

SUBJECT	<i>alumni UBC</i> ACTIVITY REPORT
MEETING DATE	APRIL 19, 2018

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

**APPROVED FOR
SUBMISSION**



Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION	
Report Date	March 12, 2018
Presented By	Barbara Miles, Vice-President Development and Alumni Engagement Jeff Todd, Associate Vice-President Alumni and Executive Director, <i>alumni UBC</i>

EXECUTIVE SUMMARY

Due to timing, this report covers *alumni UBC* activities during the first half of Q4.

alumni UBC is proud to announce that the *alumni UBC 100* program and branding won the Platinum Award for Best Practices in Alumni Relations at the recent CASE (Council for Advancement and Support of Education) District VIII conference in Seattle.

Our 10th Annual Lunar New Year dinner brought together 200 alumni and friends to celebrate the Year of the Dog at the Robert H. Lee Alumni Centre.

INSTITUTIONAL STRATEGIC PRIORITIES SUPPORTED

- Learning
 Research
 Innovation
 Engagement
 (Internal / External)
 International

or Operational

DESCRIPTION & RATIONALE	Update on what <i>alumni UBC</i> has accomplished over the last quarter.
BENEFITS Learning, Research, Financial, Sustainability & Reputational	<i>alumni UBC</i> 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.
RISKS Financial, Operational & Reputational	Numbering more than 320,000, UBC alumni are the University's largest constituent group.

Previous Report Dates This is a standing report, provided to the Board most recently on:
February 15, 2018; December 5, 2017; September 21, 2017; June 15, 2017

alumniUBC UPDATE



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

Our portfolio took home a slew of awards from the recent CASE District VIII conference held in Seattle, including a Platinum Award for Best Practices in Alumni Relations. This was in recognition of the branding and content of our *alumni UBC* 100 program. Director of Communications and Marketing Steve Kennedy made a well-received presentation at the conference, sharing insights and lessons from the process of developing the winning *We Are One* centenary program brand. Another thing underlining the quality of this work is the fact that we have already surpassed our *alumni UBC* 100 goal of 100,000 connections between alumni and UBC over the course of the year.

One of our strategic goals is to demonstrate operational best practices based on innovative approaches, with the desired outcome of becoming a benchmark institution for other alumni organizations wishing to up their game. Such high-level recognition from CASE, together with regular invitations to share our work with other alumni engagement

professionals, suggests we are well on our way to fulfilling this aspiration.

Other recent highlights for *alumni UBC* include our Lunar New Year dinner, held at the Robert H. Lee Alumni Centre in late January. After Professor Ono made his speech, thanking the Asian community for all of their contributions to UBC and informing them about the new Blue & Gold Campaign for Students, he was approached by four of the guests – two of them alumni – who advanced a pledge already under discussion on the spot to raise \$1M in support of the campaign!

We could not have wished for a better expression of UBC community spirit, and there is little doubt that the campaign will be anything other than a great success.

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*.

SPOTLIGHT ON UBC RESEARCH

On January 31, UBC Government Relations led a “Day on the Hill” initiative in Ottawa, during which **Professor Santa J. Ono** and a team of UBC senior executives, researchers and students took part in meetings with key government officials. *alumni UBC* leveraged the presence of the UBC delegation by presenting an alumni & friends program on the same evening at the Fairmont Chateau Laurier; “Spotlight on UBC Research” offered alumni, donors, students, and guests of Government Relations the opportunity to hear from four UBC researchers about their ground-breaking work in diverse disciplines including brain health, human-computer interaction, linguistics and advanced materials. The presentations were followed by an audience Q&A with the faculty members and Professor Ono. The program attracted more than 140 guests, who braved a snowstorm to attend.



Presenting on their research in Ottawa with Professor Ono (L) were (L-R) Dr. Lara Boyd and professors Anoush Poursartip, Lisa Matthewson, and Karon MacLean.

100 DINNERS

Launched in October 2017, the 100 Dinners program has been embraced by the UBC alumni community. The program gives alumni the tools to host a dinner in celebration of *alumni UBC* 100 for fellow grads in their area. They can choose to either host a private dinner for their existing UBC friends, or a public dinner to help them expand their UBC network. To date, more than 60 dinners have taken place or are scheduled for the coming weeks, and nearly 600 alumni have attended one. There have been gatherings throughout the Lower Mainland and in Calgary, Toronto, Ottawa, San Francisco, New York, Hong Kong, China, France, and the UK.



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ALUMNI CAREER DEVELOPMENT PROGRAM

Alumni continue to take advantage of Career Strategy sessions, provided both in person and remotely. The sessions are being booked almost exclusively by mid-career graduates, and many of them have opted for multiple sessions in order to receive more in-depth support on issues such as career transition and returning to the workforce following an extended absence. Feedback from the sessions continues to be extremely positive, and about 50 alumni have taken advantage of the program since it began in September.

Webinar: Take Your LinkedIn Presence to the Next Level

The most successful webinar to date, this session on LinkedIn was presented by UBC alumnus **Ian Christie**, BA'89, and attracted a live audience of 302 alumni. They learned about a range of tools and strategies to effectively leverage the LinkedIn platform for career growth.



Course: Career Agility

On February 5, *alumni UBC* launched a new session of our signature online career exploration course. The cohort of 30 alumni reside in various locations including Vancouver, Victoria, Calgary, Seattle, Toronto and even Columbia! They work collaboratively online, building their capacity to leverage strengths and plan for the next stage of career advancement.



Blog: How to Make the Case for a Raise

Our guest blogger in February was alumna **Lindsay Parker**, BA'01. A successful Human Resources professional, Lindsay submitted an article with tips on how UBC alumni could most optimally engage in a conversation about a raise in salary. Guest blogging is one of the emerging volunteer opportunities available to alumni, and an excellent way to leverage alumni knowledge.

OKANAGAN alumNIGHTS

An alumNIGHTS program held on February 2 in Kelowna drew more than 50 participants. Alumni and students took the opportunity to build professional networks, and alumnus **Dustyn Baulkham**, BMGT'10, of the Central Okanagan Economic Development Commission, made a short presentation on the new **Connector Program** and how it serves as a resource for Okanagan job seekers. Prior to the alumNIGHTS program, members of the *alumni UBC* Leadership Committee met with the Okanagan Student Leadership Committee to share their business experience and answer career-focused questions.



ROBERT H. LEE ALUMNI CENTRE

Between January 2 and February 15, the Robert H. Lee Alumni Centre has hosted 32 meetings and 27 events. Some highlights include Figure Skating Canada's Olympic Team announcement; BC's National Award for Canadian Non-Fiction; and a 10-day MBA residency for the class of 2020.

The UBC Welcome Centre is partnering with attractions on campus to increase the number of visitors coming to UBC. New print brochures and a promotional video have been created to help UBC capitalize on tourism in the Vancouver region, and these will be launched in time to capture the summer audience.

The Welcome Centre is completing its first year of live programming, such as musical performances by students during the lunch hour, and has seen a positive effect on the number of individuals using the building and its services. On a break for the winter months, guided campus tours will launch again in March. Given the number of inquiries about tours, we expect a strong start for its second year.

WHO GETS IN?

In partnership with UBC student recruitment, *alumni UBC* presented *Who Gets In? The Truths and Myths of how Canadian Universities Make Admission Decisions*. More than 300 alumni and friends came to hear the presentation at Robson Square by UBC's director of Undergraduate Admissions **Andrew Arida**, who provided an overview of the rationale and process Canadian universities use to make admission decisions. It was also an opportunity to hear and address the concerns of alumni, parents and prospective students, and to dispel the myths and rumours around student admissions. The conversation was podcasted for further distribution.



Andrew Arida



GLOBAL ALUMNI NETWORK ACTIVITY

On February 15, forty alumni and friends in the San Francisco Bay Area came out to cheer on the Vancouver Canucks as they took on the San Jose Sharks. Unfortunately, it didn't end well for the Canucks, but that didn't dampen the spirits of the alumni who came out to cheer them on! The game proved to be a great opportunity for alumni to reconnect with one another as well as meet the new team of regional representatives.



Alumni living in the San Francisco Bay area attended a game between the Vancouver Canucks and the San Jose Sharks.

GOAL 2 | DEEPER ENGAGEMENT

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

LUNAR NEW YEAR DINNER

President Santa Ono and **Iggy Chong**, *BCom'82*, a member of the *alumni UBC* Advisory Council and chair of the *alumni UBC* Hong Kong Leadership Council, hosted the *alumni UBC*'s 10th annual Lunar New Year Dinner. A record number of alumni and friends convened for a special meal to usher in the year of the dog. Some 200 guests enjoyed the festivities at Jack Poole Hall, which kicked off with UBC's Kung Fu Club and two dancing lions.

Professor Ono highlighted the many examples of Asian influence on the Point Grey campus, including facilities such as the C.K. Choi Building, the Liu Institute for Global Issues, the Chan Centre for Performing Arts, and the Robert H. Lee Alumni Centre, where the dinner was held. He also sang the praises of accomplished alumni, including **Carol Lee**, *BCom'81*, and her efforts to revitalize Chinatown; **Dr. Ken** (*BSc'87*) and **Susan** (*BA'87*) **Chow** and **Dr. Anthony** (*BSc'76*, *DMD'79*) and **Grace** (*BA'94*) **Li** for their major contributions to UBC's Geriatric Dental Program; and **C.V. Chung**, *BASc'68*, his wife **Chiyeko**, *BEd'66*, and their son **Aaron**, *BASc'96*, for their generous support of student spaces.

Motivated by the many examples of giving back, attendees **Betty Li**, **Michael Mao**, *BSc'04*, **Rachel Chen** and **Hao Shi**, *MSc'96*, committed to raising \$1 million for UBC's Blue and Gold Campaign for Students, which aims to raise \$100 million over three years for student awards and financial assistance.

HONG KONG ALUMNI TREAT THE SENIORS OF NGAU TAU KOK

On January 20, to celebrate the close of the year of the rooster, the *alumni UBC* Hong Kong Community Concern Team, together with the Po Leung Kuk Lau Chan Siu Po Neighbourhood Elderly Centre and 30 alumni volunteers, held a banquet for nearly 150 elderly single dwellers living in the government housing of Ngau Tau Kok. The Concern Team had raised HKD 54,000 (roughly CAD 9,000) from 18 donors in support of this event. It took place at Ming Harbour Restaurant in the Ngau Tau Kok Estate, and guests enjoyed a great meal, fun games, and a choir performance. They even experienced Virtual Reality, as *alumni UBC* Hong Kong invited a VR company to join the event and demonstrate the technology to guests.



Iggy Chong, BCom'82, travelled from Hong Kong to host January's Lunar New Year dinner.

UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

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| <p>MAR 4 <i>alumni UBC Hong Kong Dragonboat Trial Session</i></p> <p>MAR 6 Forging Partnerships to Shape the Future
<i>Toronto</i></p> <p>MAR 8 UBC Connects: Jeremy Rifkin – The Third Industrial Revolution: <i>Can we prevent the next mass extinction of life on Earth?</i>
<i>Vancouver SOLD OUT</i></p> <p>MAR 14 Lead, Succeed, and Inspire: <i>An Evening with Changemakers</i>
<i>Vancouver</i></p> <p>MAR 14 alumNIGHTS: A Taste of Italy
<i>Calgary</i></p> <p>MAR 15 How can we make Kelowna a more culturally inclusive community?</p> | <p>MAR 17 Ice Skating and Shabu Shabu
<i>Hong Kong</i></p> <p>MAR 19 Writing the Future
<i>Vancouver</i></p> <p>MAR 20 Launch a Career in Canada
<i>Vancouver</i></p> <p>MAR 20 Live Webinar: Online Resume Workshop (Online)</p> <p>MAR 22 alumNIGHTS: Montreal</p> <p>MAR 22 Negotiating Success in Your Daily Life
<i>Vancouver SOLD OUT</i></p> <p>APR 19 MEDtalks – Emergency: <i>Drug Use and Addiction in the 21st Century</i>
<i>Vancouver</i></p> |
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