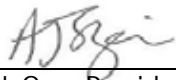


SUBJECT	ALUMNI UBC ACTIVITY REPORT
MEETING DATE	April 2, 2019

Forwarded on the Recommendation of the President

APPROVED FOR SUBMISSION



for Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date	March 20, 2019
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Presented By Heather McCaw, Vice-President Development & Alumni Engagement
 Jeff Todd, Associate Vice-President Alumni and Executive Director, *alumni UBC*

EXECUTIVE SUMMARY

This report covers alumni engagement activities during the first six weeks of the year.

In January, the Robert H. Lee Alumni Centre hosted UBC’s annual Lunar New Year dinner to celebrate the Year of the Pig. A new podcast series, My Financial Life, was launched in February, and recently Development and Alumni Engagement was honoured with 10 awards at the 2019 CASE District VIII conference held in Vancouver.

Attachments

1. *alumni UBC* Update

STRATEGIC CORE AREAS SUPPORTED

People and Places Research Excellence Transformative Learning Local / Global Engagement

DESCRIPTION & RATIONALE Update on what *alumni UBC* has accomplished over the first six weeks of the year.

BENEFITS *alumni UBC* involves more than 70,000 alumni in the life of the University each year. Our Learning, Research, Financial, Sustainability & Reputational 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:
 November 6, 2018; September 25, 2018; June 14, 2018; February 14, 2018;

alumniUBC UPDATE



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

In January, UBC welcomed in the Year of the Pig with members of the Asian-Canadian community – many of them long-time friends and supporters of the university. It was our chance to thank them for their enduring generosity and interest in the well-being of this shared institution. Our volunteer MCs, husband-and-wife team Ken and Susan Chow, did us proud and proved a popular choice with our guests. Both graduated from UBC in 1987. Ken is now a professor in the Faculty of Dentistry, and Susan has a stellar reputation as a volunteer fundraiser for a number of community organizations. All three of their children are UBC students, so they were more than happy to help us with the night's events to raise funds for the Blue & Gold Campaign for Students. By the end of the night, the room was filled with golden balloons. With donations matched by UBC, the campaign was better off to the tune of more than \$10,000.

In February, UBC was host to the annual CASE District VIII conference for university advancement professionals, which was held downtown at the Hyatt Regency. The conference includes an awards ceremony to recognize high standards of work over the past year, and I'm delighted to report that our development and alumni engagement colleagues picked up 10 awards, with UBC receiving 14 awards overall. It is testimony to our leadership in developing best practices for university advancement, including alumni engagement in Canada and beyond.

Jeff Todd
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 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*.

SPOTLIGHT ON UBC RESEARCH

On February 5, UBC Government Relations led their annual *Day on the Hill* initiative, for which **Professor Ono** and a team of key UBC senior executives, researchers, and students travelled to Ottawa for meetings with key government officials. For the third year, *alumni UBC* leveraged the presence of the UBC delegation by presenting an alumni & friends program at the stunningly renovated National Arts Centre. More than 100 alumni, donors, co-op students, and guests of Government Relations (including MPs and heads of key university- and research-affiliated institutions) mingled at an informal reception. During the evening, Professor Ono and **Heather McCaw** provided brief remarks before introducing four UBC researchers. The researchers spoke about their fascinating work in forestry dynamics, climate change and forest fires; gene and cell therapy to treat diabetes; social inclusion and the rights of individuals with intellectual and developmental disabilities; and the development of advanced computational models of the human body.



UBC experts gave presentations on their latest research in Ottawa this February

BREAK ESCAPE CONTEST FOR STUDENTS

alumni UBC's second annual *Break Escape* student contest launched in November. The contest seeks to raise the profile of *alumni UBC* among students, both undergraduate and graduate, on both campuses. Nearly 2,400 entries were received, almost doubling last year's debut contest entries. Thirty-four per cent came from the Okanagan, and sixty-six per cent came from Vancouver. Overall, seventy-five per cent of the entries were from undergraduate students. One lucky winner, a 4th year undergraduate student from the Vancouver campus, received a prize package valued at \$2K from Merit Travel, Contiki, and *alumni UBC*.

The contest received 307,000 social media impressions, and the majority of contest entries came via the communication channels of the AMS, which speaks to the relationship *alumni UBC* has been able to build with the society over the years.



EVENING OF CRAFT BEER TASTING IN TORONTO

On February 6, a capacity crowd of nearly 100 alumni braved the wintry weather to attend a craft beer tasting at Goose Island Brewhouse in downtown Toronto. They heard from head brewer **Bern Priest-Blais**, who provided a history of the brewery and introduced some of his favourite beers, available for tasting. Guests were provided with a custom-made *alumni UBC* tasting card, for taking notes and keeping track of their favourites. Guests also participated in an informal networking activity and were eligible to win door prizes just by helping other guests make connections - a perfect way to make networking less intimidating!

ADVICE FOR GRADS IN HK MOVING BACK TO BC

On January 15, a capacity crowd of 84 alumni and friends in Hong Kong learned about making the transition back to BC. The Canadian Real Estate Investment Centre (HK) presented them with an update on Vancouver's residential property market, covering the latest prices, trends, taxes, and news in the real estate market and how these might affect alumni looking to move back to Canada. In addition, a representative from Maxway Education spoke about the education system in Canada, and a mortgage specialist from CIBC discussed the latest mortgage financing regulations. This program took place at the Hong Kong Football Club.

CAREER DEVELOPMENT PROGRAM

Live Webinar

On January 23, **Barney Ellis-Perry**, BA'87, hosted a live webinar from Los Angeles, California - *Similar but Different: Tips and Tricks about Living and Working in the United States*. There were 95 alumni participants across North America, several of whom connected with our speaker afterwards to get additional contact referrals. This webinar is now available online.

Career Quarterly

On January 29, we sent out the winter *Career Quarterly* to approximately 80,000 alumni. The newsletter introduced new manager of Alumni Career Education **Nicole Yeasting**, BA'11, highlighted an alumni career story from **Liz Parker**, BMus'92, and promoted the upcoming Career Agility Course, starting February 18.

"New Year, New You" Survey

From January 29 to February 8, the *Career Development Program* gathered survey responses from alumni about the type of professional development topics they would like *alumni UBC* to cover in 2019. The survey also helped create awareness about the *alumni UBC* career program and we were able to share results with faculties to support their own programming. It was promoted in newsletters and on social media and attracted 515 responses. The top three topics identified by the participants were salary negotiation, career exploration, and networking and connecting.

MY FINANCIAL LIFE

In February, *alumni UBC* launched *My Financial Life*, a five-episode personal finance podcast series, produced with the help of alumni, partners, and sponsors. **Kirk Lapointe** (editor-in-chief of *Business in Vancouver* and adjunct professor at the UBC School of Journalism) hosts the series, which features experts in a range of areas, including financial planning, investing, personal credit, insurance, and travel finance. Available from *alumni UBC's* digital library, the goal of the series is to provide alumni with personal growth and development opportunities, as well as contribute to a growing suite of online offerings.

MEN'S HEAT BASKETBALL ALUMNI REUNION

On January 19, Men's Heat Basketball alumni celebrated their 10-year anniversary in Kelowna with a full day of activities. From catching a home game of basketball to bowling at a local pub, there was plenty of catching up and laughter as new memories were made.



Basketball grads renewed old friendships in Kelowna

GOAL 2 | DEEPER ENGAGEMENT

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

USHERING IN THE YEAR OF THE PIG

alumni UBC's 11th annual Lunar New Year Dinner was held at the Robert H. Lee Alumni Centre. It enjoyed a record turnout of 205 guests, who convened for a multi-course dinner to usher in the Year of the Pig.

Before enjoying the specially catered meal and hearing from **President Ono**, guests were entertained by the UBC Kung Fu Club, who performed a ceremonial lion dance to drive away evil spirits and bring good luck.

President Ono thanked attendees for their unwavering support to the university.

Notable attendees seated at the head table included Mr. UBC, **Bob Lee** (BCom'56), along with his wife **Lily** (BSc'56) and daughter **Carol** (BCom'81); chancellor emerita **Sarah Morgan-Silvester** (BCom'82); vice-president of Development and Alumni Engagement **Heather McCaw** (BCom'86); benefactors **Sheldon Trainor** (BCom'88) and his wife, **Emelda Wong**; **Wallace Chung** (DSc'94); and **Dr. Ken** (BSc'87) and **Susan** (BSc'87) **Chow**, the evening's very entertaining masters of ceremonies.



TRAVEL CLUB OFFERINGS

The *alumni UBC* Travel Club visited Bhutan in January to partake in a tour organized by **Stephen Inglis, PhD'84**, whose contributions to museums and Indian studies have been honoured by the Canadian Museums Association and the Government of India. Our group of 20 visited the 169-ft tall Buddha Dordenma statue, which sits atop a gilded meditation hall in Thimphu. There are 125,000 miniature Buddhas encapsulated inside its enlightened bronze chest.

Upcoming tours include *Classical Music and Grand Sights in the Baltics*, with UBC Opera Ensemble director **Nancy Hermiston** in April/May; and *Mongolia – Epic Landscapes and Nomads of Today* in June, with UBC professor and prolific commentator on contemporary Mongolia, **Julian Dierkes**. Detailed information and upcoming tours can be found at www.alumni.ubc.ca/travel



The 169-ft tall Buddha Dordenma statue.
Photo credit: Sandeep Singh, local tour leader.

ALUMNIGHTS IN KELOWNA

More than 45 alumni and students connected over a sumptuous dinner on January 23 at the Imperial Barroom in Kelowna. A partnership with the student club Age-Link ensured that a fun networking activity got everyone talking to each other effortlessly. This successful first-time partnership with students brought a new element to the traditional alumni gathering.



STUDENT LEADERSHIP CONFERENCE

The annual *Student Leadership Conference* provides UBC students, alumni, community members, staff and faculty with the opportunity to participate in peer-to-peer learning experiences designed to develop their leadership skills. At this year's conference on January 12, *alumni UBC* was proud to sponsor the Awards Luncheon, which recognized some talented students for their hard work, dedication, and commitment to creating positive change through their involvement at UBC and/or in the greater Vancouver community. Guests numbered 150. Alumni who were Nestor Korchinsky award winners in previous years attended and engaged with students, discussing their thoughts on the future of the UBC campus and the contributions they could make as a community.

UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

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|---|---|
| <p>21 FEB Canadian University Alumni Soirée “Cabane à Sucre” in Paris SOLD OUT
<i>Paris, France</i></p> <p>23 FEB We Care, Year of the Pig “Get-Together Dinner” for the Elderly Folks of Ngau Tau Kok
<i>Hong Kong</i></p> <p>28 FEB Master Mind Master Class with Gabor Maté, CM, BA’68, MD’77 SOLD OUT
<i>Vancouver, BC</i></p> <p>06 MAR UBC Connects with Tarana Burke – <i>A movement that empowers: “Me too” and the role of empathy in healing and change</i>
<i>Kelowna, BC</i></p> <p>07 MAR Webinar – Worlds Collide: Social Change and Finance
<i>Online</i></p> | <p>13 MAR UBC Connects with Chimamanda Ngozi Adichie SOLD OUT
<i>Vancouver, BC</i></p> <p>14 MAR alumNIGHTS: Montreal
<i>Montreal, QC</i></p> <p>14 MAR alumni UBC Soirée in Singapore SOLD OUT
<i>Singapore</i></p> <p>19 MAR Launch a Career in Canada Reception
<i>Vancouver, BC</i></p> |
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VICE-PRESIDENT, DEVELOPMENT AND ALUMNI ENGAGEMENT; PRESIDENT’S DESIGNATE

Heather McCaw, BCom’86

UBC PRESIDENT AND VICE-CHANCELLOR

Professor Santa J. Ono

ASSOCIATE VICE PRESIDENT, ALUMNI; EXECUTIVE DIRECTOR, ALUMNI UBC

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