



SUBJECT ALUMNI UBC ACTIVITY REPORT

MEETING DATE SEPTEMBER 12, 2019

Forwarded on the Recommendation of the President

APPROVED FOR SUBMISSION

Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date August 7, 2019

Presented By Heather McCaw, Vice-President Development & Alumni Engagement
Natalie Cook-Zywicki, Interim AVP Alumni and Executive Director, *alumni UBC*

EXECUTIVE SUMMARY

Highlights of alumni activity from the first quarter of FY20 including: *alumni UBC* welcomed more than 9,000 new alumni on both the Vancouver and Okanagan campuses, the Faculty of Education hosted speaker Margaret Trudeau, and we recognized many of UBC's volunteers with a reception during National Volunteer Week.

Attachments

1. *alumni UBC* Update

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

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 339,000, 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: June 5, 2019; April 2, 2019; November 6, 2018; September 25, 2018

alumniUBC UPDATE



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

In late June, the *alumni UBC* board and members of the staff leadership team convened for their annual planning retreat at UBC's Okanagan campus. We were honoured that Board of Governors chair Michael Korenberg and vice chair Sandra Cawley were able to join us there to update our board members on the work of the Board of Governors. Relations between the two boards have become more robust in recent years, something I believe to be crucial for realizing our mutual goal of advancing the university. The UBCO 2040 plan was also previewed with the Board by Deborah Buszard, Deputy Vice-Chancellor and Principal.

After eight years leading alumni engagement at UBC, I am heading back to the United States this summer to lead the University of New Mexico Foundation in Albuquerque. Developing our *alumni UBC* board into a nimble and dynamic team that responds effectively to the needs of a rapidly growing and changing alumni body has been a mutual priority during my time here. And working with these dedicated volunteer leaders can only be described as a career highlight.

An engaged and effective board has helped our organization succeed in vastly increasing numbers of engaged alumni, as well as improving the quality of their engagement opportunities. I am beyond proud, too, of the high standard of work that our talented team has exhibited in delivering the board and University's vision for alumni engagement. The facts speak for themselves: since 2010 there has been a 235 per cent increase in the number of engaged alumni and a 149 per cent increase in the number of alumni who volunteer. We've built an alumni centre. And we far exceeded our alumni engagement goals as part of *start an evolution*.

The future looks bright for UBC, and the global alumni community, and the decision to leave was not an easy one. UBC is a world class institution that continues to travel along an upwards trajectory. I consider myself lucky to have been in a position to support the university and *alumni UBC's* aspirations, and I will look back on my time here with both satisfaction and deep affection.

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*.

GAME CHANGERS

On April 8, an audience of 115 gathered to hear a panel discussion about the ways in which sport is being transformed – by technology and people – to broaden participation and change our understanding of (dis)ability. From basketball to recreational skiing to hiking, assistive technologies are helping break down barriers for persons with disabilities or health concerns. As well as gaining a better understanding of what more is needed to ensure equal participation, the audience heard stories of resilience and perseverance from the panel, which included **Dr. Andrea Bundon**, MA'08, PhD'14, assistant professor in the School of Kinesiology; **Gail Hamamoto**, BA'91, executive director of the BC Wheelchair Sports Association; and **Donovan J. Tildesley**, BA'08, former Canadian Paralympic swimmer and flag bearer for Canada at the 2008 Paralympic Games.



An expert alumni panel discussed how assistive technologies are helping more people to participate in sport.

WELCOMING OUR NEW ALUMNI

This May at the Chan Centre, the Vancouver campus hosted a record 28 graduation ceremonies over seven days, and *alumni UBC* welcomed more than 9,222 new grads to the global alumni network. For the fourth consecutive year, welcome receptions took place at the Robert H. Lee Alumni Centre, with more than 15,000 graduates, family members, and friends joining in the celebrations. This is a 22 per cent increase over last year. Attendees were treated to tea and coffee, with complimentary bubbly for the graduates (3,420 alumni UBC flutes dispensed). There was a photo booth supplied by our affinity partner to capture special moments, and a chance to take a picture with cut-outs of Santa J. Ono and Thunder. New grads were also invited to sign up for their Alumni Card and 4,411 cards are being distributed as a result.

On June 6 and 7, the Okanagan campus' newest graduates received a warm welcome to the alumni community. Alumni volunteers pinned more than 1,400 hoods on gowns, shook more than 1,400 hands and served 1,500 cupcakes.



Cut-outs of Santa J. Ono and Thunder provided plenty of photo opportunities for our newest grads.

SMART CITIES

On May 14, UBC alumni in Hong Kong attended a panel discussion on the topic of Smart Cities. Moderator **James Olson**, dean of Applied Science, was joined on stage by **Ron Kellett**, professor and director of UBC's School of Architecture and Landscape Architecture; **Wendy Lee**, regional manager of Autodesk Far East Ltd; **Walter Mérida**, associate dean, Research and Industrial Partnerships (Applied Science); and Richard Yue, CEO of Arch Capital Management. **Robert Helsley**, dean of the Sauder School of Business, delivered the closing remarks. Presented in partnership with the Faculty of Applied Science and Sauder School of Business, the event was well received by the 68 guests in attendance. Alumni were keen to learn about the challenges of urbanization and the opportunities for reshaping the design of their city.



Alumni in Hong Kong learned about the future design of cities.

UBC: WHO GETS IN?

In April, *alumni UBC* partnered with the office of **Andrew Arida**, deputy registrar, to record a webcast of his popular presentation "Who gets in? The Truths and Myths of how Canadian Universities make Admission Decisions." The presentation provided an overview of the rationales and decision-making process UBC and other Canadian universities often use, and helped to dispel the myths and rumours that surround admission to UBC. The webcast is accessible through the *alumni UBC* digital media library and available to all alumni. To date, it has been viewed 934 times.

ALUMNUS HEADS UNICEF CANADA

UBC alumnus **David Morley**, *CM, MEd'08*, is the president & CEO of UNICEF Canada, and this November he will be presented with the 2019 *alumni UBC* Achievement Award for Global Citizenship. In early April, 40 guests gathered at CBC's Glenn Gould Studio to hear Mr. Morley's presentation on the advancement of children's health and well-being. They learned where Canada is performing well in respect to this, as well as where we're falling behind and what is required to ensure optimal outcomes for children and youth. Following the presentation, *CBC News'* **Reshmi Nair** moderated an audience Q&A, which was followed by a reception where guests had the chance to talk with Mr. Morley one-on-one. The event was presented in partnership with the Faculty of Education, and Dean **Blye Frank** was on hand to provide the evening's opening and closing remarks.



Alumnus David Morley is president and CEO of UNICEF Canada and the recipient of this year's alumni UBC Achievement Award for Global Citizenship

MARGARET TRUDEAU ON MENTAL HEALTH

In June, Dean of Education **Blye Frank** hosted keynote speaker **Margaret Trudeau** at the Fairmont Hotel Vancouver. As a respected mental health advocate, Ms Trudeau shares her personal stories to remind others of the importance of nurturing the body, mind, and spirit. Her powerful speech – “Changing My Mind” – earned a standing ovation from the 450-strong audience. During a reception afterwards, guests had the opportunity to speak with Ms Trudeau directly. A podcast of the event is available in *alumni UBC*'s digital library and has been downloaded more than 1,500 times.



Margaret Trudeau shared her personal stories as a means of advocating for mental health.

CELEBRATE THE COMMONS!

In May, a special event was held to celebrate the opening of the Okanagan campus' newest building, known as the Commons. More than 70 guests explored its exciting spaces and features, including a 400-seat classroom, the Lois and Cliff Serwa Reading Room, UBCO Studios, the Special Collections Room, the Engagement Theatre and the Graduate Student Commons.



UBC Okanagan's newest campus addition – the Commons.

UNEXPECTED MENTORS

In late April, at cSPACE King Edward in Calgary, *alumni UBC* and the Sauder School of Business hosted a lively keynote presentation by award-winning Canadian recruitment firm owner and international best-selling author **Sheila Musgrove**. Fifty-five guests listened to Ms Musgrove as she redefined mentor/mentee relationships and shared 17 creative ideas of where to find unexpected career mentors. Following her presentation, guests had the opportunity to mix, mingle, and make some new connections at a networking reception. They all took home a copy of Ms Musgrove's new book, *Unexpected Mentors: Weird & Creative Ideas to Boost Your Career*.



In April, alumni gained some insights from recruitment specialist Sheila Musgrove.

WILDFIRES: CAUSES, CONSEQUENCES AND COEXISTENCE

In May, at the Delta Ocean Pointe Resort in Victoria, nearly 200 alumni, donors and friends attended a keynote delivered by UBC Forestry's **Dr. Lori Daniels**. She spoke about the causes of wildfires and how individuals and communities can learn ways to coexist with them as fire seasons in BC become increasingly dramatic and destructive. Following the presentation, **Santa J. Ono** moderated a Q&A. At a casual reception afterwards, guests had the opportunity to speak with Dr. Daniels, President Ono, and other senior UBC representatives in attendance. Earlier in the evening, President Ono hosted a recognition reception for UBC donors, with almost 50 individuals in attendance.



Dr. Lori Daniels spoke about the worrying issue of wildfires.

CHANGING THE WORLD THROUGH ENTREPRENEURSHIP

A panel discussion held in downtown Toronto this June highlighted how three accomplished alumni are changing the world through entrepreneurship – by using technology to help people with cognitive disabilities lead fuller lives (**Andrea Palmer, BASC'15**), by redefining shopping to eliminate waste (**Dayna Stein, BSc'15**), and by connecting ethical brands and suppliers to retail buyers across the globe (**Fran Aguila, BCom'14, MDS'17**). The three women spoke about their experiences as entrepreneurs and participated in an audience Q&A moderated by fellow alumna **Sheena Williams, BCom'08**. Dean **Robert Helsley** provided opening and closing remarks. Following the program, more than 60 guests stayed on for a lively reception. This event was jointly presented with the Sauder School of Business. UBC alumna **Evelyn Li, BCom'99**, kindly made her workplace available, and guests enjoyed a stunning view of the Toronto waterfront from the 38th floor of the Norton Rose Fulbright offices.



These alumni entrepreneurs are creating new businesses with social benefits.

BREAKFAST WITH GORDON KATIC

The most recent edition of *alumni UBC's* breakfast series in Toronto was held in May at Stratus Restaurant. It featured **Gordon Katic, BA'13, MJ'17**, who is the host and producer of award-winning documentary radio show *@citedpodcast*, and the producer of *Crackdown*, a show about drug policy, as well as the *Blue & Goldcast* presented by President Ono. Mr. Katic spoke about how he succeeded in the world of podcasting and shared some stories he picked up along the way. Our 20 guests had the opportunity to ask him questions as they enjoyed breakfast and each other's company.

GOAL 2 | DEEPER ENGAGEMENT

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

RECOGNIZING VOLUNTEERS

On April 10, nearly 200 of our 4,000+ volunteers attended a celebratory reception at the Vancouver Club to recognize the contributions of UBC's alumni volunteers. Invitees included alumni members of the Board of Governors, Senate, *alumni UBC* Board of Directors and Advisory Council, event speakers, mentors, broad-based admissions readers, convocation representatives, and many others.

Jeff Todd, Heather McCaw (VP, Development and Alumni Engagement), and *alumni UBC* board vice chair **Ross Langford** provided remarks, and a number of UBC deans and senior administrators attended to thank the volunteers for their generosity in person. The speaking program featured sibling alumni **Martina Seo, BHE'00, BEd'09, MET'17** and **Phil Seo, BCom'03**, who are active volunteers at UBC and in their community – and also recent participants on *The Amazing Race Canada: Heroes Edition*.

The annual Volunteer Recognition Reception takes place during National Volunteer Week, during which *alumni UBC* runs a social media campaign to highlight our volunteers. This very meaningful program shines a light on alumni who are making immeasurable contributions to the university and to the community at large.



Siblings Martina and Phil Seo, centre, spoke at the annual volunteer appreciation reception.

MORE DISTINGUISHED ALUMNI HONORED

On May 15, 2019, the Alumni Achievement Awards Selection Committee led by **Leslie Lee, BCom'84**, convened to review some 65 nominations in seven categories. Committee members **Shelina Esmail, BA'93**, **Laura Mandelbaum, BA'08**, **Patricia Mohr, BA'68, MA'70**, **Graham Twyford-Miles, BA'01**, **Nolan Watson, BCom'01**, and **Fred Withers, BCom'77**. The committee and *alumni UBC* Board of Directors are pleased to share that the following outstanding individuals will be feted at the annual Alumni Achievement Awards on November 21 at the Fairmont Hotel Vancouver:

Dominic Barton, BA'84, LLD'12

Alumni Award of Distinction

Dr. Barton is a senior partner at McKinsey & Company and served as global managing partner from 2009 to 2018. He has much experience helping organizations across the private, public, and social sectors to set direction and drive change. He is one of the founders of FCLT Global (Focusing Capital on the Long Term), a non-profit organization to encourage long-term economic thinking and safeguard the interests of individual savers and communities. A prolific writer who emphasizes the role business leaders can play in positive social outcomes, Dr. Barton has co-authored four books, including most recently *Talent Wins*, published in 2018. He serves on government economic advisory boards in Singapore and in Canada, where he is the chair of the Minister of Finance's Advisory Council on Economic Growth.

Douglas Clement, C.M., MD'59

Faculty Community Service Award

Dr. Clement is a committed and innovative advocate for community health. His pioneering career as a researcher in the emerging field of sports medicine led to his co-founding the first sports medicine clinic in Canada. He was an early advocate for exercise as a key to preventing heart disease, and translated his medical knowledge into action as chair of the board of the Heart and Stroke Foundation. He also taught sport medicine at UBC for more than 20 years. Dr. Clement is a former Olympic athlete who inspires community spirit through sport as a track and field coach at UBC, as president of the non-profit Achilles Track and Field Society, and as co-founder of the annual *Vancouver Sun Run*.

David Morley, C.M., MEd'08
Global Citizenship Award

Mr. Morley is the president and CEO of UNICEF Canada. He brings to this role more than 40 years of experience in human rights and community development, including his leadership of organizations such as Doctors without Borders Canada and Save the Children Canada. Leveraging his voice as an author, speaker, and educator, Mr. Morley has long advocated on behalf of those in need. He is known for his exceptional leadership and his commitment to addressing humanitarian issues such as HIV/AIDS, gender equality, access to education, and maternal health. In 2018 he became a Member of the Order of Canada.

Deborah Buszard
Honorary Alumni Award

Professor Buszard is a visionary champion for UBC Okanagan with a talent for forging productive community partnerships, notably with the City of Kelowna and the Okanagan Nation Alliance. As deputy vice-chancellor and principal, her many contributions include leading successful efforts to double research funding, increasing access to educational opportunities for Aboriginal students, and the promotion of a healthy environment in which to work and learn. Both the university's reputation and the Okanagan region have been strengthened by her tireless leadership, and by her respected scholarship as a plant biologist and environmental scientist.

John MacDonald, O.C., BAsC'59, DSc'89
Research and Innovation Award

Dr. MacDonald is a pioneer of Canada's high-tech industry. His novel use of satellites to produce high-resolution images of Earth is what made ubiquitous technology like Google Maps possible. Dr. MacDonald's company, MacDonald, Dettwiler and Associates Ltd. (now Maxar Technologies), was also involved in developing NASA's Canadarm, an iconic remote-controlled robotic arm deployed on the Space Shuttle system. Ever the entrepreneur, Dr. MacDonald emerged from retirement in 2001 to contribute to the growth of BC's thriving clean technology sector by co-founding the successful solar energy company Day4 Energy Inc.

Gwendolyn Point, BEd'87
Volunteer Leadership Award

Dr. Point of the Sts'ailes First Nation is an educator, scholar, healer, cultural advisor, and leader. Her commitment to revitalizing and sharing Stó:lō language, knowledge and practices has had transformative impacts on her communities. With an emphasis on children, families and education, Dr. Point's exceptional history of service includes numerous public roles in the Stó:lō Nation and in the provincial government. She is known as a "bridge builder" across Indigenous and settler communities – one whose eloquence, personal strength, passion for education, and spiritual leadership inspires healing.

Tara Cookson, BA'09
Young Alumni Award

Dr. Cookson is a distinguished anti-poverty activist, author, and scholar of gender equity and social policy. Her research at the University of Cambridge, where she was a Gates Scholar, contributed greatly to subsequent policy debates by revealing that aid programs intended to alleviate poverty can actually place oppressive burdens on vulnerable mothers. Dr. Cookson went on to co-found Ladysmith, a feminist consultancy that rigorously collects and analyzes gender equity data for international development and humanitarian organizations like UN Women, UNICEF, and the OECD. She is continuing her analytical approach to tackling inequality as a research fellow at UBC.



UBC CAMPOUT

In 2009, **Drs. Rod Knight and Jeannie Shoveller** from UBC's School of Population and Public Health received permission to run a summer camp to collect research on sexual minority youth in BC. Their findings endorsed the need for an outdoor camp experience catering to the needs of queer, trans and allied youth, and UBC's CampOUT was born. Now in its 10th year, the unique program hosts youth from BC and the Yukon for a five-day, four-night camp on Gambier Island, where they develop leadership skills, build self-esteem and resiliency, and connect to resources to support their health and well-being.

A CampOUT fundraiser to mark 10 years was held in the North Shore home of **Lois Nahirney** and **Tom Dielschneider** and chaired by **Fred Lee**, BA '88, from *alumni UBC*. It drew 100 influential guests. Presented by Scotiabank, the house party netted \$75,000, ensuring another 66 participants will have the opportunity to make new friends, access resources and experience the great outdoors. Over 10 years, more than \$750,000 has been raised to support CampOUT, and 800 young people have participated in this magical and life-changing program.



The CampOUT team: (L-R) camp leader Ivan Leonce, camp director Anna White, and camp coordinator Hanna Jarrett.

100 YEARS OF UBC NURSING

Established in 1919, UBC's School of Nursing – the first in the Commonwealth to offer a university degree – marked its 100th anniversary in May with a gala at the Fairmont Hotel Vancouver. The celebration was the crowning glory of a year that has been packed with special events, lectures, and reunions to mark the centenary. Queen Elizabeth II and the Minister of Advanced Education Melanie Mark sent greetings to acknowledge the anniversary and honour the school's history.

More than 425 guests attended the gala, which was led by School of Nursing director **Dr. Elizabeth Saewyc**, Dean **James Olson** and **President Santa J. Ono**, and more than 100 of them were presented with Centenary Medals of Distinction for their achievements in health research, advocacy and education. These nursing leaders include **Kelli Stadjuhar**, recognised for her leading role in palliative care nursing; **Helen Shore**, descendant of Florence Nightingale, for her advocacy in public health nursing; **Alison Phinney**, for her research with people living with dementia; **Stephanie Ngo**, for her international leadership working with the World Health Organization; and **Lily Lee**, for her philanthropic efforts to health-related causes.



Top: Lily Lee and Santa J. Ono
Bottom: Nursing 100 recipient Dianne Doyle (left) and department head Dr. Elizabeth Saewyc.

FACULTY OF MEDICINE GOLF TOURNAMENT

Sponsored by *alumni UBC*, the UBC Medical Alumni Association hosted more than 120 golfers and guests at the University Golf Club for the 42nd anniversary of the UBC Medical Alumni & Friends Golf Tournament. This annual tradition is a meaningful opportunity for medical alumni, students, residents, friends, and faculty to connect with each other. It fosters pride in UBC and encourages a culture of philanthropic support. The tournament's success is largely attributed to the leadership, support, and influence of a volunteer committee comprised of engaged alumni, community members, and students who work in collaboration with the Faculty of Medicine Alumni Engagement Office.

This year's tournament saw a record number of medical student and residents participate and netted more than \$24,000 through sponsorship, prize donations, and a spirited live auction. All proceeds from the tournament go toward supporting the activities and spaces of current UBC MD undergraduate students throughout BC. The UBC Medical Alumni & Friends Golf Tournament has raised over \$230,000 to date.



This year's UBC Medical Alumni & Friends Golf Tournament enjoyed a record number of participants.

ALUMNI UBC PRO-AM GOLF TOURNAMENT

alumni UBC hosted the inaugural Pro-Am at Point Grey Golf and Country Club on May 21, 2019. Under sunny skies, guests represented their chosen faculties while playing alongside the next wave of PGA Tour standouts. The event broke even in its first year, and we were pleased with both the high quality experience enjoyed by our guests, and the partnership with the PGA Tour Canada. Feedback from participants was positive, and we look forward to a sold out event next spring.



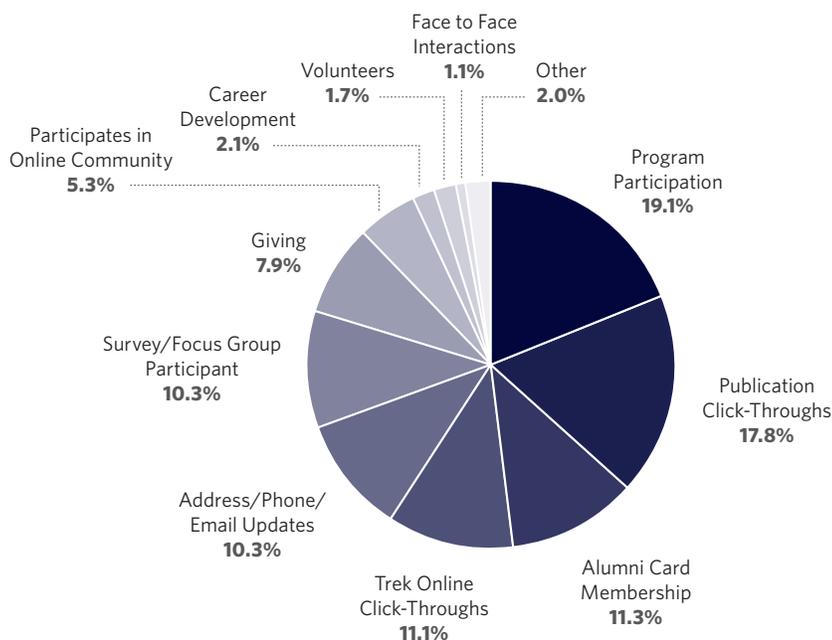
alumni UBC's first pro-Am golf tournament.

MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2019-20

	Q1 RESULTS	ANNUAL GOAL	# PRIMARY CONTACTABLE ALUMNI	% ENGAGED	2019 RESULTS
UBC Okanagan	868	4,000	16,680	5%	3,609
UBC Vancouver					
Applied Science	1,866	4,100	9,879	19%	10,825
Arts	3,889	12,000	37,600	10%	14,801
Dentistry	5,337	15,000	73,915	7%	1,489
Education	560	1,400	2,972	19%	8,118
Forestry	3,087	8,200	44,865	7%	2,129
Land and Food Systems	1,048	2,250	5,624	19%	2,187
Medicine	889	2,100	8,731	10%	6,567
Peter A. Allard School of Law	1,641	6,500	15,386	11%	4,156
Pharmaceutical Sciences	563	2,000	5,615	10%	2,361
Sauder School of Business	3,932	9,800	34,111	12%	9,783
Science	3,705	9,500	37,643	10%	9,693
Other	27		234	30%	70
Total	27,412	76,000	293,234	9%	75,788

ENGAGEMENT DRIVERS



UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

JULY 31	Opera Under the Stars Kelowna, BC	AUG 22	alumNIGHTS: Ottawa Ottawa, ON
AUG 12	alumNIGHTS at the Odium Brown VanOpen SOLD OUT West Vancouver, BC	AUG 27	Webinar: Building a Culture of Employee Engagement Online
AUG 13	UBC Collegiate Baseball Classic: <i>Feature Game</i> - UBC Thunderbirds vs University of Tokyo Vancouver, BC	SEPT 14	Alumni Day at Homecoming Vancouver, BC
AUG 15	"Be Your Own Boss" (BYOB) Happy Hour Hong Kong	SEPT 28	UBC Okanagan Homecoming Kelowna, BC
AUG 17	"Beat the Heat" Games Day Hong Kong	OCT 21	Career Agility (Fall 2019) Online
		NOV 21	alumni UBC 2019 Achievement Awards Vancouver, BC

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Heather McCaw, BCom'86

UBC PRESIDENT AND VICE-CHANCELLOR

Professor Santa J. Ono

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