


SUBJECT	<i>alumni UBC</i> ACTIVITY REPORT
MEETING DATE	FEBRUARY 15, 2018

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

**APPROVED FOR
SUBMISSION**



Santa J. Ono, President and Vice-Chancellor

DECISION REQUESTED	For Information
Report Date	January 11, 2018

Presented By Barbara Miles, Vice-President Development and Alumni Engagement
 Jeff Todd, Associate Vice-President Alumni and Executive Director, *alumni UBC*

EXECUTIVE SUMMARY

November was a busy month of celebration for *alumni UBC* hosting all of the post-graduation festivities in the Robert H. Lee Alumni Centre. As well, we recognized our newest Alumni Achievement Award recipients with a gala at the Hotel Vancouver. The quarter ended with seasonal celebrations with our alumni and donors in Hong Kong, Shanghai and Beijing.

Engagement numbers continue to be very strong, with 52,633 alumni getting involved with UBC to the end of 2017.

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 65,000 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 This is a standing report, provided to the Board most recently on:
Dates December 5, 2017; September 21, 2017; June 15, 2017; April 13, 2017

alumniUBC UPDATE

Connecting Forward



MESSAGE FROM THE EXECUTIVE DIRECTOR, ALUMNI UBC / AVP, ALUMNI

When planning and building the Robert H. Lee Alumni Centre, we envisaged a dynamic and welcoming space at the heart of campus that would serve not only alumni, but also the entire campus community. We wanted it to become the natural choice of venue for alumni, students, staff and faculty looking to learn, collaborate, socialize and take advantage of *alumni UBC* and other campus programming.

This quarter has certainly seen that vision come to life, and fall graduation was a spectacular example. Attendance at post-graduation receptions eclipsed previous years, and our guests were keen to take advantage of everything on offer, particularly A-Card activation.

This success was partly a result of strategic partnerships, especially with UBC Ceremonies and Events, that allowed all involved parties to improve the experience for new grads by concentrating their efforts into a lively and memorable celebration. Many student, staff and alumni volunteers were

on hand to make sure that the receptions ran smoothly and new grads had the best introduction possible to their future lives as alumni.

Alerting students to the advantages of membership in *alumni UBC* is a key part of our strategic plan; I hope that their graduation experience will encourage them to explore more of our programs — especially our careers program, which is fast expanding and now delivering many of its resources online.

Now that graduation is over, the Robert H. Lee Alumni Centre has moved into “Holiday Central” mode and is festooned with holiday trees decorated by different faculties and departments. ‘Tis the season!

Jeff Todd
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GOAL 1 | BROADER ENGAGEMENT

Ensure more alumni benefit from the collective resources of UBC and the global alumni network, and more students become familiar with *alumni UBC*.

JOURNEY TO EMINENCE: ALUMNI UBC 100 HONG KONG GALA & AWARDS

On December 9, nearly 350 alumni and friends attended an inspiring gala and awards ceremony in Hong Kong. The evening celebrated the strength of our global alumni community as well as the long-term service and significant contributions of individual alumni in building the *alumni UBC* community in Asia, particularly in Hong Kong.

The event included a pre-reception to recognize the 13 Asia-based recipients of our Alumni Builder Awards, created exclusively to commemorate the 100th anniversary of *alumni UBC*. A committee of alumni peers selected six of the builders for special secondary awards in the categories of Innovation, Entrepreneurship, Arts & Humanities and Sciences & Social Sciences, which were awarded during the gala dinner.

The *alumni UBC* Hong Kong Leadership Council was instrumental in planning this year's gala event, contributing countless planning hours and raising HKD 700,000 (approx. CAD 115,000) in sponsorship funds.

SEASONAL CELEBRATIONS IN BEIJING AND SHANGHAI

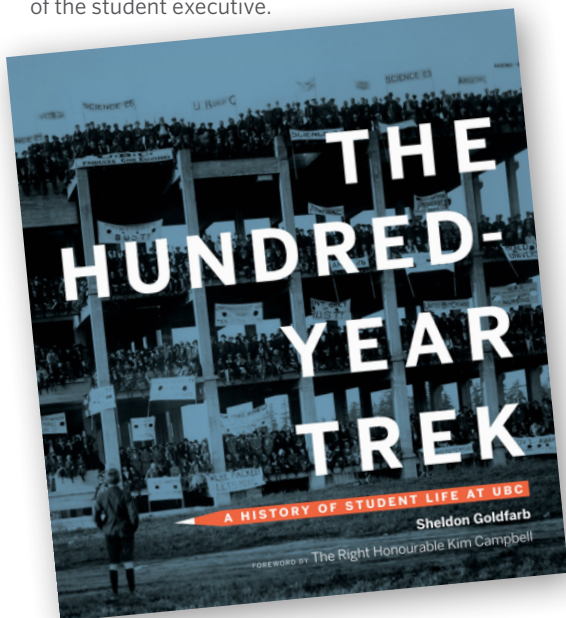
Following the successful gala and awards ceremony in Hong Kong, **Jeff Todd**, executive director of *alumni UBC* and AVP, Alumni, continued on to Beijing and Shanghai to host seasonal dinners for the alumni communities there.

Both dinners featured an interview with a successful alumnus. In Beijing, more than 80 alumni and friends heard from **Jason Ding**, MSc'94, a partner with Bain & Company, and the Shanghai dinner, attended by approximately 70 alumni, featured **Albert Yu**, MSc'85, CEO Asia for BMO Financial Group.



THE HUNDRED-YEAR TREK

In partnership with the AMS, *alumni UBC* hosted a book launch for *The Hundred-Year Trek: A History of Student Life at UBC* at UBC and acknowledged some of the key players and personalities who have built UBC community and culture over the past century. One hundred and twenty-five alumni and friends attended. The book's author, **Sheldon Goldfarb**, PhD'92, MAS'96, AMS archivist, was the keynote speaker, and **Justin McElroy**, BA'11, CBC reporter and past editor of the *Ubsy*, was moderator for a panel discussion. The panel included **Dave Frank**, BSc'83, MBA'85, chair of the Richmond Community Foundation, former AMS president and past member of the UBC Board of Governors; **Sophia Haque**, BCom'07, Studentcare program manager and former VP-Finance for the AMS; **Nestor Korchinsky**, the face of UBC intramurals for four decades; and **Ava Nasiri**, BA'16, former AMS president and VP-Admin. The evening was a reunion of the "hacks," and there was representation from at least four decades of the student executive.



BEYOND #METOO AND #IWILL

For the past 18 months, *alumni UBC* has partnered with the Equity & Inclusion Office to host events on topical subjects. Our third event was *Beyond #MeToo and #IWill: Changing Workplace Culture*. It was held to examine the recent flow of sexual harassment accusations covered in the media and the consequent social media campaigns that have built awareness of and support for victims, especially women. The live-streamed event coincided with the International Day for the Elimination of Violence against Women and attracted 109 alumni and friends.



UBC DIALOGUES OKANAGAN: WHAT MAKES A WINE WORLD CLASS?

On November 2, more than 125 guests filled the Coast Capri Hotel in Kelowna to learn about quality wine. CBC Radio host **Sarah Penton** moderated a lively discussion with the four panel members — all local Okanagan winery owners and wine makers — and attendees enjoyed a guided wine tasting. **Howard Soon**, BSc'74, represented Sandhill Wines; **Gordon Fitzpatrick**, BA'83, represented the Fitzpatrick Family Vineyards; **Cynthia Enns** attended from Laughing Stock Vineyards; and **Tony Holler**, BSc'74, MD'79, attended from Poplar Grove Winery.



MASTER MIND MASTER CLASS: WITH ATOM EGOYAN

alumni UBC's Master Mind Master Class series offers an unprecedented look into the minds of modern thinkers making a unique impact on the world, and the lessons they've learned. To honour the 50th anniversary of film classes at UBC, *alumni UBC* partnered with the Department of Theatre and Film, Faculty of Arts and UBC Library to host filmmaker **Atom Egoyan**. More than 350 alumni and friends attended.

Egoyan is the director of modern classics such as *Exotica*, the Oscar-nominated *The Sweet Hereafter*, *Ararat*, and *Chloe*. He shared with the audience how he makes stories compelling and why bold filmmaking has never been more important than it is in the current global political climate. Prior to the main event, Egoyan conducted a master class with 100 film students.

The event was sponsored by Creative BC, in partnership with Videomatica and the Irving K. Barber Learning Centre.



Ben Heppner + Barbara Miles in conversation

GREAT TREKKER SERIES: WITH BEN HEPPNER, BMUS'79, LLD'97

On October 30, *alumni UBC* presented its annual Great Trekker event at the TIFF Bell Lightbox in Toronto. This program provides UBC grads with exclusive opportunities to meet and hear from prominent alumni and build connections within their local alumni community. This year's special guest was renowned Canadian tenor and CBC Broadcaster **Ben Heppner**, BMus'79, LLD'97.

The evening began with a mini-mentoring session hosted by Dr. Heppner, where four alumni had the opportunity to ask him questions in an informal environment. At the same time, **Barbara Miles**, VP, Development & Alumni Engagement, hosted a recognition reception for more than 50 UBC donors and their guests.

Afterwards, the 85 alumni and friends in attendance enjoyed an "in conversation" with Dr. Heppner, who regaled them with entertaining and poignant stories from his personal journey since graduating from UBC, and highlights from his career. The evening concluded with a networking reception, where guests had the opportunity to interact with Dr. Heppner in a more relaxed setting.

MINI MED SERIES: CHILDREN'S HEALTH

Raising children to be healthy – physically, cognitively, socially and emotionally – is critical for their development and future well-being. That is why it was so important to dedicate this year's Mini-Med series to children's health.

More than 100 alumni and community members attended the four Mini-Med presentations, which took place from October 18 to November 8 at the Clinical Campus at Kelowna General Hospital. Medical experts from the Okanagan and the lower mainland provided parents, grandparents, teachers and caregivers with the information they need to raise kids to be healthy and happy.

The four lectures are now available online:

www.alumni.ubc.ca/2017/webcasts/ubc-minimed-okanagan-2017/



THE ACTIVE LIFE: WHAT ARE THE RISKS AND REWARDS?

On November 8, *alumni UBC* collaborated with the Faculty of Medicine to present a panel discussion in Victoria on the risks and rewards of leading an active life. More than 50 alumni and friends, UBC students and medical residents listened to a panel of UBC and community experts discuss how sedentary lifestyles and fear of serious injury can act as barriers to reaping the rewards of a physically active lifestyle in adults and opportunities for outdoor risky play in kids.

The evening included a pre-talk for UBC students and medical residents featuring a number of local specialists sharing their expertise in concussion treatment. It helped build awareness of *alumni UBC's* regional programming with the next generation of UBC alumni.



SCOTIABANK ECONOMIC FORUM

More than 300 alumni and friends attended the 2017 Scotiabank Forum held at Scotiabank Theatre in early November. This is the fourth year *alumni UBC*, in partnership with the Sauder School of Business, has collaborated on the morning event with Scotiabank's senior economist **Jean-François Perrault**.

Following a light breakfast networking reception, attendees listened to Perrault's observations on the Canadian and World economies. With continued growth and generally low interest rates, the outlook is fairly positive, he reported, but he also warned that current geopolitical risks could derail what looks like a solid global recovery.

FALL GRADUATION

alumni UBC celebrated fall graduation by welcoming more than 5,100 guests and 1,025 new alumni to celebratory receptions held at the Robert H. Lee Alumni Centre. This is a 190 per cent increase in general attendance over last year and a 253 per cent increase in engaged alumni.

One reason for the increase was our partnership with the Ceremonies and Events Office, who moved their celebratory elements from the Flag Pole Plaza to the centre for a more concentrated joint effort. New grads returned their gowns to the nearby Bookstore, which also helped boost numbers.

Sixteen alumni reps from various faculties volunteered at the graduation ceremonies, where all new grads received an alumni handbook, and we benefited from the support of a further 30 volunteers, both students and alumni, for the receptions.

alumni UBC provided complimentary sparkling wine in a branded flute to each new grad, and complimentary coffee and tea to all attendees. Guests made the most of the centre's interactive wall, professional photographers, cake, merchandise, and live performances from the School of Music.

A-Card activations saw an 86 per cent increase over last fall, with 1,149 completed online or in person. Our enhanced interaction areas for sponsors were visited by more than 703 alumni, with BMO filling out 100 applications on site.



Graduation festivities in the Robert H. Lee Alumni Centre



ALUMNI UBC CAREER DEVELOPMENT

Career Strategy Sessions

This quarter we piloted a new initiative for UBC alumni called Career Strategy Sessions. Provided both in person and online, the sessions provide an action-oriented career exploration opportunity specific to each individual. They help alumni gain insight about their skills, strengths, and values, and how to leverage them to design a meaningful and fulfilling career.

For the pilot, we offered the sessions once a week and this quarter were able to deliver 47 sessions. All participants reported that the sessions were beneficial to their career development and met or exceeded their expectations.

How to Write a Professional Bio

This live webinar, hosted by *alumni UBC*'s career educator **Michele Murphy**, took alumni through a step-by-step process for creating a professional bio. It was accessed by 222 alumni.

How to Effectively Find and Engage with a Professional Mentor

This live webinar marked our first partnership with e@UBC, the entrepreneurship hub housed on the lower level of the Robert H. Lee Alumni Centre. Alumna and accomplished entrepreneur **Amielle Lake, BA'02**, led this engaging session about how to find a mentor and effectively manage a mentoring relationship. This live online event was accessed by 116 alumni, who contributed to a lively Q&A session at the end.

How to Tell a Story That Sells

This workshop, a collaboration between *alumni UBC* and UBC Sauder, brought 68 alumni to the Robson Square campus for some powerful public speaking tips. Guest presenter Ivan Ruis energized the group with a series of interactive activities. Feedback was very positive.

GOAL 2 | DEEPER ENGAGEMENT

Deepen connection with key alumni, so UBC benefits from their voice, influence, skills and capacity.

PRESIDENTIAL INTRODUCTION IN CALGARY

On October 5, *alumni UBC* introduced **Professor Ono** to the alumni community in Calgary with a series of evening activities held at the Fairmont Palliser.

Gregg Saretsky, BSc'82, MBA'84 (WestJet president and CEO; vice chair, *alumni UBC* Board of Directors), and **Randy Findlay**, BASc'73 (*alumni UBC* Board of Directors and *alumni UBC* Calgary Leadership Committee), co-hosted a roundtable for Professor Ono and 12 key members of UBC's alumni community in Calgary. Following this discussion, Professor Ono hosted a recognition reception for more than 35 UBC donors and guests.

During the evening program, Professor Ono spoke of his priorities for UBC before moderating a panel discussion with local and UBC experts. The panel discussed the unique challenges and opportunities Canada faces in nurturing its innovation ecosystem, as well as new initiatives that are putting Canada on track to become an innovation powerhouse. After leading an audience Q&A, he concluded the program and invited the nearly 140 alumni, donors, UBC co-op students, and community members to enjoy a post-program reception.



In Calgary to discuss
"Is Collaboration Key
to Shaping Canada's
Innovation Future?"



LIVING WITH PURPOSE: IDEAS FOR PURSUING A LIFE OF MEANING

For this panel discussion moderated by CBC's **Margaret Gallagher**, *alumni UBC* partnered with the Project Change Foundation (PCF), which is led by four UBC alumni who embrace and promote positive change in the world. **Joe Kelly**, BSc'94, MSc'96, and **Holman Wang**, BEd(Elem)'95, MASA'98, LLB'05, convened four world-class thought leaders in human well-being and fulfillment to explore the topic of living with purpose.

Eyoälha Baker, Dr. John Helliwell, Rev. Beth Hayward and **Azim Jamal** engaged in an insightful conversation on how they understand, seek and find meaning in life, and how our alumni can do the same. After the discussion, members of PCF and past and present PCF grant recipients hosted a reception and silent auction that generated \$10,000 for emerging change-and-difference makers. This year's recipient is the Binnars' Project, a Downtown Eastside initiative supported by UBC students, staff and alumni. Previous recipients include The Lipstick Project and Community First Foundation.

More than 225 alumni and friends attended the panel discussion and fundraising reception.



DESIGN YOUR LIFE: STUDENT EDITION

alumni UBC was approached by students in the Sauder School of Business Bachelor + Masters of Management cohort for resources on personal growth and finance to help them transition into life after graduation. To establish a new entry point for alumni engagement, *alumni UBC* designed a pilot workshop in collaboration with the B+MM cohort.

The workshop was delivered through a two-pronged approach: the first was on mapping your personal network and was led by **Dr. Neil Armitage**, a learning strategist with UBC's Centre of Student Involvement and Careers and professor in UBC's sociology department. The second was led by alumna Karen So, the soon-to-be UBC Campus TD Branch Manager, as part of the TD Bank's financial literacy outreach program. Thirty students from the B+MM cohort attended the two-hour workshop, which took place at the Robert H. Lee Alumni Centre.

ROBERT H. LEE ALUMNI CENTRE AND UBC WELCOME CENTRE

The Robert H. Lee Alumni Centre hosted 116 meetings, conferences and events this quarter, with a total of 1,570 reserved hours. Highlights include the awards ceremony for the Dhahan Prize for Punjabi Literature, the 2017 Symposium for the Canadian Undergraduate Surgical Education Committee and an anniversary symposium to mark 20 Years of Brain Health held by the Djavad Mowafaghian Centre.

The Welcome Centre continues to establish itself as a favourite spot for community connections on campus. For the second year, we have transformed the Robert H. Lee Alumni Centre into "Holiday Central" with 20 Christmas trees decorated by different faculties and departments. To be eligible to vote for their favourite tree, patrons donated food or money to the food bank. The program launched with the second annual Cocktails and Carols, which attracted 200 guests.

The aim is to create a warm and welcoming gathering space for the community and also to promote the Robert H. Lee Alumni Centre as a great choice of venue for holiday parties.

The centre's Tunes at Noon program, which offers free performances by school of music students in the foyer, has developed a strong following and continues to see growth.

The Campus Challenge, which encourages students, staff and faculty to explore their campus and win prizes, ran for a second year and enjoyed double the participation rate of last year.

Fall graduation was also a great success with a significant increase in both guests and activities as described earlier.

OKANAGAN CAMPUS ALUMNI AND VOLUNTEER LUNCHEON: IT'S THE MOST WONDERFUL TIME OF THE YEAR!

On Giving Tuesday, we thanked our valued campus partners and community volunteers by treating them to lunch. More than 100 guests (including our wonderful *alumni UBC* volunteers) enjoyed a buffet of winter comfort foods along with hot chocolate and waffle s'mores.



Okanagan alumni volunteers

ALUMNI UBC BREAKFAST SERIES IN TORONTO

The *alumni UBC* Breakfast Series in Toronto features successful grads who speak about their paths after graduation. Those in attendance benefit from an informal setting with the opportunity to ask more questions and expand their networks.

On November 28, a capacity crowd of 24 alumni attended the second breakfast in the series, which featured **Gabriela Polanco-Sorto, BA'02**. Ms Polanco-Sorto is a sustainability strategist with more than 10 years of experience in stakeholder relations, community investment, social responsibility and communications, and she is currently the associate director of Corporate Responsibility at LoyaltyOne.

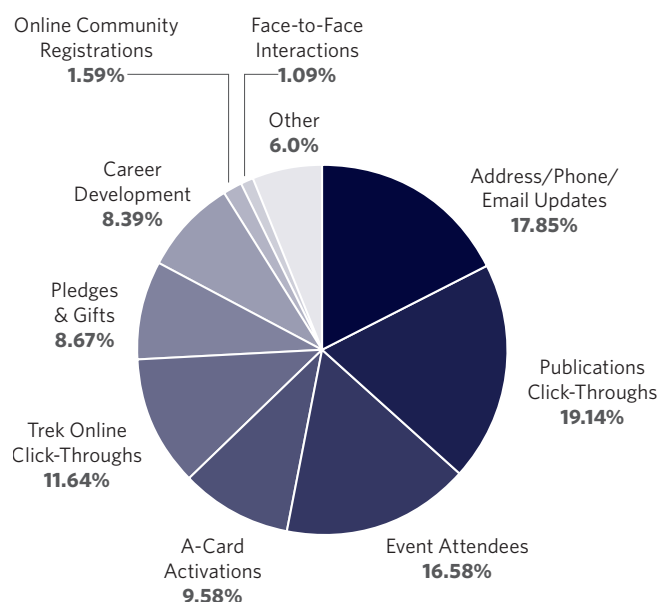


MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2017-18

	Q1	Q2	Q3	ANNUAL GOAL	% OF CONTACTABLE GOAL	# PRIMARY CONTACTABLE ALUMNI	% ENGAGED
Applied Science	4,049	6,477	7,963	9,500	84%	34,471	23%
Arts	5,411	7,946	10,017	13,000	77%	69,826	14%
Dentistry	636	786	1,087	1,400	78%	2,709	40%
Education	3,127	4,312	5,697	7,500	76%	43,273	13%
Forestry	761	971	1,534	1,700	90%	5,044	30%
Land and Food Systems	1,476	1,747	2,058	2,000	103%	8,127	25%
Law	1,626	2,259	3,175	3,500	91%	9,734	33%
Medicine	1,425	2,382	3,246	6,200	52%	13,827	23%
Pharmacy	736	1,099	1,703	1,600	106%	5,328	32%
Sauder	3,872	5,693	7,608	8,500	90%	31,738	24%
Science	3,537	4,853	6,260	8,500	74%	35,956	17%
UBC Okanagan	967	1,926	2,269	3,500	65%	13,836	16%
Other	37	40	46			227	20%
Total	27,660	40,491	52,633	66,900	79%	274,096	19%

ENGAGEMENT DRIVERS



UPCOMING ALUMNI PROGRAMMING

JAN 17	alumni UBC Extraordinary General Meeting 2018 Vancouver	FEB 03	2018 Lunar New Year Dinner (UBC Sauder Alumni Club) Shanghai
JAN 18	Live Webinar: Take Your LinkedIn Presence to the Next Level Online	FEB 05	Career Agility: Leverage Your Strengths & Design Your Work Online
JAN 18	alumNIGHTS: Celebrating BIV's 2017 Forty Under 40 Vancouver	FEB 15	alumni UBC Hockey Night in San Jose – Canucks vs Sharks San Jose
JAN 20	We Care, "Get-together Dinner" for the Seniors of Ngau Tau Kok Hong Kong,	FEB 20	Talk + Tour, Art Gallery of Greater Victoria Victoria
JAN 23	2018 Lunar New Year Dinner Vancouver	FEB 26	Tips + Tricks of Networking Toronto
JAN 31	An Evening at The Chateau with Professor Ono and UBC's Top Researchers Ottawa		

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