

<b>SUBJECT</b>	<b><i>alumni UBC</i> ACTIVITY REPORT</b>
<b>MEETING DATE</b>	<b>JUNE 14, 2017</b>

Forwarded to the Board of Governors on the Recommendation of the President

**APPROVED FOR SUBMISSION**



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 Santa J. Ono, President and Vice-Chancellor

<b>DECISION REQUESTED</b>	<b>For Information</b>
<b>Report Date</b>	May 8, 2017
<b>Presented By</b>	Barbara Miles, Vice-President Development & Alumni Engagement Jeff Todd, Associate Vice-President Alumni and Executive Director, <i>alumni UBC</i>

**EXECUTIVE SUMMARY**

The 2016-2017 year is closing out with a record setting 65,222 alumni engaged in the life of UBC. During the last half of Q4, alumni were invited to programs examining issues of race, gender and Big Data. We also piloted our new career workshop, entitled *Career Agility*, as well as hosted our first online networking events.

The April 2017 *alumni UBC* Update is attached for more information.

**INSTITUTIONAL STRATEGIC PRIORITIES SUPPORTED**

- Learning     
  Research     
  Innovation     
  Engagement (Internal / External)     
  International
- or  Operational

**DESCRIPTION & RATIONALE** Update on what *alumni UBC* has accomplished over the last quarter.

**BENEFITS** *alumni UBC* involves more than 55,000 alumni in the life of the University each year. Our alumni are donors and volunteers and, through their professional activities and community commitments, contribute to the reputation of UBC.

Learning, Research, Financial, Sustainability & Reputational

**RISKS** Numbering more than 320,000, UBC alumni are the University's largest constituent group.

Financial, Operational & Reputational

**Previous Report Dates** This is a standing report, provided to the Board most recently on:  
 April 13, 2017; February 14, 2017; December 6, 2016; September 21, 2016

# alumniUBC UPDATE



## Message from the Executive Director, *alumni UBC* / AVP, Alumni

Strong results and a focus on strategic planning over the past fiscal year have left us in a favourable position for reaching our ambitious goals in the years ahead. The 2016-17 year saw a record-breaking 65,222 individual alumni engaging with UBC, and our new strategic plan sets out the goals and strategies required to reach our new target of engaging 50 per cent of our 325,000-strong alumni body over the next five years.

To set us off on the right track, we have been busily planning activities to mark the 100th anniversary of the establishment of the UBC Alumni Association, and will be calling on our alumni to make 100,000 connections with UBC over the coming year. We will be providing them with a variety of ways to do this - from adding a virtual pin to an online map to represent where they live in the world, to hosting or attending one of 100 alumni dinners. This programming will launch with a freshly designed website on May 4.

Event programming this quarter has been well attended and well received, touching on some topics that have been receiving a lot of attention in the mainstream media and showcasing the impressive expertise of UBC faculty and alumni who volunteered as panel members.

Our career programming is also developing well, building upon existing mentorship programs by using volunteer alumni presenters with relevant expertise for in-person workshops and webinars. Virtual networking opportunities are also helping us to grow the reach of career programming. This is an exciting and valuable addition to our range of engagement opportunities, and one we aim to expand on.

**Jeff Todd**  
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## GOAL I: ALUMNI ARE INTEGRAL AND ENGAGED

As core constituents, alumni are well informed and have an influential voice and stake in their university

### Alumni in Victoria Meet President Ono

President Ono continues to meet alumni residing in our key regions, and March 1 saw him in Victoria for an evening of activities at the Fairmont Empress. The night began with a roundtable featuring nine engaged members of the alumni community in Victoria, hosted by **Connie Fair** (BCom'84, MBA'88; president and CEO, Land Title and Survey Authority of British Columbia, and a member of the alumni UBC Advisory Council). Following this informative discussion, **Professor Ono** hosted a recognition reception for more than 50 UBC donors and guests. The evening continued with presentations from three of UBC's top researchers working in the fields of stroke recovery, renewable energy, and microfluidics. The presentations were open to all alumni, and afterwards Professor Ono led a panel discussion and audience Q&A before inviting the 150 guests to enjoy a post-program reception.

### Robert H. Lee Alumni Centre

March 31 marked the end of the alumni centre's first full fiscal year of operation, and we're pleased to report on its success.

The Welcome Centre component has become a popular service on campus. Over the year, front desk staff handled nearly 30,000 interactions with visiting alumni, staff, faculty, students, and general visitors to the Vancouver campus. The interactive wall continues to be a hit, with 20,390 users viewing nearly 86,000 pages.

Rentals have also been strong. In the last six weeks alone, the building hosted more than 70 meetings and events including the UBC Strategic Plan consultation launch, a Canadian Council for the Advancement of Education board meeting, and Royal College of Physicians examinations. We exceeded our revenue targets and look forward to building on our successes.



Front desk staff at the alumni centre handled nearly 30,000 interactions with visitors over the past year

## GOAL II: ALUMNI ADVANCE UBC'S VISION

UBC's aspiration to be globally influential and foster positive change is realized in large part by its alumni through their engagement in the world

### Examining Whiteness

In partnership with Equity and Inclusion, *alumni UBC* hosted a provocative panel discussion at the Robert H. Lee Alumni Centre called *Examining Whiteness: What's at stake for Canada?*

CBC's **Duncan McCue**, LLB'96, moderated the discussion, which featured an esteemed panel of academics: **Professor Malinda Smith**, Department of Political Science (University of Alberta); **Linc Kesler**, associate professor of English and First Nations and Indigenous Studies, and director of the First Nations House of Learning; and **Handel Wright**, director of UBC's Centre for Culture, Identity & Education. The panellists addressed the realities of racism and offered critical reflection on white privilege in Canada. There was standing room only, with more than 300 alumni, students, faculty and staff in attendance.

### UBC Dialogue: Gender Identity

We concluded our 10th year of UBC Dialogues with a panel discussion on gender identity, in partnership with the Faculty of Education. The five expert panellists were **Steve Mulligan**, BEd'00, MEd'08, coordinator of the Teacher Education for All Project at UBC; **Lori MacIntosh**, MA'04, PhD'13, a lecturer in The Institute for Gender, Race, Sexuality and Social Justice and the Faculty of Education; **Morgane Oger**, BAsC'93, a passionate advocate for education, families and human rights, and a transgender mother, co-parenting two young children; PhD candidate **Harlan Pruden**, managing editor at Two-SpiritJournal.com; and **Toni Schmader**, Canada Research Chair in Social Psychology and director of the Social Identity Lab at UBC. The panel presented on the diverse aspects of the shifting gender landscape before convening for a panel discussion about societal understanding of gender in the 21st century. More than 320 alumni and friends attended *Rethinking Gender: How do we break free from stereotypes*, which was held at the Coast Coal Harbour Hotel.



More than 320 alumni and friends attended *Rethinking Gender: How do we break free from stereotypes*

## Supporting the AMS All President's Club Dinner

The All Presidents' Club Dinner hosted by the Alma Mater Society is an appreciation event for the presidents and treasurers of every student-run club and undergraduate society on the Point Grey campus and a means of marking the achievements of UBC's outstanding student leaders. More than 300 guests attended this dinner and awards presentation. In partnership with *alumni UBC*, the AMS once again presented its Great Trekker Award to a deserving alumnus who has given back to UBC and its current students. This year's award was presented to Board of Governors member **Graham Lee**, *BCom'87*. **Faye Wightman**, *BSc'81*, chair of *alumni UBC*, provided the keynote remarks.

## Global Alumni Network Activity

UBC alumni connected with old friends and new at a joint mixer with SFU and UVic grads in Singapore; visited a cabane à sucre with fellow Canadian university alumni in Paris; attended a gathering in Bangkok to watch the International Rugby Tens tournament; enjoyed an alumni "pit night" in Montreal; fuelled up at a winter season hotpot night in Hong Kong to celebrate Chinese New Year; and partook in a scavenger hunt, also in Hong Kong, followed by an all-you-can-eat BBQ dinner.



UBC alumni mixed with other grads in Montreal.

## GOAL III: THE ALUMNI EXPERIENCE IS MUTUALLY BENEFICIAL

Alumni benefit from the intellectual, cultural and social resources of their university; UBC benefits from alumni skills and capacity

### Graduation Ball in the Okanagan

The second annual Graduation Ball was held at the Delta Grand Okanagan Resort on March 25. This year's Student Alumni Engagement Committee worked with the *alumni UBC* Okanagan team throughout the fall and winter, sharing with senior students the benefits of a lifelong relationship with UBC, and planning and promoting the Class of 2017 Graduation Ball.

"Gatsby Glam" was the chosen theme, and the nearly 200 soon-to-be alumni and their guests enjoyed music by the Trevor Salloum Trio, mindbending tricks from a roving magician, and a Gatsby-themed photo booth. **Blake Edwards**, BA'16 and president of the UBC Student Union Okanagan, shared a message of congratulations, followed by the evening's keynote speaker, Okanagan alumna and Global News journalist **Neetu Garcha**. Garcha shared a message about the value of education and the responsibility alumni have to build a strong and positive society. The speaking program concluded with a celebratory toast in *alumni UBC* branded flutes, followed by dancing and music courtesy of Student Union Productions.

### Student Tuition Fee Contest

In March, in an effort to create greater awareness of *alumni UBC* among students, we launched a tuition fee contest on both campuses. The winner will receive \$2,500 towards tuition. The contest is tied to year-end student festivities on both campuses, with the winner selected at the end of April. The contest is being shared on all *alumni UBC* and student platforms. As part of the contest, students must watch a short *alumni UBC* benefits and services video to obtain the answer they need to a skill-testing question. As of April 10, we have received 3,900 entries towards a goal of 5,000 for this pilot year.



Neetu Garcha, BMGT'12, shares her message encouraging graduates to make a positive impact



UBC Okanagan's Class of 2017 party at the second annual Graduation Ball

## Big Data, Big Issues: Should We Be Worried?

On February 15, in partnership with VP Research and the Peter Wall Institute, a capacity crowd of alumni, and friends filed into Science World for the second installment of the UBC Killam Professor Lecture Series. Three of UBC's newest Killam professors and world-leading scientists – **Dr. Sarah Otto**, **Dr. Loren Rieseberg** and **Dr. Bob Hancock** – participated in a discussion on the impact and implications of big data and genomics within their fields. The discussion was moderated by **Dr. Catalina Lopez-Correa**, chief scientific officer and vice president of sector development for Genome BC.

## Career Development

### Pilot workshop

alumni UBC launched the pilot of a career development workshop that is based on the research of UBC's own **Dr. Norman Amundson**, a professor in the department of Counselling Psychology. The workshop ran over three weeks and all spaces were filled. Feedback was extremely positive, with 100 per cent of participants reporting that the workshop gave them valuable skills and strategies to grow in their career.

### Live Career Webinars

alumni UBC is now offering monthly live webinars on a range of career topics of interest to alumni. We have hosted two live webinars so far, with more than 200 registrants for each. This program also enables us to engage alumni with related expertise as volunteer presenters.

### Virtual Career Development Chats

In March alumni UBC partnered with the Sauder School of Business to host a virtual networking and career-coaching event. Using the Brazen platform, we set up a variety of booths for alumni to visit, either to network with fellow grads or to get expert help with career questions from us. The event was a great success and engaged alumni from all over the world.

## Travel Club

Eighteen alumni UBC travellers shared the trip of a lifetime on a Serengeti Safari with UBC Zoologist and alumnus **Greg Sharam**, MSc'01, MSc'05. The travellers' feedback revealed that overall the tour exceeded expectations. One of them included a favourite memory: "Sitting quietly as a herd of 72 elephants approached and moved around our truck on the south Serengeti Plain. It brought me to tears..."

### Upcoming tours

*East Coast Extravaganza* hosted by alumni UBC chair **Faye Wightman** BSc'91. This trip focuses on sustainable community development and takes in Halifax, the spectacular Fogo Island Inn, and St. John's.

*Medieval Siena and Florence* with UBC Professor of Critical Studies, **Michael Treschow**

*Japan and South Korea* with UBC Professor and St. John's Graduate College Principal **Henry Yu**.

More information, including details on upcoming webinars and lunch & learns, can be found at [www.alumni.ubc.ca/travel](http://www.alumni.ubc.ca/travel)



Eighteen alumni UBC travellers shared the trip of a lifetime on a Serengeti Safari

## GOAL IV: ALUMNI UBC MODELS BEST PRACTICE AND GROWS ITS CAPACITY TO SERVE

The *alumni UBC* operation (UBCAA, university-wide units and faculties) is vision-focused, growing in capacity to serve and engage, and demonstrates outcomes consistent with a high performing organization.

2016-2017 was a record-setting year for alumni engagement, with 65,222 individual alumni engaging 126,000 times collectively over the year. This puts us in a very strong position as we start our new strategic plan, which outlines the ambitious goal of engaging 50 per cent of our alumni over the next five years.

	2017 Q1	2017 Q2	2017 Q3	2017 FINAL	ANNUAL GOAL	% OF GOAL	2016 RESULTS	2015 RESULTS
Applied Science	3,527	5,417	7,504	9,416	7,500	100%	7,959	8,825
Arts	4,291	6,822	9,003	12,363	10,000	90%	10,155	11,156
Dentistry	546	725	1,116	1,347	1,350	83%	1,296	977
Education	2,004	3,694	5,146	6,989	7,000	74%	7,565	7,105
Forestry	755	1,131	1,483	1,827	1,400	106%	1,544	1,528
Land and Food Systems	703	1,229	1,541	1,918	1,500	103%	1,626	1,551
Law	1,342	2,312	3,258	3,912	3,000	109%	3,631	3,259
Medicine	1,608	2,415	6,531	7,009	5,500	119%	5,342	5,050
Pharmacy	446	874	1,129	1,413	1,300	87%	1,468	1,321
Sauder	3,535	5,425	7,194	8,491	8,250	87%	7,797	8,130
Science	4,269	5,788	7,212	8,844	7,250	99%	7,188	7,805
UBC Okanagan	750	1,622	2,051	2,582	2,400	85%	2,047	1,597
Other	67	71	29	73			84	366
<b>Total</b>	<b>23,843</b>	<b>37,525</b>	<b>53,197</b>	<b>65,222</b>	<b>55,000</b>	<b>118%</b>	<b>57,702</b>	<b>58,670</b>
Athletics*	360	1,037	1,322	2,241	2,500	53%	3,306	1,737

\* NOT INCLUDED IN TOTAL GOAL

## Upcoming Alumni Programming

<b>May 11</b>	<b>In Conversation with Author Michael Harris, BA'02</b> <i>(Vancouver)</i>	<b>May 17</b>	<b>Live Webinar – From Boss to Leader:</b> <i>3 Keys to Authentic Leadership (online)</i>
	<b>Antarctic Circle Expedition Lunch &amp; Learn</b> <i>(Vancouver)</i>		<b>Culinary Vietnam Lunch &amp; Learn</b> <i>(Victoria, BC)</i>
	<b>UBC Sauder – Step into the Executive Suite:</b> <i>Jason Ding, Partner at Bain &amp; Company (Shanghai)</i>	<b>June 6</b>	<b>Canadian University Alumni Summer Drinks</b> <i>(Zurich)</i>
<b>May 15</b>	<b>UBC Sauder – Step into the Executive Suite:</b> <i>Ricky Lau, Partner at TPG Capital (Hong Kong)</i>	<b>June 13</b>	<b>Let's Play Ball! Blue Jays vs Rays</b> <i>(Toronto)</i>
	<b>Can Victoria be saved from its own popularity?</b> <i>(Victoria, BC)</i>	<b>June 15</b>	<b>alumNIGHTS: Money and You –</b> <i>With Odlum Brown Limited (Vancouver)</i>
		<b>June 24</b>	<b>Joy of Feeding 2017</b> <i>(Vancouver)</i>

## 2016-17 alumni UBC Board of Directors

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### TERMS ENDING 2017

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### TERMS ENDING 2018

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Randy Findlay, BASc'73, PEng ICDD

Leslie Lee, BCom'84

Faye Wightman, BSc'81 (Nursing)

### TERMS ENDING 2019

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Valerie Casselton, BA'77

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