

<b>SUBJECT</b>	<b><i>alumni UBC</i> ACTIVITY REPORT</b>
<b>MEETING DATE</b>	<b>JUNE 14, 2018</b>

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

**APPROVED FOR  
SUBMISSION**



Santa J. Ono, President and Vice-Chancellor

<b>FOR INFORMATION</b>	
<b>Report Date</b>	May 8, 2018
<b>Presented By</b>	Jeff Todd, Interim Vice-President Development & Alumni Engagement and Executive Director, <i>alumni UBC</i>

**EXECUTIVE SUMMARY**

This report covers the second half of Q4 as a companion to the report submitted in April.

*alumni UBC* 100 celebrations have come to a close and we are thrilled to announce that we exceeded our goal of 100,000 alumni connections over the year. 160,000+ connections were made through reunions, volunteers, online engagements and more.

**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 328,000, 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 19, 2018; February 15, 2018; December 5, 2017; September 21, 2017

# alumniUBC UPDATE



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

This time of year finds us totting up the year's engagement figures and examining our performance through a statistical lens. I am delighted to report that *alumni UBC* has once again achieved record-breaking levels of alumni engagement, with a seven per cent increase over last year. An impressive 70,007 alumni engaged with the university through various channels, which represents 21 per cent of UBC's alumni body. Highlights include 3,606 alumni volunteers, a significant increase in social media followers (bringing the running total to almost 60,000), and nearly 70,000 page views for our online publications. This bodes well for our five-year goal of engaging half of all our alumni annually by the year 2022.

May marks the close of our centenary year. Over the past 12 months, we have challenged our members to make 100,000 connections with UBC to celebrate their 100th anniversary, and this goal has led us to yet another pleasing set of statistics.

Alumni have made a total of 160,263 connections with their alma mater through a variety of activities, from adding a virtual pin to represent themselves on an online map of our global alumni network to hosting or attending a dinner for fellow alumni living in their area.

*alumni UBC* has increased its use of data and statistics in recent years - both to gain insight about alumni preferences and behaviour for the purpose of informing strategy, and to measure our results. This has been an invaluable tool as we seek to position *alumni UBC* as a leader in the field of alumni engagement.

**Jeff Todd**  
[jeff.todd@ubc.ca](mailto:jeff.todd@ubc.ca)  
 604 827 3014

## 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*.

### AN EVENING WITH CHANGEMAKERS

*alumni UBC* continued its partnership with Equity and Inclusion to help further UBC's commitment to champion equity and inclusion in all areas of campus life. In recognition of International Women's Day and the International Day for the Elimination of Racism, we presented "An Evening with Changemakers." Nearly 200 alumni, students, faculty and staff convened at Jack Poole Hall to hear from **Minister of Justice and Attorney General of Canada Jody Wilson-Raybould**, LLB'99; **Leonora C. Angeles**, associate professor at the Institute for Gender, Race, Sexuality and Social Justice; **Patricia Barkaskas**, academic director of the Indigenous Community Legal Clinic and an instructor at the Peter A. Allard School of Law; **Cicely Blain**, writer, artist, and founder of Black Lives Matter Vancouver; and **Shushma Datt**, OBC, of Indo-Canadian Spice Radio. The panel addressed the lives and leadership of women and people of colour and shared what they believe it takes to lead, succeed, and inspire change. The event was hosted by **Dr. Jennifer Love**, UBC senior advisor on Women Faculty, and CBC reporter **Anita Bathe**.



An all-female panel shared their insights on leadership and inspiring change.

### UBC CONNECTS

*alumni UBC* supported the debut of the president's speaker series UBC Connects, featuring the world's most esteemed thought leaders. In an age of fake news, social isolation and spiritual apathy, the series aims to shed light on the world's most pressing issues. A capacity crowd filed into the Robert H. Lee Alumni Centre to hear from the first speaker in the series, **Jeremy Rifkin**, an American economic and social theorist, writer, political adviser, and activist. In an enlightening presentation moderated by **Moyra Quayle**, director pro tem of the UBC School of Public Policy and Global Affairs, Rifkin presented the vision of a Smart Third Industrial Revolution that would take Canada and the world into a sustainable and ecological civilization and a more equitable global economy over the next several decades.

After the presentation, a podcast and video were distributed via *alumni UBC* social media channels and newsletters, as well as via UBC channels. The podcast has been downloaded more than 600 times, and the video has been viewed more than 3,000 times.



Jeremy Rifkin presented his vision of a smart third industrial revolution.

## ALUMNIGHTS

### Victoria: Art Gallery Tour & Social

On February 20, a sold-out crowd of 60 alumni and friends spent the evening at the Art Gallery of Greater Victoria. In addition to exclusive access to the entire gallery, guests enjoyed a guided tour of the exhibit *Form as Meaning: First Nations Prints from the Pacific Northwest*. Co-curators **Marcia Crosby**, BA'90, MA'94, PhD'17, Coast Salish artist **lessLIE**, **Lou-ann Neel** and **Alana Sayers** selected works from the gallery's collection that function as a form of communication, similar to spoken or written language. The visual narrative embedded in these works can function as a means of cultural transmission, storytelling, and resistance. Throughout the evening, alumni and friends also had the opportunity to mingle with fellow guests in the historic Spencer Mansion adjacent, while enjoying a specially curated selection of food and drink.

### Calgary: A Taste of Italy

On March 14, a capacity crowd of 80 alumni and friends descended on one of Calgary's most exquisite Italian cafes, Caffe Trieste, for a delicious evening reception. Guests enjoyed a selection of traditional Italian fare and superb wines, while they caught up with old friends and made some new UBC connections. The guests represented a wide range of faculties and sectors, and for many it was the first *alumni UBC* program they had attended - the first of many, we hope.

### Montreal Social

More than 20 alumni and friends kicked off spring with a fun and casual evening in Montreal on March 22. Guests enjoyed reconnecting with old UBC friends and making new acquaintances over food and drinks at the 3 Amigos RestoBar in the heart of the city.

## ALUMNI CAREER DEVELOPMENT PROGRAM

### Online Resume Workshop

One hundred and sixty alumni attended this interactive online workshop on resume writing, hosted by *alumni UBC* career educator **Michele Murphy**, MA'10. Participants learned practical strategies for enhancing their resume at every stage of their career.

### Career Advising Sessions

March marked the end of our pilot offering of 1:1 career advising sessions with **Leah Marks**. Judging by the positive feedback, the sessions were extremely well received. For this quarter, we were able to serve an additional 52 alumni.

### Networking for Career Success

On February 26, more than 50 alumni and friends living in the Toronto area gathered for a casual evening of learning and networking at the Spoke Club. Career educator Michele Murphy opened the evening with a short presentation to share her top networking tips. Guests then had the opportunity to practice what they'd learned during an informal reception. Michele was also on hand to answer questions and share her expertise. Guests left with a networking resource book packed with tips from leaders and master connectors.

### alumni UBC Breakfast Series in Toronto

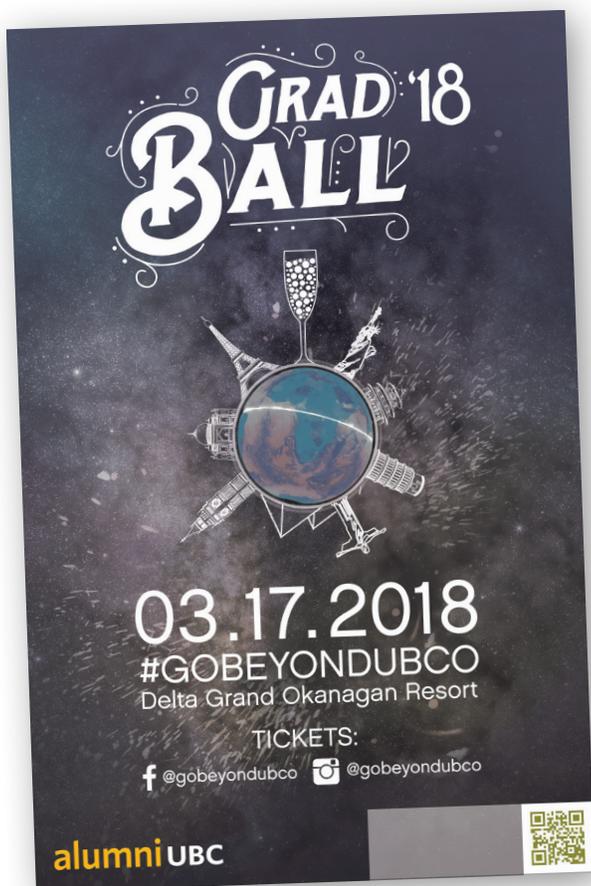
The most recent breakfast in this series took place on February 27 and featured career educator Michele Murphy. The informal session was held at Manulife Financial, where Michele shared how the purposeful alignment of one's personal professional brand and online presence can help advance careers and improve the ability to build professional relationships. The 15 attendees learned strategies for defining their personal brand, building their online presence and leveraging social media as a career development tool. The breakfast was also an opportunity to meet fellow alumni in an intimate setting. The next breakfast in this series will take place in September.

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## CLASS OF 2018 GRADUATION BALL

“GoBeyondUBCO” was the theme chosen by the Student Leadership Committee for this third annual Graduation Ball, which was held at the Delta Grand Okanagan Resort on March 17. As well as being involved in planning and promoting the Grad Ball, this year’s student committee worked with the *alumni UBC* Okanagan team throughout the academic year to convey to Okanagan campus students the benefits of a lifelong relationship with *alumni UBC*.

**Trophy Ewila**, president of the UBC Students’ Union Okanagan, shared a message of encouragement to inspire the more than 150 students and guests attending the celebration. **Nishat Tasmin**, an alumna and current graduate student, gave the keynote speech on going beyond UBC Okanagan. The Class of 2018 is now looking forward to their June graduation, when they officially become members of the alumni community.



*UBC Okanagan’s Grad Ball looked beyond campus to the future.*

## UBC DIALOGUES OKANAGAN: HOW CAN WE MAKE KELOWNA A MORE CULTURALLY INCLUSIVE COMMUNITY?

Cultural diversity enriches a community in many ways. New business and learning opportunities emerge, organizations broaden the scope of their activities and services, and community members’ perspectives become more global. However, cultural inclusivity is not easy to achieve.

On March 15, more than 100 alumni and community members gathered to discuss cultural inclusiveness in Kelowna. Moderated by CBC radio host **Sarah Penton**, expert panelists from UBC Okanagan and the Kelowna community led a robust discussion and gave all participants much to consider as Kelowna strives to make its community more culturally inclusive.



*Alumni in Kelowna discussed cultural diversity in their community.*

## LAND AND FOOD SYSTEM'S SOLASTA GALA

*alumni UBC* partnered with the Faculty of Land and Food Systems and the Land and Foods Systems Undergraduate Society on their inaugural Solasta Gala, a year-end donor dinner and awards celebration that was held in Jack Poole Hall at the Robert H. Lee Alumni Centre. Hosted by UBC alumnus **Dean Rickey Yada**, this new event celebrated the diverse leadership, community and academic talents of LFS at a formal reception and ceremony, and was open to all of the faculty's students, graduates, donors and staff. As part of the program, **Fred Lee**, BA'88, director of Alumni Engagement, presented Alumni Builders Awards to **Meeru Dhalwala**, LLB'16, **David Eto**, BSc'80, and **Harold Steeves**, BSc'63, to honour their ongoing service and dedication to LFS and the UBC community.



LFS Dean Rickey Yada pictured with Meeru Dhalwala (top) and David Eto.

## ALUMNI UBC TRAVEL CLUB

This February, the *alumni UBC* travel club offered two expedition cruises on the wild side, designed for small groups of 14-20 passengers.

The first, an adventure to the Antarctic Circle, was led by alumnus and owner of One Ocean Expeditions, **Aaron Lawton**, BSF'07, who has a strong appreciation for, and understanding of, ecology. He is able to break down any environment to its base ecosystem components and share his understanding of the connectivity between them. Our group of 17 travellers also enjoyed scanning the spectacular ice-filled waters for wildlife; visiting sites from Shackleton's perilous expedition; and experiencing close encounters with many penguin species.

Another group of 15 travelled the Amazon River with **Darren Irwin**, director of the terrestrial vertebrate collection at the Beaty Biodiversity Museum. The group was excited to delve into the forest's astounding biodiversity. Several times daily, and on some nights too, they walked in the forest or used specially designed excursion boats to investigate tributaries and lagoons with local expert naturalists. Professor Irwin is fascinated by biodiversity, and studies the processes that generate and maintain bird diversity in particular. He is the author of more than 50 publications on these topics and teaches ornithology and biostatistics at UBC.

*alumni UBC* Travel Club tours are most often designed for small groups of 14-20 passengers, so there is ample time to interact with our talented UBC study leaders and local experts, adding to the value of these one-of-a-kind journeys.

Upcoming tours include the American Southwest and the historic archaeology of Mesa Verde, the Chaco Canyon, and Canyon de Chelly – a travel adventure that has been custom designed by alumna **Judy van Roggen**, PhD'16 (*Okanagan*) for May. And in October master winemaker **Howard Soon**, BSc'74, will lead a tour to discover the food and wine of Portugal ([alumni.ubc.ca/travel](http://alumni.ubc.ca/travel)).



A group of alumni travelled to the Antarctic Circle in February.

## GOAL 2 | DEEPER ENGAGEMENT

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

### LAUNCH A CAREER IN CANADA

For the 2018 Launch a Career Networking Night, *alumni UBC* partnered with the UBC Centre for Student Involvement and Careers. This annual networking event, dedicated to supporting the career development of UBC's international students, was held at the Robert H. Lee Alumni Centre. It attracted 120 students, who connected with 60 alumni industry professionals, many of whom were once international students themselves, to learn how they were able to make a successful transition from UBC to the Canadian workplace.

Prior to the networking portion of the evening, alumni and students heard from a panel of graduates who shared their insights: **Hao Min**, MBA'13, CEO of Bold Properties, **Ali Hussein**, BA'17, a youth housing worker for the Pacific Community Resource Society; and **Lianping Ti**, PhD'15, an assistant professor with UBC's Faculty of Medicine and a research scientist with Epidemiology and Population Health at the BC Centre for Excellence in HIV/AIDS (Dr. Ti was the 2017 recipient of *alumni UBC's* Young Alumni Achievement Award). Moderating the panel were **Ani Nkiru**, a fourth year economics and commerce student, and **Rhoda Philip**, a fifth year business technology management student.

### INNOVATION ON BOARD

In February, *alumni UBC* sponsored Applied Science's Innovation OnBoard competition finals, which were held at the Robert H. Lee Alumni Centre. A Dragon's Den-type affair, this event saw the final six teams of students present ground-breaking ideas - from a portable and inexpensive electron microscope to zero-waste coffee-cups made from coffee grounds. The judging panel included **Claudio Arato**, CTO of SonoAsh; **Bojana Turic**, VP Operations at Aspect Biosystems; **Chris Reid** of Blair Simonite; and **Pat Brady**, director of the Industry Innovation Programs at Genome BC. The teams received a crash course in pitching ventures and had two weeks to prepare before the final showdown, where they competed for \$10,000 in cash prizes. First place was awarded to Cleo, who developed a product that helps cure urinary incontinence for women. Second place went to AweSEM for a truly innovative iteration on the modern electron microscope. And third place was taken by Biomod, a team that is developing an assay for the early detection of lung cancer from blood samples.

Seeded by UBC students **Vasilii Triandafilidi**, **Athanasios Kritharis** and **Said Zaid-Alkailani**, Innovation OnBoard aims to inspire students to find innovative solutions to prevalent social and industrial challenges. Students are educated on how to build a successful venture, matched with mentors and experts in their field, and invited to make a pitch for the opportunity to participate in an intensive entrepreneurship program to advance their start-up.



International students learned about making the transition from UBC to the workplace.



## ALL PRESIDENTS' AND GREAT TREKKER AWARDS DINNER

Held at the Nest on March 29, the AMS All Presidents' Dinner convened student leaders to celebrate their own and honor a distinguished alumnus who has given back to their alma mater. UBC's student leaders are motivated to volunteer and willingly take on the (often onerous) responsibilities of leading a campus organization. Many of them continue to volunteer for the university as alumni.

**Tyler Yan**, a third year science student studying microbiology and immunology, and **Natasha Rygenestad-Stahl**, a fourth year student graduating in May with a degree in international relations, hosted the night's festivities. Among the many highlights of the evening, which was once again sponsored by *alumni UBC*, was the presentation of the Great Trekker Award to **Jim Meekison**, BA'61, MA'62, chair and CEO of Trimin Capital Corp., a Canadian private equity company.

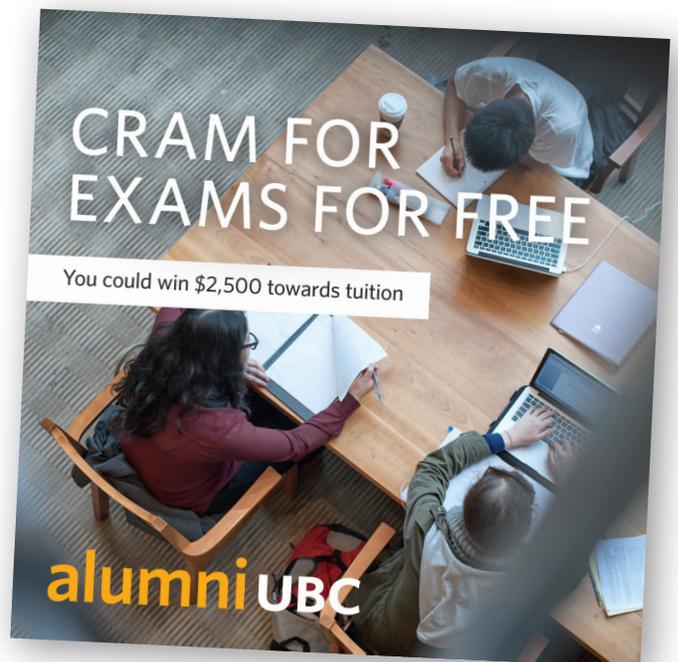
The Great Trekker award was initiated in 1950 and is presented by the AMS to a graduate of UBC who has achieved eminence in his or her chosen field of activity; made a worthy and special contribution to the community; and evidenced an especially keen and continued interest in his/her Alma Mater - particularly in service to undergraduate and graduate students. Mr. Meekison created the Meekison Arts Student Space, which provides administrative and social space for arts students, and also established the Meekison Arts Student Entrance Award. **Jeff Todd**, AVP alumni, and executive director of *alumni UBC*, presented Mr. Meekison with the award.



Jeff Todd (R) presented the AMS' 2018 Great Trekker Award to Jim Meekison.

## ALUMNI UBC STUDENT TUITION CONTEST

In March, *alumni UBC* launched its second annual Student Tuition Contest. More than 5,000 students from the Vancouver and Kelowna campuses participated in this promotion, which offered one lucky student \$2,500 towards their tuition. The campaign, marketed through various student and faculty channels, aims raise the profile of *alumni UBC* among UBC students. It emerged from *alumni UBC*'s ongoing relationship with the AMS to better support students and AMS priorities.



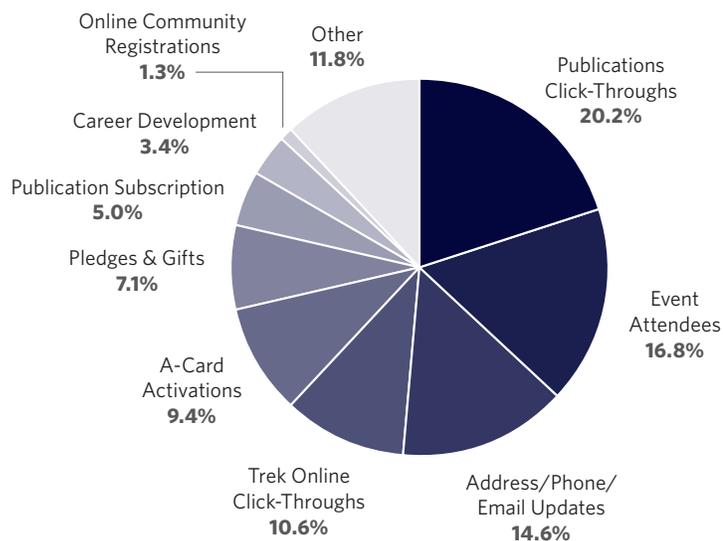
One lucky UBC student will get help with tuition, courtesy of *alumni UBC*.

## MEASURES OF SUCCESS

### ALUMNI ENGAGED BY FACULTY 2017-18

	Q1	Q2	Q3	Q4 ENGAGED ALUMNI	ANNUAL GOAL	% OF GOAL	# PRIMARY CONTACTABLE ALUMNI	% ENGAGED	2017 RESULTS
UBC Okanagan	967	1,926	2,269	<b>2,936</b>	3,500	84%	13,836	21%	2,582
UBC Vancouver									
Peter A. Allard School of Law	1,626	2,259	3,175	<b>3,857</b>	3,500	110%	9,734	40%	3,912
Applied Science	4,049	6,477	7,963	<b>10,381</b>	9,500	109%	34,471	30%	9,416
Arts	5,411	7,946	10,017	<b>13,373</b>	13,000	103%	69,826	19%	12,363
Dentistry	636	786	1,087	<b>1,425</b>	1,400	102%	2,709	53%	1,347
Education	3,127	4,312	5,697	<b>7,264</b>	7,500	97%	43,273	17%	6,989
Forestry	761	971	1,534	<b>1,964</b>	1,700	116%	5,044	39%	1,827
Land and Food Systems	1,476	1,747	2,058	<b>2,357</b>	2,000	118%	8,127	29%	1,918
Medicine	1,425	2,382	3,246	<b>6,013</b>	6,200	97%	13,827	43%	7,009
Pharmaceutical Sciences	736	1,099	1,703	<b>1,874</b>	1,600	117%	5,328	35%	1,413
Sauder School of Business	3,872	5,693	7,608	<b>9,778</b>	8,500	115%	31,738	31%	8,491
Science	3,537	4,853	6,260	<b>9,502</b>	8,500	112%	35,956	26%	8,844
Other	37	40	46	<b>70</b>		106%	227	31%	73
<b>Total</b>	<b>27,660</b>	<b>40,491</b>	<b>52,633</b>	<b>70,794</b>	<b>66,900</b>	<b>61%</b>	<b>274,096</b>	<b>26%</b>	<b>66,184</b>

### ENGAGEMENT DRIVERS



## UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

- APRIL 28** Okanagan Alumni Days of Service (Yellow Fish Road)  
*Kelowna*
- MAY 1** Shaping Canada's Digital Future  
*Toronto*
- MAY 15** Joint Canadian Alumni Social in Singapore  
*Singapore*
- MAY 30** How to use Career Conversations to Advance your Career  
*Online*
- JUNE 2** alumni UBC Hong Kong Joint Badminton Afternoon  
*Hong Kong*
- JUNE 25** Career Agility (Summer Session 2018)  
*Online*

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