenous Ways: Strengthening trauma-informed care &amp; practice.</i> <u>Speaker:</u> Anita Charleson-Touchie <u>Location:</u> Virtual	N/A	N/A	N/A	N/A
<i>Harm Reduction: Not What I Thought</i> <u>Speakers:</u> Candice Brimner, Joanna Dickinson, Michelle Lewis, Hope Ramsay <u>Location:</u> Virtual	57	3	0	17
<i>Clinical Conversations: A Guide to Clinical Hypnosis for Mental Wellbeing</i> <u>Speaker:</u> Jennifer Shields <u>Location:</u> Virtual	92	5	1	21
<i>The Effects of Early Trauma on Brain Development: Relevance in 2023</i> <u>Speaker:</u> Geraldine Crisci <u>Location:</u> Virtual	89	4	0	13
<i>FIFSWAA Reading Club: An Evidence-Based Approach for Treating Stress and Trauma due to Racism</i> <u>Speaker:</u> Angela Haeny <u>Location:</u> Virtual	14	1	0	8



## FIFSW Alumni Association 2022-2023 Feedback Survey Results

For events in the FIFSW Alumni Event Series, **the average rating across events was 4.61** during the 2022-2023 year.

Event	Response #	Average rating	How did you hear about event?
<i>Somatic Experiencing © &amp; Indigenous Ways: Strengthening trauma-informed care &amp; practice.</i> <u>Speaker:</u> Anita Charleson-Touchie <u>Location:</u> Virtual	22	4.67	Email = 10 Digest = 6 Word of mouth = 4 Website = 1 Other = 1
<i>Harm Reduction: Not What I Thought</i> <u>Speakers:</u> Candice Brimner, Joanna Dickinson, Michelle Lewis, Hope Ramsay <u>Location:</u> Virtual	N/A	N/A	N/A
<i>Clinical Conversations: A Guide to Clinical Hypnosis for Mental Wellbeing</i> <u>Speaker:</u> Jennifer Shields <u>Location:</u> Virtual	13	4.38	Digest = 7 Email = 6 Word of mouth = 0 Website = 0 Other = 0
<i>The Effects of Early Trauma on Brain Development: Relevance in 2023</i> <u>Speaker:</u> Geraldine Crisci <u>Location:</u> Virtual	18	4.61	Email = 14 Digest = 3 Website = 1 Word of mouth = 0 Other = 0
<i>FIFSWAA Reading Club: An Evidence-Based Approach for Treating Stress and Trauma due to Racism</i> <u>Speaker:</u> Angela Haeny <u>Location:</u> Virtual	4	5.00	Digest = 2 Email = 1 Website = 1 Word of mouth = 0 Other = 0



## **FIFSW Alumni Association 2022-2023 Social Media Engagement Summary**

### **Facebook**

**2022-2023 membership:** 1,107 members

**2021-2022 membership:** 886 members

**Engagement:** according to the Facebook group's statistic insights, Wednesday is reported to be the day when most posts are made.

### **Twitter**

**2022-2023 membership:** 121 followers

**2021-2022 membership:** not reported

### **Brand Identity and Visual Constancy**

- Created a custom Alumni Association logo and brand collateral based on FIFSW's parent brand identity in order to create a strong visual affiliation with the Faculty but differentiate Association content at a glance; updated visual and written collateral across social media platforms.
- Streamlined web presence navigation with custom LinkTree page (a central home for links to our various social media platforms, website pages, important information, etc.)  
See: <https://linktr.ee/fifswalumni>

### **Facebook & Twitter Community Management**

- Boosted relevant internal & external social work news, job posts, program information, etc. to create value for members of the Alumni community.
- Updated privacy settings and security questions, performed a member audit, monitored group activity, and responded to concerns to ensure quality, relevance, and safety.

### **Program & Event Promotion**

- Produced promotional graphics for key events and programs to increase awareness and engagement
- Liaised with the Advancement Office, Practicum Office, etc. to cross-promote events, field instructor recruitment, etc.