

SUBJECT ALUMNI UBC ACTIVITY REPORT

MEETING DATE NOVEMBER 26, 2019

Forwarded on the Recommendation of the President

**APPROVED FOR
SUBMISSION**



Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date October 31, 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 second quarter of FY20 included Homecoming festivities on both campuses, the fall meeting of the Alumni Advisory Council and programming in Ottawa, Kelowna, Hong Kong, Malaysia and South Korea. To date, more than 42,000 alumni have engaged with UBC this year.

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 first quarter of the year.

BENEFITS *alumni UBC* involves more than 75,000 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 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: September 12, 2019; June 5, 2019; April 2, 2019; November 6, 2018

alumniUBC UPDATE



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

This summer, *alumni UBC* said goodbye to executive director and AVP Jeff Todd, who has taken up a new post with the University of New Mexico Foundation in Albuquerque. Highlights of his eight years at UBC include co-directing the *start an evolution* fundraising and alumni engagement campaign, overseeing construction of the Robert H. Lee Alumni Centre, rebranding alumni affairs as *alumni UBC*, and celebrating our association's 100th anniversary.

To maintain the organizational momentum established during Jeff's tenure, we have begun the search for his replacement and hope to complete this process by early in the New Year. We are also leading the search for a new UBC Chancellor, with Lindsay Gordon due to complete his second term next July.

Key changes in personnel was also a theme at our AGM in September, where Ross Langford, *BCom '89, LLB '89*, was elected to the role of *alumni UBC* board chair and Debra Hewson, *BA '81*,

to the role of vice chair. We are grateful to outgoing chair Randy Findlay, *BASc '73*, for his generous and productive leadership, and confident that he will remain closely involved with the university.

Despite the changing of the guard, our engagement work continues unabated. As you will see from this report, our careers program is continuing to grow in scope and reach, and some of our more established programming is expanding, due to demand. From educational travel to expert panel discussions and from social gatherings to volunteer opportunities, UBC alumni have more opportunities to engage with each other and UBC than ever before. And we intend to keep up the pace.

Natalie Cook Zywicki

*Interim Executive Director, UBC Alumni Association
AVP Alumni*

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*.

HOMECOMING, VANCOUVER STYLE

Wet conditions did not dampen the enthusiasm of 5,200 alumni, students and guests who turned out for *Homecoming* in September. This year, *alumni UBC* organized some lively activities at Thunderbird Stadium, the venue of a much-anticipated football game between the Thunderbirds and their divisional rivals, the University of Calgary's Dinos. Guests enjoyed carnival games, bouncy castles, food trucks and live entertainment. In addition to the big game, alumni could attend faculty showcases and reunions or take advantage of free entry to campus attractions. Everyone was brimming with UBC pride, including **President Santa Ono**, who attended many of the day's festivities.

HOMECOMING, OKANAGAN STYLE

UBC hosted its second *Okanagan Homecoming* on September 27 and 28. More than 1,500 alumni, students and guests were in attendance, an increase of 39 per cent over last year. Activities included: Big Breakfast, Discovery Expo, Scavenger Hunt, Saturday Streetfest, and Supper with Steve Patterson.



Keeping the kids entertained at Homecoming in Vancouver



A guest plays a game at Homecoming in the Okanagan



School spirit on show at Homecoming in the Okanagan

UBC DIALOGUES: RUNNING FREE

On September 18, *alumni UBC* presented the première screening of *Running Free: Children's Independent Mobility*, produced by **Professor Guy Faulkner** of UBC's School of Kinesiology. It addresses a dramatic decline in the independent mobility of children (playing and exploring outside without direct parental supervision). Told through the eyes of three families, the 26-minute documentary explores the concept of independent mobility and its benefits for children's mental health, and challenges viewers to consider solutions to its decline. Following the screening, a distinguished panel of experts provided further commentary. Panel members included senior digital strategist and civic advocate **Adrian Cook**, founder of 5Kids1Condo.com; developmental psychologist **Mariana Brussoni, MA'96, PhD'00**, who is an associate professor in UBC's Department of Pediatrics and the School of Population and Public Health; **Negin Riaz**, a doctoral candidate in the School of Kinesiology; and **Robyn Pitman**, a sociology lecturer at UBC. Their lively discussion was moderated by **Shiral Tobin**, director of Journalism and Programming at CBC.



An expert panel discussed a dramatic decline in the independent mobility of children.

CAREER DEVELOPMENT PROGRAM

Workshop: Salary Negotiation

In July, the *alumni UBC* Careers program hosted a salary negotiation workshop at UBC Robson Square with **Sandy Moore**, senior consultant with Career Transition and HR Services at Optimum Talent. The sold-out event attracted 125 alumni, who learned about valuable resources for understanding total compensation, picked up tips for internal and external negotiation processes, and gained the confidence to prepare for a successful negotiation meeting.



Alumni picked up tips for negotiating salary

Webinar: Your Best Team - What does it take to Succeed?

In July, **Magdalena Blasiak, BA'99**, hosted the webinar "*Your Best Team - What does it take to Succeed?*" It attracted 404 registrants, with 155 individuals from around the world participating live and a handful viewing the recording afterwards. The webinar explored concepts of team development and virtual team work, and learned how any team can move from dysfunction into function.

Webinar: Building a Culture of Employee Engagement

In August, our alumni career education manager, **Nicole Yeasting, BA'11**, cohosted the webinar "*Building a Culture of Employee Engagement*" with UBC Human Resources colleague **Julie Jenkins**. They shared how employees can become advocates for a more engaging workplace and take on the responsibility for achieving this goal themselves. The webinar attracted 248 registrants and 120 of them watched the live webinar.

Webinar: Overcoming Fear in the Second Act of your Career

September's webinar was "*Overcoming Fear in the Second Act of your Career*." Proud alumna and four-time Olympian **Nikola Girke, BHK'99**, shared her story about making the transition from athlete to certified executive coach. The participants learned how to embrace change and ease into the process of transitioning careers. The webinar had 226 registrants and 117 watched live.

STRINGS FOR PEACE

In July, as part of its three-year sponsorship of the *Indian Summer Festival (ISF)*, UBC presented the world première of the *Strings for Peace* concert at the Chan Centre. *alumni UBC* offered its alumni a discount code for this rare concert, as well as any of the other events taking place during the festival, which ran from July 4 to 14. The concert featured **Amjad Ali Khan** and his sons performing a range of music on the sarod, one of India's most celebrated and prominent classical instruments. Khan is the undisputed master of the sarod, and one of India's most celebrated classical musicians. In partnership with the ISF and the Department of Asian Studies, *alumni UBC* hosted a pre-concert reception for donors, VIPs, and key guests from the Southeast Asian community to thank them for their continued support of the university and its inclusive programming for the community.



TENNIS, ANYONE?

alumni UBC hosted tennis fans for a special *alumNIGHTS* this August at the Odlum Brown VanOpen, held at the spectacular Hollyburn Country Club in West Vancouver. Upwards of 140 alumni and friends enjoyed a reception (expanded by 20 per cent this year to accommodate more guests) and watched tennis. They heard from **Carlota Lee**, UBC alumna and VanOpen tournament chair, and special guest speaker **Rebecca Marino**, a Thunderbirds alumna and current UBC student who shared her experiences as a top ranked tennis player on the WTA circuit. Afterwards, guests networked in the reserved LivingSpace Lounge before moving to the exclusive *alumni UBC* grandstands section to watch the night's signature match.



OPERA UNDER THE STARS

UBC's Okanagan campus partnered with Opera Kelowna in July to present the fifth annual *Opera Under the Stars*. More than 700 alumni and other members of the community gathered in the courtyard with their picnic blankets and chairs to enjoy beautiful arias, duets and ensembles. More than 100 alumni visited the *alumni UBC* tent, where they received a warm welcome and could choose from an assortment of gifts, from Homecoming tickets to glasses of wine.



Opera, al fresco

ANNUAL ALUMNI RECEPTION IN OTTAWA

In August, *alumni UBC* partnered with UVic and SFU to host an annual alumni reception in Ottawa. Forty-two alumni and friends (26 of them from UBC) networked, shared laughs, made memories and reconnected with their alma mater. This year's reception took place at the Heart & Crown restaurant and pub in Ottawa's bustling Glebe Annex neighbourhood.



Alumni networked in Ottawa...

ALUMNI ENGAGEMENT IN MONTREAL GAINS MOMENTUM

In September, 25 UBC alumni and friends met up in the lush green ambiance of Kampai Garden in Montreal. Guests enjoyed socializing over delicious appetizers and drinks. Alumni get-togethers in Montreal have seen steadily increasing registration numbers, and *alumni UBC* will encourage this trend with more programs and activities.



...and Montreal.

BEAKERHEAD

A group of 50 UBC alumni and friends attended *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 art 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 enjoyed one of *Beakerhead's* most popular performances, *For Science!*, a theatrical experience performed by award-winning clown and physicist **Christine Lesiak**. Following the performance, alumni and their guests gathered to network over drinks and canapés at the exclusive *alumni UBC* post-reception overlooking the performance stage. The event was hosted by *alumni UBC* in partnership with the Sauder School of Business.

THE SCIENCE OF CRAFT BEER

alumni UBC partnered with UBC Science in September to present an evening of craft beer tasting for alumni and friends in Victoria. The event was held at the recently-renovated Swans Brewery, Pub & Hotel and attracted a sell-out crowd of 100 guests, who passed the evening tasting a variety of beers accompanied by hearty appetizers. UBC alumnus and craft beer expert **Joe Wiebe**, BFA'04, MFA'06, and Swans' brewmaster **Chris Lukie** were both on hand to answer questions and talk about the scientific processes involved in beer making. Guests enjoyed mingling, staying at Swans long after the event officially concluded.

SHENZHEN AND SEOUL ALUMNI ENJOY MID-AUTUMN FESTIVITIES

alumni UBC Shenzhen and *alumni UBC* South Korea both organized gatherings in September to celebrate the Mid-Autumn Festival. In Shenzhen, a small group of alumni got together for a breakfast mixer, and in Gangnam, Seoul, 30 alumni attended a Chinese-style dinner celebration.



GOAL 2 | DEEPER ENGAGEMENT

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

ALUMNI UBC ADVISORY COUNCIL MEET

The most recent meeting of the *alumni UBC* Advisory Council took place on September 27. The 40-member group welcomed three new student leaders - **Chris Hakim** (UBC AMS President), **Nicolas Romualdi** (UBC GSS President) and **Romil Jain** (UBCSUO President) - as well as Victoria representative, **Katherina Tarnai-Lokhorst**, *BASc'87*. The council members also said farewell to long-standing members **Tim Woolstencroft**, *BA'78*, and **Ian McDougall**, *BASc'97*. The council meets twice a year and provides counsel to the *alumni UBC* Board and the AVP, Alumni/ executive director, Alumni Association. The council is also available as a unique group for consultation by university leaders on key UBC developments and opportunities. At the September meeting, members had the opportunity to provide advice and feedback on *UBC Okanagan's Outlook 2040*, the *alumni UBC*/Centre for Student Involvement & Careers' alumni employer engagement strategy, and the soon-to-be formed Student Alumni Advisory Council.

PRIDE CONVERGENCE ON VANCOUVER CAMPUS

In partnership with the UBC Equity & Inclusion Office, *alumni UBC* presented the third annual *UBC Faculty & Staff Pride Convergence* reception. More than 70 faculty, staff, allies, and community members heard from guest speaker **Dr. Blye Frank**, dean of Education, who spoke about SOGI (sexual orientation and gender identity) initiatives being led by his faculty. Pride Convergence takes place in late July/early August, in connection with broader Pride Week celebrations taking place in Vancouver.



Pride Convergence on campus coincided with Pride Week celebrations in Vancouver.

NEW STUDENTS SET OFF FOR UBC

UBC Bound! is an annual series of student send-off events. This year, it kick-started in Hong Kong and Malaysia on July 13. More send-offs took place in Guangzhou, Shenzhen, Singapore, Taiwan, Indonesia, the Philippines, South Korea and Japan, attracting a total of 390 participants. The 177 new students met other new students and collected advice from current students and alumni about beginning their UBC journey. The events could not have happened without the support of UBC alumni volunteers in all 10 locations.



UBC Bound, Indonesia

UBC OKANAGAN WELCOMES NEW STUDENTS AT CREATE 2019

On behalf of *alumni UBC*, local entrepreneur **Jaclyn Robertson, BA'12**, shared words of wisdom and encouragement with more than 2,300 new-to-UBC students in early September.



Entrepreneur Jaclyn Robertson, BA'12, greeted new UBC students in the Okanagan.

BYOB (BE YOUR OWN BOSS)

In July, *alumni UBC* Hong Kong hosted its monthly "Be Your Own Boss" (BYOB) happy hour. The 19 attendees heard from Hong Kong foodie **Kent Chan**, co-founder of the local gourmet food store "30 Store." Chan discussed how he first identified the business opportunity, the challenges he encountered, and his achievements to date. He also gave practical tips on leveraging social media to benefit your business.

ALUMNI UBC TRAVEL CLUB

Two small group tours of 18 *alumni UBC* travellers enjoyed once-in-a-lifetime experiences this summer.

Canadian Arctic and Greenland

In August, a group joined the bi-annual Northwest Passage expedition to the Canadian Arctic and Greenland aboard the RCGS (Royal Canadian Geographical Society) *Resolute* with UBC professor **Lee Groat** and UBC alumnus and expedition leader **Aaron Lawton**, BSF'07. Groat has been a UBC faculty member since 1989. His main research interests are the geology of gem deposits, pegmatites, the crystal chemistry of minerals, and economic geology. Aaron is an operations and logistics expert and leader in polar expedition cruising. The group visited Inuit communities and saw polar bears, walruses, narwhals, belugas, caribou and muskoxen. Lee will be leading a new tour in June 2020 – *Silver & Gold: A Yukon Adventure*



Alumni embarked on a Northwest Passage expedition to the Canadian Arctic and Greenland

Wildflowers of Western Australia

In September, UBC alumnus **Gary Lewis**, MSc'04, led his third *alumni UBC* Travel club tour through the diverse vegetation zones of the Southwest Botanical Province of Western Australia. Lewis is the owner of the Phoenix Perennials nursery and an expert on perennials and horticulture. He holds two degrees from UBC in conservation biology and plant ecology. The group saw the most intriguing plants and landscapes at the height of the spring bloom. The province boasts 4,000 different plant species, the majority of which are found nowhere else on Earth.



Alumni explored Western Australia's diverse array of plant life

Information on all upcoming trips can be found at www.alumni.ubc.ca/travel

ALUMNI VOLUNTEERS HELP IDENTIFY FUTURE ALUMNI

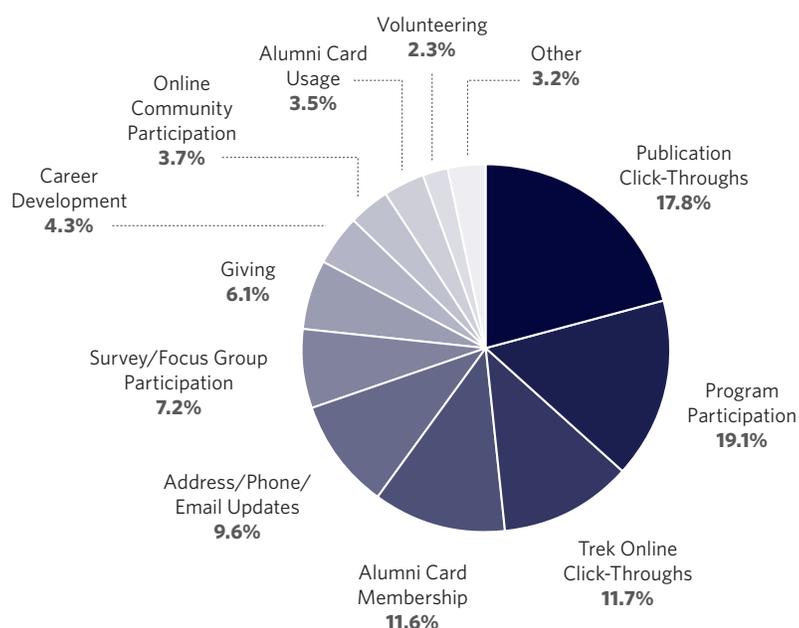
The *Broad-Based Admissions (BBA) Alumni Reader Program* is entering its 6th year in partnership with UBC Enrolment Services. BBA supports UBC's strategic goal of increasing representation of underrepresented and/or marginalized communities at UBC by assessing students holistically, and *alumni UBC* supports this expanded application process by inviting alumni volunteers to read and assess undergraduate personal profiles. Knowing more about prospective students helps identify those who will flourish at UBC not only because of high grades but because of the experiences and ambition they bring with them. This year, *alumni UBC* has recruited a record 200+ volunteers, a large number of them based overseas.

MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2019-20

	Q2 RESULTS	ANNUAL GOAL	# PRIMARY CONTACTABLE ALUMNI	% CONTACTABLE ENGAGED	2019 RESULTS
UBC Okanagan	2,158	4,000	16,680	13%	3,609
UBC Vancouver					
Applied Science	5,139	12,000	37,600	14%	10,825
Arts	8,522	15,000	73,915	12%	14,801
Dentistry	879	1,400	2,972	30%	1,489
Education	4,738	8,200	44,865	11%	8,118
Forestry	1,469	2,250	5,624	26%	2,129
Land and Food Systems	1,348	2,100	8,731	15%	2,187
Medicine	2,940	6,500	15,386	19%	6,567
Peter A. Allard School of Law	2,691	4,100	9,879	27%	4,156
Pharmaceutical Sciences	942	2,000	5,615	17%	2,361
Sauder School of Business	5,754	9,800	34,111	17%	9,783
Science	5,476	9,500	37,643	15%	9,693
Other	68				70
Total	42,124	76,000	293,234	14%	75,788

ENGAGEMENT DRIVERS



UPCOMING ALUMNI PROGRAMMING

For more details please see the *calendar*.

OCT 21	Career Agility (Fall 2019) <i>Online</i>	NOV 19	UBC Faculty of Education – <i>Dean’s Distinguished Lecture with Senator Murray Sinclair</i> <i>Vancouver, BC</i>
OCT 29	alumNIGHTS: <i>Bowling with Santa</i> <i>Toronto, ON</i>	NOV 19	alumNIGHTS Okanagan: <i>Ken Ludwig’s The Games Afoot</i> <i>Vernon, BC</i>
NOV 5	Webinar – <i>Managing Your Energy at Work: Simple habits for better productivity and creativity</i> <i>Online</i>	NOV 19	Canadian Universities Alumni Reception: <i>Celebrating Canadian University Excellence</i> <i>New York, NY</i>
NOV 7	Wildfires: <i>Causes, Consequences and Coexistence</i> <i>Calgary, AB</i>	NOV 21	alumni UBC 2019 Achievement Awards <i>Vancouver, BC</i>
NOV 12	Healthy Aging: <i>Conversations that Matter</i> <i>Victoria, BC</i>	NOV 23	Canadian University Alumni Cocktail Reception <i>Paris, France</i>
NOV 13	Is it Time To Wave the Flag? <i>Vancouver, BC</i>	DEC 4	alumNIGHTS: <i>Leadership Lessons</i> <i>Vancouver, BC</i>

2018-19 ALUMNI UBC BOARD OF DIRECTORS

CHAIR

Ross Langford, *BCom’89, LLB’89*

VICE-CHAIR

Debra Hewson, *BA’81*

TREASURER

Barbara Anderson, *BSc’78*

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]

Amir Adnani, *BSc’01*
Stephen Brooks, *BA’92*
Randy Findlay, *BASc’73*
Debra Hewson, *BA’81*
Leslie Lee, *BCom’84*
Rahim Moloo, *LLB’05*
Shom Sen, *BCom’84*

MEMBERS AT LARGE [TERMS ENDING 2022]

Aleem Bandali, *BA’99*
Ian Banks, *BA’92*
Miranda Huron, *BA’02, MEd’16*
Patricia Mohr, *BA’68, MA’70*
Fred Withers, *BCom’77*

Ex-Officio:

UBC CHANCELLOR

Lindsay Gordon, *BA’73, MBA’76*

VICE-PRESIDENT, DEVELOPMENT AND ALUMNI ENGAGEMENT; PRESIDENT’S DESIGNATE

Heather McCaw, *BCom’86*

UBC PRESIDENT AND VICE-CHANCELLOR

Santa J. Ono

INTERIM ASSOCIATE VICE-PRESIDENT, ALUMNI; EXECUTIVE DIRECTOR, ALUMNI UBC

Natalie Cook Zywicki