

SUBJECT	ALUMNI UBC ACTIVITY REPORT
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MEETING DATE	June 5, 2019
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Forwarded on the Recommendation of the President

**APPROVED FOR
SUBMISSION**



Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date	May 21, 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 provides a year-end wrap up of alumni engagement activities for 2018-2019. It was another successful year with more than 75,000 alumni engaging with UBC. Each faculty met and exceeded their engagement goals for the year and since the beginning of the *alumni UBC* strategic plan two years ago, more than 106,000 individual alumni have engaged.

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:
 April 2, 2018; November 6, 2018; September 25, 2018; June 14, 2018

alumniUBC UPDATE



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

Our year-end results are in, revealing that a total of 75,788 alumni (up 8% over last year) have engaged with UBC across all program areas. Highlights include 21,071 alumni address updates (up 18% over last year); 29,633 publication clickthroughs (up 20%); 49,768 visits to the *Trek* Online website (up 7%); and 16,646 podcast downloads (up 30%).

These examples suggest that our content is well received, and over the coming year our communications efforts will be a major focus of development. *Trek* magazine is currently undergoing a comprehensive review, which will determine its future direction and evolve the brand, as well as establish a digital-first strategy for integrated content distribution. The popular print-format magazine will remain, but our aim is to expand the volume, frequency and accessibility of content. Another purpose of the review is to increase ad sales and sponsorship in order to offset the rising costs of printing and mailing.

Constant improvement is a mainstay of *alumni UBC* operations. Not only do we establish new programming based on the needs of our ever-changing alumni base (as indicated by regular surveys and focus groups), but we also revamp existing program areas to ensure their freshness and appeal.

Maintaining a thoughtful balance of high-quality face-to-face and digital programming will serve our goals of broader and deeper engagement well, and we anticipate that the improvements planned for the coming months will lead to a notable increase in the engagement numbers we report next spring.

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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*.

MASTERMIND MASTERCLASS WITH GABOR MATÉ

Now in its third year, this speaker series offers an unprecedented look into the minds of modern thinkers making a unique impact on the world, and the lessons they've learned. On March 5, the featured speaker was acclaimed addictions and trauma expert, author, and UBC grad **Gabor Maté**, CM, BA'68, MD'77. A capacity crowd of 450 packed the Marriott Pinnacle Hotel ballroom to learn more about his observations on addiction and treatment. The *podcast* - which can be found in *alumni UBC*'s digital library - has been downloaded more than 1650 times. This program was sponsored by Scotiabank and the CBC.



Gabor Maté presented on the nature and treatment of addictions.

STUDENT TUITION CONTEST

The third annual student tuition contest launched in February. Its purpose is to raise the profile of *alumni UBC* among new UBC students and continue building awareness within the larger student population. We worked with the AMS, the GSS and the UBC SUO to promote the contest to a wider student audience via monthly newsletters and social media blasts. So far, more than 4,500 undergraduate and graduate students have entered by watching a brief *alumni UBC* video and answering a skill-testing question on the benefits and services we provide. The contest closed on April 26, when one lucky student was awarded \$2,500 towards their tuition.



GUANGZHOU NETWORKING EVENT

On February 23, *alumni UBC* Guangzhou organized a get-together (Chun Ming) to celebrate the Year of the Pig. The festivities included an afternoon reception followed by a dinner, both of which provided networking opportunities for alumni. Eighteen guests attended the reception, and 15 of them stayed for dinner. The Bank of Montreal sponsored gifts for the lucky draws.

SOIRÉE IN SINGAPORE

On March 14, approximately 70 alumni and guests attended an evening reception at the official residence of the High Commissioner, H.E. **Ms. Lynn McDonald**, along with Professor **Dermot Kelleher**, dean of the Faculty of Medicine and vice-president of Health. They enjoyed a Canadian West-Coast-inspired menu and refreshments, including BC VQA wines, while enjoying an opportunity to expand their UBC network. As part of the evening's program, guests heard about the Faculty of Medicine's transformational research strategy, as well as some of the exciting developments in health currently taking place at UBC.

ALUMNIGHTS IN MONTREAL

More than 20 alumni and friends kicked off the spring season at the annual *alumni UBC* Montreal alumNIGHTS gathering held on March 14. Guests enjoyed reconnecting with old UBC friends and making some new ones over food and drinks at 3 Amigos Resto Bar in the heart of Montreal.

ALUMNI CAREER DEVELOPMENT PROGRAM

Live Webinar #1: Worlds Collide - Social Change and Finance

On March 7, **Andrea Barrios**, *BCom'10*, hosted *Worlds Collide: Social Change and Finance* from the Rockefeller Foundation in New York City. She spoke about career opportunities in the emerging space of social finance and impact investing. Fifty alumni across North America and Europe attended the live webinar and another 77 downloaded it.

Live Webinar #2: Think for a Living - The rise of the Knowledge Worker and Gig Economy

On March 26, **Jody Shakespeare** shared insights about the trending gig economy, how to use our knowledge to cash-in, and ways to mitigate risk as a contractor. Ninety-two alumni participated in the live webinar, and 78 alumni downloaded the recording.

Career Agility Course

The Career Agility course ran from February 18 to March 25 and was facilitated by **Michele Murphy**, *MA'10*. The program addresses mindset, clarity, and direction, and teaches participants how to bring more flow to their life and work. It helped the 29 participants gain self-awareness through focused reflection, and it left them feeling energized and inspired.

My Financial Life

This quarter, we launched *My Financial Life*, a five-episode podcast series on personal finance that we produced with the help of alumni, affinity partners and sponsors. This pilot project aimed to provide rich online content accessible to all alumni, regardless of where they reside. The series features experts in a range of areas, including financial planning, investing, personal credit, insurance, and travel finance. All five episodes are now available in *alumni UBC's* digital library. They have been downloaded nearly 2,000 times.



GOAL 2 | DEEPER ENGAGEMENT

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

LAUNCH A CAREER IN CANADA

Launch a Career in Canada invites former international students to share their stories with current international students about starting a career in Canada. This program is a partnership with the Centre for Student Involvement and Careers. On March 19, 60 alumni joined more than 100 students at the Robert H. Lee Alumni Centre for a short panel presentation, followed by some speed networking to allow alumni and students to connect.



Former international students provided insights on launching a career in Canada

GRADUATION BALL IN THE OKANAGAN

Held on March 23 at the Delta Grand Okanagan Resort, the 4th Annual Graduation Ball attracted more than 200 graduating students. All guests were transported to the year 3000 and treated to a keynote speech by aspiring astronaut **Rachael L'Orsa**, BAsc'10, BA'11, who spoke about her current research involving robotics on the International Space Station. The sold out event was organized and successfully executed by the *alumni UBC* Student Leadership Committee.



Two hundred graduating student celebrated at the 4th annual graduation ball in the Okanagan.

ALL PRESIDENTS' DINNER AND GREAT TREKKER AWARD

The All Presidents' Dinner is organized by the AMS for the more than 400 club and undergraduate society presidents across campus. It is an annual event that celebrates the achievements of UBC's outstanding student leaders, many of whom go on to volunteer their time to UBC once they become alumni. Awards are presented for various categories, such as Club of the Year and Best New Club.

This year's hosting honours went to fourth year students **Conor Doherty** (who also works at the Robert H. Lee Alumni Centre as a student ambassador) and **Anna Mackenzie**. Among the highlights was the presentation of the Great Trekker award by AMS President **Marium Hamid** to **Dr. Michael Audain, OC, OBC (BA'62, BSW'63, MSW'65, LLD'14)**.

Initiated in 1950, the Great Trekker award is presented by the AMS to a graduate who has achieved eminence in his or her chosen field, made a special contribution to the community, and shown a keen interest in their Alma Mater through service to undergraduate and graduate students. Dr. Audain, chairman of Polygon Homes and the Audain Foundation, has created opportunities for students and enhanced the cultural life of campus through his generous support of the visual arts. UBC's Reconciliation Pole, which was raised in April 2017, was jointly commissioned by the Audain Foundation and UBC.

Held on March 22, the dinner was once again sponsored by *alumni UBC*. It helps to support a productive relationship with the AMS, who are valuable partners in identifying student engagement priorities and other innovative ways of supporting students.



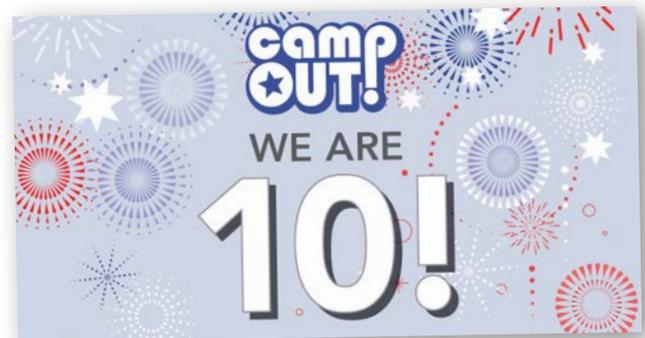
Dr. Michael Audain received the 2019 Great Trekker Award from the AMS.

UBC CAMPOUT DONOR RECEPTION

In partnership with the Faculty of Education and the Institute for Gender, Race, Sexuality and Social Justice, *alumni UBC* hosted the annual CampOUT Donor Reception at Scotiabank's head office. Alumni and friends, along with the camp's many supporters, convened to hear about last summer's camp and to celebrate the program's 10th anniversary.

More than an outdoor adventure, *UBC's CampOUT* has helped more than 800 queer, trans, two-spirit and allied youth from BC and the Yukon to thrive. Participants develop leadership skills, build self-esteem, and connect to resources to support their health and wellbeing. They return home feeling connected, celebrated for who they are, and with a sense of belonging.

The reception was attended by dean of Education **Blye Frank**, director of Alumni Engagement **Fred Lee**, and camp director **Anna White**. At the donor reception, Scotiabank District Vice President **Larry Clement** renewed the financial institution's support for the program with a cheque presentation for \$10,000.



CARING FOR THE SENIORS OF NGAU TAU KOK

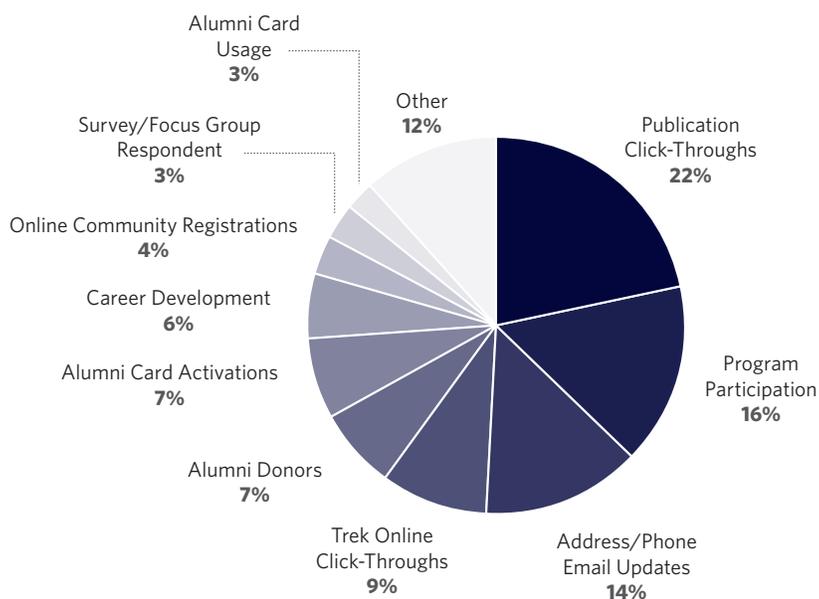
In China, many companies and organizations organize get-together dinners (Chun Ming) throughout the entire first month of the New Year. On February 23, to celebrate the Year of the Pig, *alumni UBC* Hong Kong organized Chun Ming for 156 elderly single dwellers living in government housing in Ngau Tau Kok. This year's dinner took place at Ming Kwong Restaurant, and 22 generous donors, who contributed a total of HKD 57,750 (approx. CAD 10,000), made it possible.

MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2018-19

	FINAL RESULTS	ANNUAL GOAL	# PRIMARY CONTACTABLE ALUMNI	% ENGAGED	2018 RESULTS
UBC Okanagan	3,609	3,750	15,397	23%	2,936
UBC Vancouver					
Applied Science	10,825	10,000	36,249	30%	10,381
Arts	14,801	14,000	72,541	20%	13,373
Dentistry	1,489	1,450	2,794	53%	1,425
Education	8,118	7,500	44,476	18%	7,264
Forestry	2,129	2,000	5,356	40%	1,964
Land and Food Systems	2,187	2,100	8,533	26%	2,357
Medicine	6,567	6,500	14,518	45%	6,013
Peter A. Allard School of Law	4,156	4,000	9,903	42%	3,857
Pharmaceutical Sciences	2,361	1,650	5,523	43%	1,874
Sauder School of Business	9,783	9,000	33,209	29%	9,778
Science	9,693	9,000	37,161	26%	9,502
Other	70		234	30%	70
Total	75,788	72,000	285,894	27%	70,794

ENGAGEMENT DRIVERS



UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

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| <p>MAY 01 Wildfires: <i>Causes, Consequences and Coexistence</i>
Victoria, BC</p> <p>MAY 09 Webinar - Thrive in the Workplace: <i>Understanding stress, burnout and the importance of workplace wellbeing</i></p> <p>MAY 14 Smart Cities
Hong Kong</p> <p>MAY 15 Webinar - <i>Work in the Age of Automation: Myths and Realities</i></p> <p>MAY 15 alumni UBC Breakfast Series in Toronto -
Featuring Gordon Katic, BA'13, MJ'17 SOLD OUT</p> | <p>MAY 16 Singapore Networking Evening</p> <p>MAY 21 alumni UBC Pro Am at Point Grey 2019
Vancouver, BC</p> <p>AUG 12 alumNIGHTS at the Odium Brown VanOpen
West Vancouver, BC</p> |
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