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| <b>SUBJECT</b> | <b>alumni UBC ACTIVITY REPORT</b> |
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| <b>MEETING DATE</b> | <b>NOVEMBER 26, 2018</b> |
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Forwarded on the Recommendation of the President

**APPROVED FOR SUBMISSION**

Santa J. Ono, President and Vice-Chancellor

**FOR INFORMATION**

|                    |                  |
|--------------------|------------------|
| <b>Report Date</b> | November 6, 2018 |
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**Presented By** Heather McCaw, Vice-President, Development and Alumni Engagement  
Jeff Todd, Executive Director, *alumni UBC* and Associate Vice-President, Alumni

**EXECUTIVE SUMMARY**

This report covers the alumni engagement activities during the second quarter of the year. The Homecoming tradition continued this year in Vancouver while starting a new tradition at our Okanagan Campus. Programming covered a variety of topics this quarter including innovation, career development, environmental issues and more.

**Attachments**

1. *alumni UBC* Update

**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 70,000 alumni in the life of the University each year. Learning, Research, Financial, Sustainability & Reputational. Our alumni are donors and volunteers and, through their professional activities and community commitments, contribute to the reputation of UBC

**RISKS** Numbering more than 335,000, 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: September 25, 2018; June 14, 2018; April 19, 2018; February 15, 2018

# alumniUBC UPDATE



Professor Ono shows his Blue and Gold pride

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

We're only six months through the year, but have already exceeded the halfway point in our alumni engagement goals. This suggests that our growing selection of program offerings is appealing to our various target audiences – something that is borne out by the figures shared in this update.

Homecoming, for example, had a strong showing this year, and our online career programming is proving a hit with grads, be they newly minted or mid-career.

Alumni have no shortage of choice when it comes to engaging with their alma mater. Along with career insights and networking, they have been offered meaningful volunteer opportunities, meaty panel discussions, insightful expert presentations, and plenty of opportunities for socializing with one another and getting to know their local alumni networks.

As future alumni, students are also very much on our radar. It's never too early to start growing their awareness of our services and the advantages of a lifelong relationship with UBC;

in fact we start before they even leave home for campus! Our "UBC Bound!" events in several Asian cities this summer helped allay any anxieties about leaving home for the first time, and presented an opportunity to find a buddy in a similar situation. Alumni in attendance were the UBC subject-matter experts, and fielded lots of burning questions about life on campus. These young students are now settling into campus life and building their futures.

At the other end of the spectrum, at the end of November we will be celebrating the achievements of some exceptional individuals with established careers and much longer associations with UBC. These esteemed alumni and other members of the UBC community have set the bar high and are wonderful role models to our incoming students.

**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*.

### ALUMNI ENJOY WORLD-CLASS TENNIS

On August 13, *alumni UBC* hosted tennis fans at the spectacular Hollyburn Country Club in West Vancouver. Approximately 150 alumni and friends attended a sold-out cocktail reception before being treated to a world-class VanOpen tennis match. The co-hosts were **Faye Wightman**, BSN'81, then *alumni UBC* board chair; VanOpen tournament chair **Carlota Lee**, BCom'82; and UBC student **Rebecca Moreno**, a former top-ranked player on the WTA circuit.



Alumni enjoyed a cocktail reception and their own seating section at the VanOpen tournament.

### SCOTIABANK ECONOMIST PRESENTS ON GLOBAL ECONOMY

In September, the Sauder School of Business and *alumni UBC* once again partnered with Scotiabank for its annual economic forum. Some 400 attendees enjoyed a networking breakfast and a presentation by Scotiabank's senior VP and chief economist **Jean-François Perrault** on the implications and opportunities presented by the global economy. His lively 40-minute presentation was followed by a Q&A session with the audience that addressed everything from rising interest rates to NAFTA and international relations.



## ALUMNI COME HOME

Wet weather did not dampen the spirits of nearly 2,500 alumni who descended on the Point Grey campus for this year's Homecoming celebrations. From the big football game (which attracted 10,000 fans) to reunions, faculty showcases, and campus attractions, alumni had plenty of options for filling their day. It all culminated in an *Awesome 80s Party* held at the Robert H. Lee Alumni Centre.



At Homecoming, alumni had plenty of options for filling their day



## PANEL EXAMINES MASCULINITY IN THE 21ST CENTURY

UBC Okanagan's fall programming kicked off on September 5 with UBC Dialogues, which focused on changing views of masculinity in the 21st Century. *Man Up: How can we reshape ideas around masculinity in the 21st Century?* attracted an audience of 100 alumni and community members, who heard from panelists **Dr. Blye Frank**, **Shilo St. Cyr** and **Jake Stika** during a discussion moderated by CBC's **Chris Walker**.



UBC Dialogues in the Okanagan

## ALUMNI NETWORK IN THE VALLEY

Okanagan alumNIGHTS were held in three key locations in the valley: Kelowna, Vernon and Penticton. They were a chance for alumni from both the Vancouver and Okanagan campuses to connect and network. More than 50 alumni and students gathered to share their academic and professional experiences with one another.



Networking in the Okanagan

## THUNDERBIRDS GO TO TOKYO

In August, nearly 70 alumni and friends based in Tokyo joined Professor Ono to cheer on the Thunderbirds baseball team as they took on the University of Tokyo's team in a historic game at Yokohama Stadium. Professor Ono threw the first pitch. Following the game, UBC fans attended a meet-and-greet with the team and **Professor Ono**. During their 10-day trip to Japan, the TBirds played a six-game series against four top universities: Keio University, Seijo University, Nippon Sport Science University and the University of Tokyo.



TBird pride

## UBC EXPERTS TALK BIG DATA

On September 10, about 50 alumni, donors and friends in Seattle heard from UBC and community experts about how big data can be used to develop innovations for social good. The conversation was moderated by **Professor Ono** and featured **Gail Murphy**, UBC's VP of Research & Innovation, as a panelist. It explored the benefits of increased data collection, analysis, and use, but also tackled related issues such as accountability, transparency and privacy. Following the program, guests could experience a new virtual reality (VR) campus tour. The tour starts with a welcome from Professor Ono in the Robert H. Lee Alumni Centre, then viewers can choose from a number of options, including segments featuring graduation and homecoming. This immersive experience was extremely popular with guests, both young and old.



Guests enjoyed a virtual reality tour of campus after the presentation

## ALUMNI SEEK CAREER ADVICE

On September 17, 25 alumni attended a dynamic and interactive session in Ottawa led by *alumni UBC* Alumni Career Educator **Michele Murphy, MA'10**. The workshop was designed for individuals at any stage in life who are seeking increased clarity, confidence and renewed motivation in their careers, or are preparing for a career transition or job search. It was based on *alumni UBC's* popular online program, *Career Agility*. Participants were guided through a series of activities that helped them gain clarity on their strengths and values while generating the momentum they needed to advance their careers.



## ALUMNI INSPIRED BY INNOVATION

On September 20, a group of 30 UBC alumni and friends experienced *Beakerhead*, Calgary's annual showcase of innovation and imagination through art, science and engineering. This mash-up takes place over five days in mid-September, bringing together more than 150 arts and engineering collaborators from across the globe to build, compete and exhibit interactive works of art and entertainment throughout city venues and public spaces. *alumni UBC* secured a group of seats to one of *Beakerhead's* most popular events: *Seven Wonderers*, an evening of sparkling science storytelling that sells out every year. Prior to the performance, alumni and their guests mingled over drinks and canapés, strengthening connections among the alumni community in Calgary.

## ALUMNI LEARN ABOUT KILLER WHALES

A capacity crowd of more than 140 alumni and friends attended a partnership event with the Faculty of Science, *Southern resident killer whales: Risks and realities*, held on September 27 at the Union Club in Victoria. The speaker was **Dr. Andrew Trites**, MSc'85, PhD'91, a professor at the Institute for the Oceans and Fisheries and director of the Marine Mammal Research Unit. **Dr. Meigan Aronson**, new dean of the Faculty of Science, also attended. In a talk aimed at separating fact from fiction, Dr. Trites addressed news headlines that have linked the decline of southern resident killer whales to lack of prey, vessel noise and traffic, toxins, whale watching and fishing. Prior to giving his keynote, Dr. Trites was presented with an *Alumni Builder Award* for his leadership, passion, advocacy, and long-standing dedication to the multidisciplinary facets of environmental education, conservation and ocean sciences.



Andrew Trites received an Alumni Builder Award

## ALUMNI AROUND THE GLOBE CONNECT

Recent smaller-scale programs in some of *alumni UBC's* regional markets included:

- the launch of BYOB ("Be Your Own Boss"), an entrepreneurial hub designed to foster and support entrepreneurs, jointly presented in Hong Kong in July by *alumni UBC* Hong Kong and UBC Sauder Alumni Hong Kong;
- alumNIGHTS Ottawa, an annual social and networking mingler at Clocktower Brew Pub for UBC, SFU and UVic alumni;
- an informational program co-hosted by *alumni UBC* and the British Columbia International Trade and Investment Office in Hong Kong for alumni thinking about moving back to BC;
- an intimate breakfast in Toronto in September with guest speaker **Catherine Lutes**, BA'03, a cinematographer with two feature films showcased at Toronto International Film Festival this year;
- and the annual summer picnic in Montreal at Parc Angrignon, also in September.

## CAMPUS ATTRACTS MORE VISITORS

With a renewed focus on effective visitor tracking, the Wong-Trainor Welcome Centre (based in the Robert H. Lee Alumni Centre) has seen a significant increase in reporting. By the end of this quarter, we expect to have assisted 5,000 individuals. Earlier this year, we launched a new initiative with other visitor-focused UBC units with the aim of attracting more visitors to campus. As a result, a guide to UBC attractions is now being distributed at key tourist locations in BC. The guide is proving popular - moving at more than twice the volume of the other brochures and pamphlets available - and a reprint is already underway to cope with demand. After two years, we will evaluate the guide's role in increasing visitor numbers across campus. In addition, this group of units has just completed the third annual Campus Challenge, a month-long event that focuses on increasing awareness of and engagement with UBC's cultural offerings among the campus community. It engages hundreds of people, with increasing participation each year.

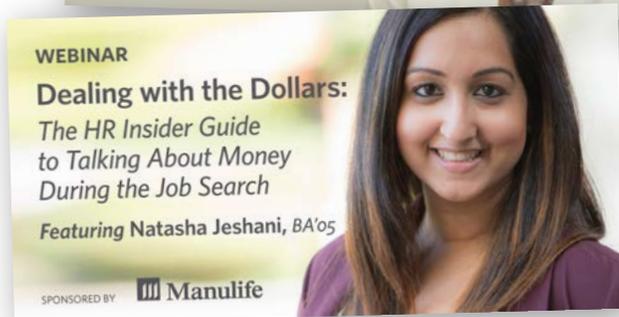


## GOAL 2 | DEEPER ENGAGEMENT

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

### ALUMNI PROVIDE CAREER ADVICE

**Katherine Lazaruk**, *BEd'95*, delivered a live webinar in August on the topic of *Stepping up to Leadership*. It attracted 170 alumni, and more have since viewed the archived recording. It was followed up by a webinar delivered by **Natasha Jeshani**, *BA'05*, on how to talk about money in the context of job hunting. The live webinar attracted 87 alumni, who learned some great strategies for effective salary negotiation.



### UBC HUB OFFERS ONLINE MENTORSHIP

Our partnership with CSI&C to create online networking and mentorship opportunities continues to grow. UBC now has its own site on the *Ten Thousand Coffees* platform, called the *UBC Hub*. So far, the hub has 1,839 alumni and student members, including more than 400 alumni mentors.

### NEW STUDENTS ARE UBC BOUND!

This July, in cities across Asia, UBC alumni shared stories and advice with incoming UBC students as part of the long-running *UBC Bound!* program. The gatherings gave new students an opportunity to connect with others from their hometown who would soon be attending UBC, and to collect advice from UBC alumni about how to maximize the UBC experience. This year, nearly 600 new students, their parents, and alumni volunteers, took part in China (Guangzhou, Beijing and Shanghai), Malaysia, Indonesia, the Philippines, Hong Kong, Singapore, Japan, Taiwan, and South Korea.



## UBC OKANAGAN WELCOMES STUDENTS

On September 4, more than 2,400 new students were welcomed by Professor Ono, Deputy Vice-Chancellor **Deborah Buszard** and other campus leaders at *CREATE 2018*. Another speaker was recent grad **Riley Petillion**, BSc'18, who shared his experiences at UBC Okanagan, encouraging students to get involved and build healthy support systems in order to make the most of their student life.

## ADVISORY COUNCIL MEETS

The 40-member *alumni UBC* Advisory Council held their most recent meeting on September 21. The council continues to provide advice to the *alumni UBC* Board of Directors and executive director. It is also available as a unique consultation group for university leaders on key UBC developments and opportunities. At the September 21 meeting, the group contributed to the comprehensive review of *Trek* magazine currently underway, as well as UBC's capital projects and priorities. **Steve Kennedy**, BCom'84, *alumni UBC*'s director of Marketing and Communications, and **John Metras**, MBA'92, associate VP of Campus Facilities, facilitated these discussions.

This is a time of transition for the Advisory Council, with seven inaugural members completing their terms and eight new members joining the group.

## ALUMNI UBC RECRUITS BROAD-BASED ADMISSIONS READERS

The *Broad-Based Admissions Alumni Reader* program, a partnership with Enrolment Services, is entering its 5th year. The primary role of *alumni UBC* is the recruitment of alumni volunteers. This year, the Vancouver and Okanagan campuses are collaborating on the task and have received more than 200 alumni applicants to the program since mid-September.

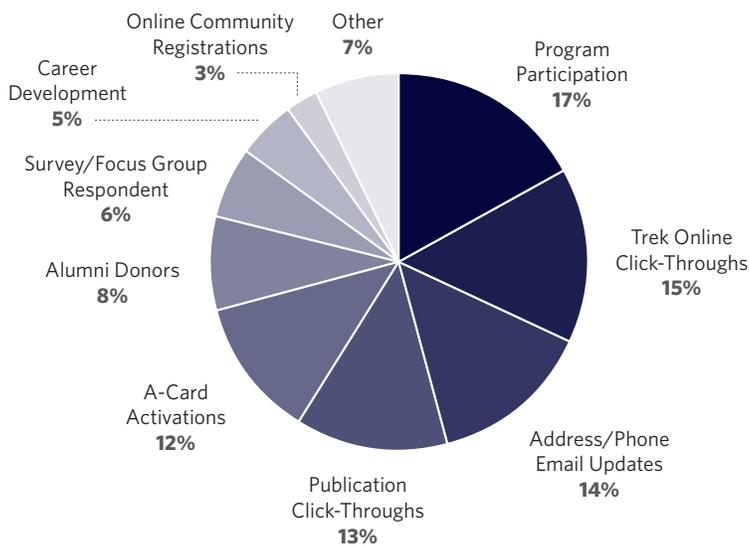


## MEASURES OF SUCCESS

### ALUMNI ENGAGED BY FACULTY 2018-19

|                               | Q2            | ANNUAL GOAL   | % OF GOAL  | # PRIMARY CONTACTABLE ALUMNI | % ENGAGED | 2018 RESULTS  |
|-------------------------------|---------------|---------------|------------|------------------------------|-----------|---------------|
| Applied Science               | 5,778         | 10,000        | 58%        | 36,249                       | 10%       | 10,381        |
| Arts                          | 8,787         | 14,000        | 63%        | 72,541                       | 8%        | 13,373        |
| Dentistry                     | 709           | 1,450         | 49%        | 2,794                        | 17%       | 1,425         |
| Education                     | 4,489         | 7,500         | 60%        | 44,476                       | 6%        | 7,264         |
| Forestry                      | 1,458         | 2,000         | 73%        | 5,356                        | 18%       | 1,964         |
| Land and Food Systems         | 1,261         | 2,100         | 60%        | 8,533                        | 8%        | 2,357         |
| Peter A. Allard School of Law | 2,200         | 4,000         | 55%        | 9,903                        | 15%       | 3,857         |
| Medicine                      | 2,619         | 6,500         | 40%        | 14,518                       | 9%        | 6,013         |
| Pharmaceutical Sciences       | 983           | 1,650         | 60%        | 5,523                        | 12%       | 1,874         |
| Sauder School of Business     | 5,283         | 9,000         | 59%        | 33,209                       | 11%       | 9,778         |
| Science                       | 5,580         | 9,000         | 62%        | 37,161                       | 10%       | 9,502         |
| UBC Okanagan                  | 2,051         | 3,750         | 59%        | 15,397                       | 4%        | 2,936         |
| Other                         | 52            |               |            | 234                          | 10%       | 70            |
| <b>Total</b>                  | <b>41,250</b> | <b>72,000</b> | <b>57%</b> | <b>285,894</b>               | <b>9%</b> | <b>70,794</b> |

### ENGAGEMENT DRIVERS



## UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

- NOV 8** Conversations About Mental Health - In Calgary  
*Calgary*
- NOV14** Celebrating Canadian University Excellence in NYC  
*New York*
- NOV 15** *alumni UBC* Achievement Awards 2018  
*Vancouver*
- NOV 21** My Career Story: Making Networking Less Awkward  
*Vancouver*
- NOV 22** Living Your Best Life: Ideas For Unleashing  
Your Full Potential  
*Vancouver*
- NOV 28** Live Webinar: Cover Letters that Connect  
*Online*
- DEC 11** Hong Kong Alumni & Friends Seasonal Dinner  
*Hong Kong*

## 2018-19 ALUMNI UBC BOARD OF DIRECTORS

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### VICE CHAIR

Ross Langford, *BCom'89, LLB'89*

### TREASURER

Barbara Anderson, *BSc'78*

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Aleem Bandali, *BA'99*  
Valerie Casselton, *BA'77*  
Patricia Mohr, *BA'68, MA'70*  
Gregg Saretsky, *BSc'82, MBA'84*

### MEMBERS AT LARGE [TERMS ENDING 2020]

Barbara Anderson, *BSc'78*  
Shelina Esmail, *BA'93*  
Ross Langford, *BCom'89, LLB'89*

### MEMBERS AT LARGE [TERMS ENDING 2021]

Stephen Brooks, *BA'92*  
Randy Findlay, *BASc'73, PEng ICD.D*  
Debra Hewson, *BA'81*  
Leslie Lee, *BCom'84*  
Rahim Moloo, *LLB'05*  
Shom Sen, *BCom'84*

### Ex-Officio:

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Heather McCaw, *BCom'86*

#### UBC PRESIDENT AND VICE-CHANCELLOR

Professor Santa J. Ono

#### UBC CHANCELLOR

Lindsay Gordon, *BA'73, MBA'76*

#### ASSOCIATE VICE PRESIDENT, ALUMNI; EXECUTIVE DIRECTOR, ALUMNI UBC

Jeff Todd, *BA*