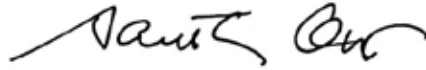


SUBJECT	DEVELOPMENT & ALUMNI ENGAGEMENT Q2 FY19-20 PROGRESS REPORT
MEETING DATE	NOVEMBER 26, 2019

Forwarded on the Recommendation of the President

APPROVED FOR
SUBMISSION



Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date	October 31, 2019
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Presented By Heather McCaw, Vice-President Development & Alumni Engagement
 Hillary Gosselin, Associate Vice-President Development
 Natalie Cook Zywicki, Interim AVP Alumni and Executive Director, *alumni UBC*

BACKGROUND

In collaboration with campus partners, Development and Alumni Engagement (DAE) works with individuals, corporations, foundations and organizations to secure gifts in support of UBC priorities, and to provide advocacy for and engagement with the University in collaboration with *alumni UBC*.

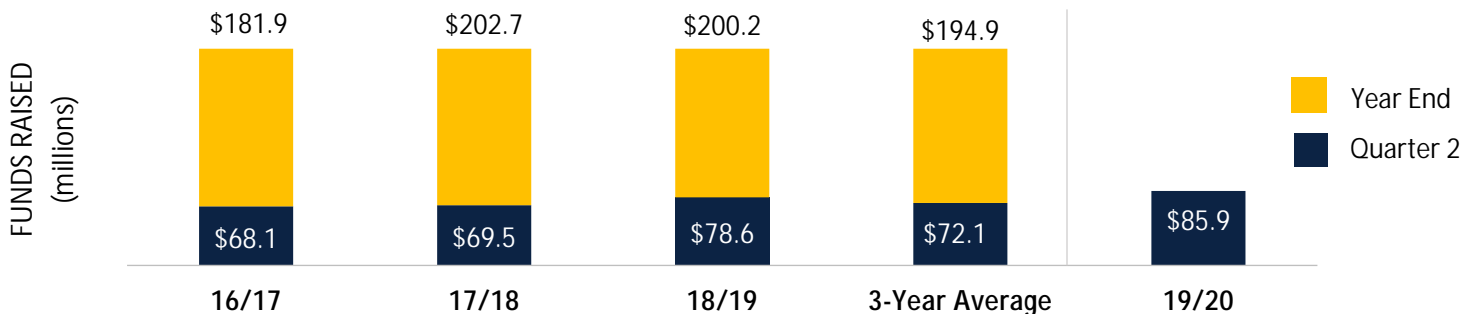
DEVELOPMENT RESULTS

Development at UBC is focused on personal solicitation of major gifts (\$25K+) through professional staff, supported by annual broad-based solicitations through digital, mail and phone platforms.

Funds raised is a standard measurement of achievement and is comprised of outright gifts plus commitments made in FY20 with multi-year payment schedules.

FY20 Goal: \$210 million

As UBC fundraising consists largely of major gifts, results during the year can vary due to the timing of large and transformational pledges and gifts.



BLUE & GOLD CAMPAIGN FOR STUDENTS

There has been continued success in maintaining the momentum of the Blue & Gold Campaign for Students in the donor and alumni community. The campaign was launched in FY18 with the objective to raise \$100 million in over three years with a focus on student awards and support for enriched educational experiences.

The results have been positive:

- The \$100 million goal was achieved well ahead of target with a total of \$106.5 million raised from more than 24,000 gifts by September 30, 2019.
- \$97 million of the funds raised is in support of student awards, \$37 million is for awards that remove financial barriers (Hybrid Award, Bursary, Entrance Award, External Award), \$18M for merit based awards and the remaining \$41 million is not yet designated (Attachment 1).
- The remainder of the funds raised provide Student Support that is not disbursed as an award. Student Support includes: experiential learning, travel abroad/field school, conferences, competitions, internships/externships and career development. Examples of Student Support include: Medicine Rural Placements Program, Forestry Field School Endowment, Corporate Counsel Externship Program, Science Undergraduate Research Experience and Applied Science Student Competition Team Fund.
- In September 2019, UBC announced the extension of its Blue & Gold Campaign for Students, doubling the target to \$200 million by 2022.

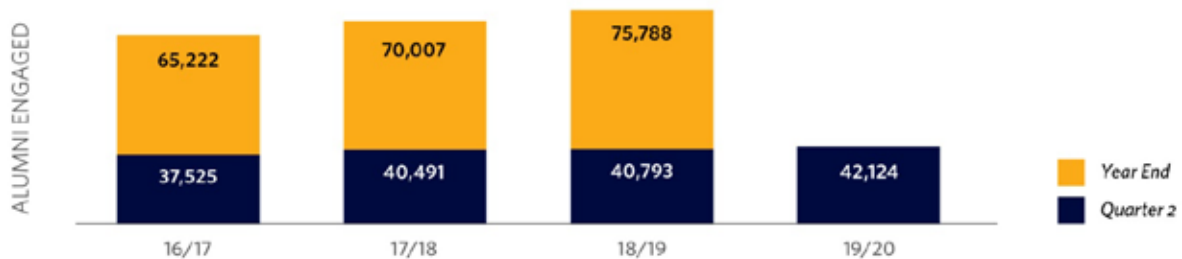
ALUMNI ENGAGEMENT RESULTS

Alumni engagement is guided by *alumni UBC's* strategic plan, *Connecting Forward*, which is in its third year of implementation, along with UBC's strategic plan, *Shaping UBC's Next Century*.

alumni UBC's two strategic imperatives are broad alumni engagement and deeper engagement:

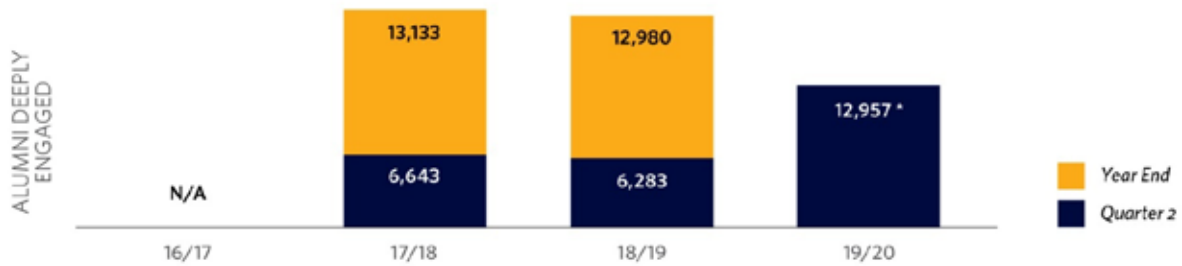
Broad engagement looks to ensure more alumni benefit from the collective resources of UBC and the global alumni network, and more students become familiar with *alumni UBC*.

FY20 Annual Goal: 76,000 (YTD 42,124)



Deeper engagement looks to deepen connection with key alumni, so UBC benefits from their voice, influence, skills, and capacity.

FY20 Goal: 19,470 (YTD 12,957)
 Strategic Plan Annual Goal in 2022: 27,570



Tracking deeper engagement is a newer measurement of alumni engagement introduced in FY18 as part of the *alumni UBC* strategic plan, *Connecting Forward*. * In support of UBC’s strategic plan a broader definition of deeper engagement was implemented in FY20.

SELECT ACTIVITY HIGHLIGHTS

- Welcomed 11,000 new alumni at spring commencement in Vancouver and the Okanagan
- Appointed new alumni UBC Board Chair, Ross Langford, BCom '89, LLB '89, following the September 27th alumni UBC AGM
- Leading the search for a new UBC Chancellor, with Lindsay Gordon due to complete his second term next July

DAE FOCUS FOR THE REMAINDER OF FY20

- Reach \$210 million goal for UBC priorities
- Engage 76,000 individual alumni of whom 19,470 demonstrate a deeper commitment to UBC
- Continue to maintain success and momentum of the Blue & Gold Campaign for Students
- Build awareness and support of UBC’s strategic plan, *Shaping UBC’s Next Century*, with alumni and donors and align DAE activities with its initiatives and priorities
- Continue to operationalize alumni UBC strategic plan, *Connecting Forward*, with a focus on deeper engagement and business revenue

Attachments

1. Blue & Gold Campaign for Students Raised for Awards Sept 30 2019

STRATEGIC CORE AREAS SUPPORTED

a People and Places a Research Excellence a Transformative Learning a Local / Global Engagement

Campaign Raised to Awards

\$ 106,478,950

Graduate / Undergraduate	Raised		Gifts	
Graduate Awards	\$	16,466,619		4,129
Undergraduate Awards	\$	27,304,815		12,400
Awards for either Graduate and/or Undergraduate	\$	21,335,879		5,530
Student Support	\$	9,752,351		2,198
Awards to be designated	\$	31,619,285		216
Total Campaign Raised to Awards	\$	106,478,950		24,373

Award Type	Raised			Gifts	
Hybrid Award Student award given for a combination of academic, other achievement (service, leadership, or research), and/or financial need.	\$	6,729,088	6%	2,476	10%
Bursary Student award that is solely need-based.	\$	15,240,333	14%	11,652	48%
Entrance Award Student award given along with acceptance to the University. It is normally given as a recruitment or retention opportunity and is most often renewable.	\$	6,142,079	6%	332	1%
External Award Student award adjudicated outside of UBC.	\$	9,067,128	9%	2,144	9%
Fellowship Student award to a graduate student primarily based on academic achievement and/or research ability and potential.	\$	7,241,405	7%	585	2%
Prize Student award given at the conclusion of an academic session based on academic merit or other academic achievement such as performance in a particular course, research performance, or publication record during the previous academic session.	\$	1,284,067	1%	573	2%
Scholarship Student award given solely on the basis of academic merit or other academic achievement usually disbursed at the beginning of an academic session.	\$	9,641,747	9%	3,714	15%
Student Support Student Support includes student: experiential learning, travel abroad/field school, conferences, competitions, internships/externships and career development.	\$	9,752,351	9%	2,198	9%
To be designated Includes estate expectancies and awards that have not been finalized at the time the gift was received.	\$	41,380,752	39%	890	4%
Total Raised by Award Type	\$	106,478,950		24,373	