



SUBJECT	<i>Alumni UBC</i> Activity Report
SUBMITTED TO	People, Community and International Committee
MEETING DATE	September 9, 2020
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested

LEAD EXECUTIVE	Heather McCaw, Vice-President, Development and Alumni Engagement
SUPPORTED BY	Natalie Cook-Zywicki, Associate Vice-President, Alumni and Executive Director, alumni UBC

PRIOR SUBMISSIONS

The subject matter of this submission has not previously been considered by the People, Community and International Committee

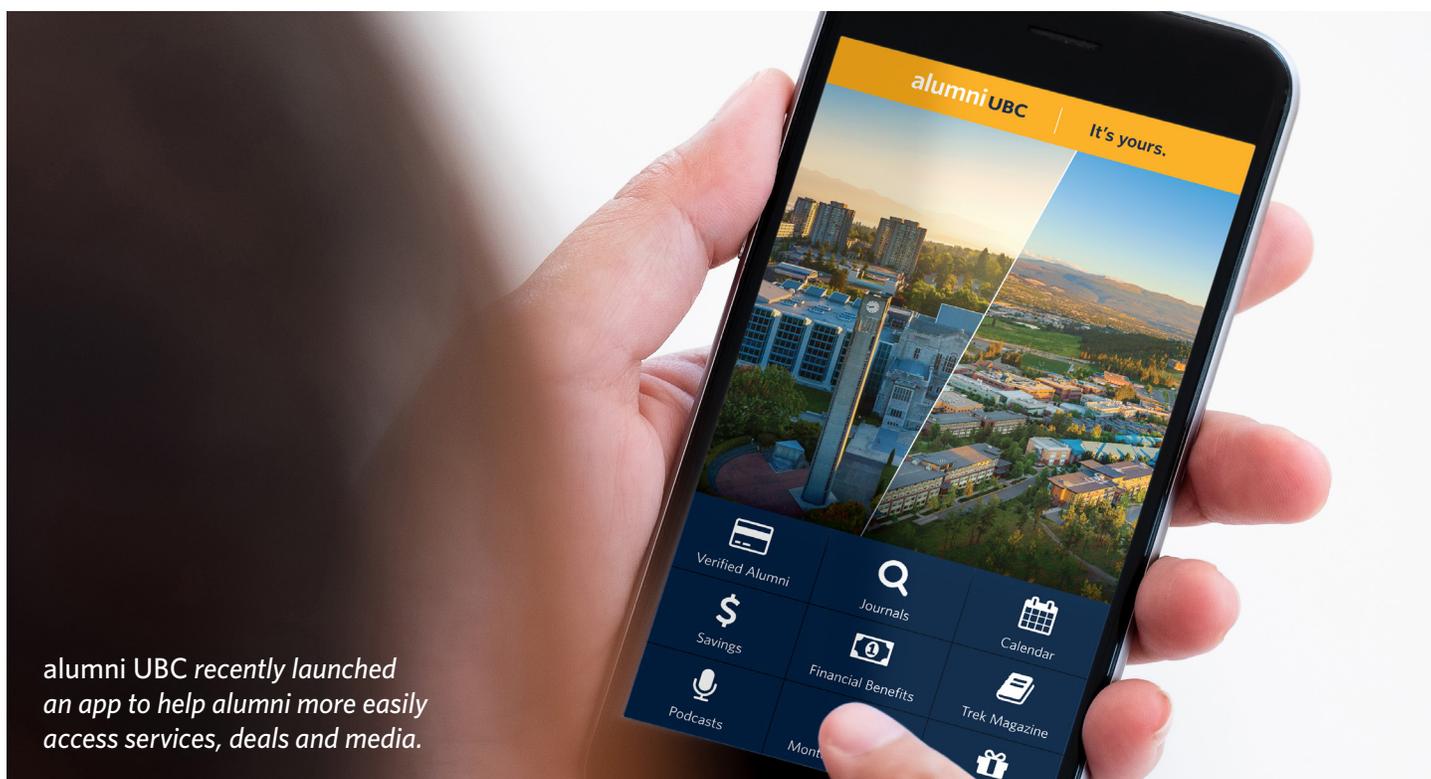
EXECUTIVE SUMMARY

The first quarter of FY21 has seen *alumni UBC* successfully pivot its alumni engagement programming to a number of online formats. In April we launched a series of COVID-19 related webinars, highlighting the work and research of UBC faculty for a wide audience of alumni from around BC and the world. *Alumni UBC* was pleased to support the online graduation efforts to welcome our newest set of alumni from both campuses with a special online reception following the ceremonies. To help address the extraordinary needs of our recent alumni we have partnered with the Centre for Student Involvement and Careers and the Business Career Centre to develop a suite of career-related programming entitled Your Next Step. Initiatives under this brand will continue to be rolled out throughout the coming year between our three offices and will become a mainstay in our career development programming. At the end of Q1, alumni UBC has engaged more than 41,000 alumni; well on our way to achieving our target of 81,000 alumni by year's end.

SUPPLEMENTAL MATERIALS (optional reading for Governors)

1. Alumni UBC Activity Report

alumniUBC UPDATE



alumni UBC recently launched an app to help alumni more easily access services, deals and media.

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

This has been an extraordinarily busy time at *alumni UBC*, as we adapt to unexpected circumstances and develop new ways to engage our members – including the 11,000 new members who joined our ranks after UBC’s first virtual graduation ceremony this June. I am pleased to report that, despite the challenges, we are already halfway to meeting our broad engagement targets for the year. And we anticipate that the recent launch of the *alumni UBC* app will boost engagement figures even more. It provides easy access to services and special deals, as well as to online journals and our own media library. There’s also a monthly contest.

Other highlights for this quarter include the new series of Covid-19-related webinars we have been hosting. As well as being informative and of great service to the general community, it demonstrates the impressive breadth of expertise UBC has to draw on in the face of this crisis. In the first three months of the series, more than 6,000 alumni tuned in to see these web based sessions.

In a lighter vein – but also somewhat related to the pandemic, in that it provided a welcome distraction during lockdown – was the online UBC Baking Challenge. The challenge began with UBC’s most worshipped delicacy, the famous cinnamon bun.

We shared the video on social media, and it proved a big hit with nearly 9,000 views. Alumni were encouraged to try the recipe at home and send in photos of their attempts. We went on to demonstrate other tasty recipes from *UBC Food Service’s UBC Treats to Remember* cookbook, along with other suggestions submitted by the UBC community.

After 11 weeks and eight recipes, the Baking Challenge achieved well over 20,000 video views, which is more than three times higher than *alumni UBC’s* total video views for FY20. So now we know the best way to the hearts of our alumni!

Natalie Cook Zywicki
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*.

UBC'S FIRST VIRTUAL GRADUATION CEREMONY

The Vancouver and Okanagan campuses hosted a virtual ceremony on June 15 to celebrate the very real accomplishments of UBC graduates. It incorporated traditions from UBC's in-person ceremony, with **Chancellor Lindsay Gordon** presiding and UBC President and Vice-Chancellor **Santa J. Ono** addressing the Class of 2020. Canadian icon **Rick Mercer**, a 2010 honorary degree recipient, gave the keynote address. Chancellor Gordon's words of encouragement and congratulations were echoed in video messages from high-profile grads, including **Tricia Smith**, BA'80, ML'85, PhD'01; **Gregg Saretsky**, BSc'82, MBA'84; **Sidney Chiu**, BA'02; **Becky Palmer**, BSc'94, PhD'05; **Jama Mahlalela**, BHK'04; **Catherine Dauvergne**, LLB'95; **Deborah Money**, BSc'81, DM'85; and **Amir Adnani**, BSc'01.

UBC CELEBRATES TOGETHER

The graduation ceremonies were each followed up by an online reception featuring performances by Canadian recording artists The Arkells and Bahamas. Words of welcome to the Alumni Association were offered by our chair **Ross Langford**, **Santa J. Ono** and members of the class of 2020. These 20 minute celebrations had more than 5,500 live viewers and 1,300 have since watched the replay.



COVID-19 WEBINAR SERIES

In quick response to the changing global situation, *alumni UBC* developed a webinar series addressing several aspects of the global health crisis. The topics have so far covered UBC's **Dr. Josef Penninger's** advancements in treatments for early infection; learning from home as a family; protecting senior health; therapeutic drug trials and vaccines; rebuilding a greener society; a conversation with **Dr. Bonnie Henry** on public health; and coping together as a community. Interest was unprecedented, with nearly 6,000 alumni watching.

Much of the success of this program can be attributed to the strong partnerships forged across UBC. The series aims to highlight research and learning from all corners of our campuses.



CAREER PROGRAM INITIATIVES

Your Next Career Step | Podcast Mini-series

Your Next Career Step is an eight-episode podcast miniseries running from May 20 to August 12, with a new episode airing every two weeks. It invites alumni from across the globe to learn from industry experts and alumni about career and professional development. The first four episodes explore the idea of "Adapting through Change." As well as addressing what people may currently be experiencing during the pandemic, they also provide timeless and relevant information to help guide careers through the changes still to come. So far, more than 1,200 people have downloaded the first four podcasts.

Career Support Webinars for Alumni by Alumni:

Our career development webinar series has continued to attract a significant amount of attention this last quarter. Approximately 2,000 alumni and friends tuned in to hear their fellow alumni share their expertise on topics such as *Leveraging Your Perfectionism*, *Overcoming Impostor Syndrome*, *Quiet Leadership* and *How to Tell a Great Story Using Data*.

Online Course | *Intentional Career Growth: Take Your Next Professional Step with Confidence*

Targeted at mid-career professionals, this well received pilot course ran from April 6 to May 31. Led by **Ian Christie**, BA'89, the eight-week online program was designed to help individuals move forward in their professional journey with intention and confidence. The focus is on the building blocks and strategic levers of a professional journey, and turning participants into the product manager of their own career.

Your Next Step | *Career Resources for Graduates of 2020*

Presented by *alumni UBC*, the Centre for Student Involvement & Careers, and the Hari B. Varshney Business Career Centre, *Your Next Step* is a compilation of resources including virtual career events, guidance from fellow alumni and employers, online resources from career experts, and relevant job postings and recruitment events.

The global impact of the COVID-19 pandemic has affected many facets of our lives, including work. Navigating the changing economy, being ready for emerging opportunities, and connecting with *alumni UBC*'s worldwide network of alumni is more important than ever.

With the job market in upheaval, we wanted to provide some actionable steps to help recent graduates in particular navigate their short- and long-term career goals. We started with the May 26 webinar *Using LinkedIn to Navigate your Career in the Midst of COVID-19*. It featured LinkedIn experts **Jeremy Schifeling** and **Omar Garriott**. Attendees numbered 172.



WEBINAR | EDUCATION, INNOVATION & ENTREPRENEURSHIP: CREATIVE SOLUTIONS FOR TODAY'S EDUCATIONAL NEEDS

On June 10, **President Ono** joined Canadian business leader **Lane Merrifield**, the newest "Dragon" on *CBC's Dragon's Den*, for an online discussion on the massive adoption of technology required for the new normal of online education in the wake of the coronavirus outbreak.

Merrifield believes innovation and technology are driving much needed change for our education system. He made his mark developing the world's largest social network for kids, which he sold to Disney for \$350 million before founding FreshGrade, an online assessment tool connecting parents to their children's education that has been adopted by 80 per cent of Canadian school districts to date.

A collaboration between UBC's Vancouver and Okanagan Entrepreneurship offices and the Faculty of Education, the webinar was moderated by **Camille Saltman**, the managing director of Entrepreneurship for e@UBCO, and attracted more than 100 attendees. The recording has been played more than 350 times.



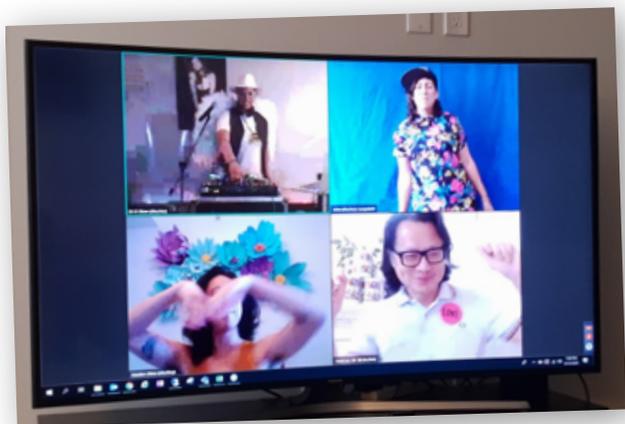
STUDENT TUITION CONTEST

Our annual Student Tuition Contest aimed at increasing awareness of *alumni UBC* amongst UBC students attracted double the number of last year's entries. With a push in online promotions and increased collaboration with the AMS, the final tally was almost 4,000 entries from both campuses. A Facebook ad campaign reached close to 16,000 people, with more than 100,000 impressions and 1,000 clicks.



ALUMNIGHTS | VIRTUAL PRIDE CELEBRATION

Almost 100 alumni, students, faculty, and staff celebrated Pride online at the inaugural *alumNIGHTS Pride* celebration on June 12. The program was a partnership between *alumni UBC* and all UBC Vancouver faculties. The celebration was originally to be hosted in person at a central Vancouver venue, but this special virtual event meant the global alumni community could celebrate. It included live music and a drag performance by UBC graduate "Maiden China." The program celebrated the brilliance and resilience of queer, trans, and Two-Spirit communities.



alumNIGHTS Pride featured live music and a drag performance.

WEBINAR | CRAFT BEER REVOLUTION: HOW BRITISH COLUMBIA'S CRAFT BEER INDUSTRY EVOLVED (AND WHAT THE FUTURE MIGHT HOLD...)

On June 10, more than 200 alumni and friends joined the *Thirsty Writer*, **Joe Wiebe**, *BFA'04, MFA'06*, for an online event celebrating BC's vibrant craft beer industry. Wiebe kicked off the webinar by sharing how craft beer has evolved since the early days of microbreweries in the 1980s and '90s through to the recent boom of new breweries now calling British Columbia home. He also spoke about the impact of the pandemic on the craft beer industry and the outlook for its future. Three alumni who work in the craft beer industry were his guests: **Julia Hanlon**, *BASc'04*, head brewer at Steamworks Brewing Co; **Diana McKenzie**, *BA'06*, co-founder and soda-crafter at Callister Brewing Co; and **James Walton**, *BSc'85*, the owner, brewmaster and "mad scientist" of Storm Brewing. Participants appreciated the opportunity to hear from four giants of the industry in this engaging and educational program.



(Clockwise from top left: Joe Wiebe, James Walton, Diana McKenzie, Julia Hanlon)

GOAL 2 | DEEPER ENGAGEMENT

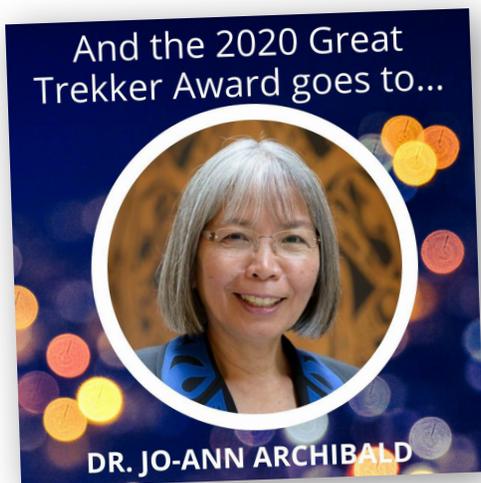
Deepen connection with key alumni, so UBC benefits from their voice, influence, skills and capacity.

ALUMNI OFFICE HOURS

The Centre for Student Involvement and Careers launched a new program called *Alumni Office Hours*, giving current and graduating students the opportunity to meet with alumni in a virtual setting. The participating alumni, who have varying backgrounds and work in diverse settings, have been keen to share their experiences with nearly 150 students over five sessions. Our first group of alumni in the virtual office included **Dr. Grace Lee**, PhD '12, **Sharon Sidhu**, BA'14, **Paul Lambert**, BA, BCS'10, **Harriet Ho**, MSc'18, and **Dr. Tony Yang**, PhD'16.

AMS GREAT TREKKER AWARD

alumni UBC was proud to help celebrate the recipient of this year's *Great Trekker Award*, **Dr. Jo-ann Archibald**, BEd'72. This year's AMS- and *alumni UBC*-sponsored dinner had to be cancelled due to the pandemic, so *alumni UBC* facilitated a social media campaign to celebrate Dr. Archibald, with the participation of the AMS and the Faculty of Education.



RETRO UBC-O SWEATSHIRTS

In celebration of UBC Okanagan's 15th anniversary, *alumni UBC* has launched a limited-edition commemorative sweatshirt for the Class of 2020. It features UBC's vintage logo and comes in a selection of vibrant retro colours.

All proceeds from sales will benefit the A.W. Hunt, QC, Student Emergency Assistance Fund, which supports UBC Okanagan students who require temporary financial relief during these challenging times.



THE A PROJECT: HELP FROM HOME

In April 2020, the *alumni UBC* Okanagan team launched *The A Project: Help From Home*. Developed for Microvolunteering Day as a way for to promote micro-volunteerism to UBC Okanagan's volunteer base, the project provided an opportunity for alumni to make contributions to the university and their community in "small bites" of time. They could choose from a menu of micro-volunteering options that could each be completed in approximately 15 minutes (including our *Notes from Alumni* program, which entails writing encouraging messages for new grads).



There's always time to volunteer - especially if it's for UBC Okanagan.

THANKING OUR NURSES AND HEALTHCARE WORKERS

In an effort to recognize the incredible contribution our frontline nurses and healthcare workers have made in the fight against Covid-19, we collected messages of gratitude from applied science alumni and created a video that featured in our [April newsletter](#).

In collaboration with the Faculty of Medicine, a thank you campaign was executed to encourage members of the broader alumni community to share a brief note of gratitude, an encouraging sentiment, or a personal story. These were mailed out as physical cards.



Alumni helped buoy the spirits of frontline nurses and healthcare workers.

FRESH PREP VIRTUAL COOKING CLASS

This virtual cooking class on May 21 was a fun and friendly appetizer for beginner chefs. It was a partner event between five UBC units (*alumni UBC* Okanagan, Athletics & Recreation, Faculty of Arts, Faculty of Education, and UBC Sauder School of Business) and *alumni UBC*'s corporate partner, Fresh Prep. Fresh Prep's co-CEO **Becky Brauer**, BCom'13, taught participants how to make "caramel balsamic chicken with walnut pangrattato orzo and roasted broccoli" (a delicious mouthful!) Fresh Prep is a meal-kit delivery service based in Vancouver, BC. Founded in 2015 by Becky Brauer, **Dhruv Sood**, BCom'13, and **Husein Rahemtulla**, BA'13. Attendees numbered 119.



STUDENT ALUMNI COUNCIL

SAC is deeply embedded in key campus initiatives and programming for the upcoming year, with staff and council members sitting on the planning committees for the Imagine Day Pep Rally and the Student Leadership Conference. These events build on a collaborative partnership with the Centre of Student Involvement & Careers.

SAC has launched its social media handles and has already attracted a large following among students. The council created an Instagram filter for graduation, which was viewed more than 18,000 times and used by hundreds of graduating students.



CROSS-CANADA VOLUNTEER MEETINGS

Faced with limitations imposed by the pandemic, the *alumni UBC* team brought volunteers together in a virtual format to help create connection and provide a sense of community. Two cross-Canada video meetings took place - the first in April for members of the *alumni UBC* Victoria, Calgary, and Toronto leadership committees, and a second in May for members of the *alumni UBC* Calgary and alumni UBC Toronto groups. Alumni volunteers had the opportunity to meet their counterparts in other key communities, talk about their experiences, share resources, and provide advice regarding *alumni UBC*'s engagement work in this new digital environment. This successful meeting format will be adopted on an ongoing basis.

SCHOOL OF KINESIOLOGY'S WALL OF WISDOM

Adjusting to life after graduation can be hard, and these uncertain times must feel particularly challenging. The School of Kinesiology wanted graduating students to know they are entering into a diverse and caring community of more than 8,000 Kinesiology alumni. A virtual "*Wall of Wisdom*" was created on the school's website displaying words of encouragement, congratulations, advice, and wisdom from alumni that will help students feel supported. A total of 24 quotes and videos were posted.



The School of Kinesiology is building community spirit.

MY UBC PROJECT

My UBC Project was introduced by the UBC Asia Pacific Regional Office as a way to engage alumni by inviting them to share fond memories of UBC and nurturing their sense of belonging and pride. Alumni were asked to describe their unique UBC experience using only one word, and to share why they chose it. Highlights from the 48 entries received so far include:

Community

"UBC provided a sense of belonging from orientation day until graduation and onwards as alumni. The vast network of UBC grads globally provides excellent networking opportunities."

Growth

"My time at UBC can be summarised as all-encompassing growth. My experience was not limited to solely intellectual but also personal and mental. I have learned how to approach my engagements with a different mentality because of UBC. I will forever be grateful for my time spent there."

Values

"The years which I have spent on campus have cultivated and broadened my vision. They have ingrained in me the values of a social context, which I'm responsible for beyond my own. The life long sense of honour and duty will remain with me wherever I go."

MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2020-21

	Q1 RESULTS	ANNUAL GOAL	# PRIMARY CONTACTABLE ALUMNI	% CONTACTABLE ENGAGED	2020 RESULTS
UBC Okanagan	2,450	4,200	18,305	13%	3,609
UBC Vancouver					
Applied Science	6,525	12,500	39,000	17%	10,174
Arts	7,721	16,000	76,996	8%	16,442
Dentistry	776	1,450	3,139	25%	1,420
Education	5,107	9,000	45,971	11%	9,424
Forestry	1,157	2,350	5,943	19%	2,735
Land and Food Systems	1,560	2,350	9,090	17%	2,397
Medicine	4,547	7,000	16,186	28%	6,701
Peter A. Allard School of Law	1,069	4,300	9,859	11%	4,146
Pharmaceutical Sciences	726	2,200	5,798	13%	1,860
Sauder School of Business	3,474	9,900	35,290	10%	9,107
Science	6,474	9,800	39,324	16%	9,800
Other	44		249	18%	98
Total	41,630	78,050	305,150		78,322

2020-21 ALUMNI UBC BOARD OF DIRECTORS

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Shelina Esmail, BA'93

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MEMBERS AT LARGE [TERMS ENDING 2021]

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UBC CHANCELLOR

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

Heather McCaw, BCom'86

UBC PRESIDENT AND VICE-CHANCELLOR

Santa J. Ono

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

Natalie Cook Zywicki