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| SUBJECT | <i>Alumni UBC Activity Report</i> |
| SUBMITTED TO | People, Community and International Committee |
| MEETING DATE | February 3, 2021 |
| 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

UBC alumni have continued to engage UBC in record numbers. At the end of Q3, more than 68,000 alumni have engaged with us. We welcomed more than 3,000 new alumni to our association during fall graduation celebrations. Our online programming and webinars covering a wide-range of topics continue to be popular, averaging more than 200 people in attendance in each session. This fall we also launched our newly designed TREK magazine and website www.trekmagazine.ca.

APPENDICES

1. Alumni UBC Activity Report

alumniUBC UPDATE



Members of the Student Alumni Council meet via Zoom.

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

After nearly a year of living with the pandemic, which has necessitated a new way of engaging with our alumni, I am struck more than ever by the importance of collaboration.

The record levels of engagement we are seeing with many of our new online programs is largely thanks to the quality of partnership our teams are building and strengthening with colleagues on both main campuses and with alumni around the world.

The *Your Next Step* program, for example, which is designed to support graduating students and young alumni, is a partnership between *alumni UBC*, the Centre for Student Involvement and Careers (CSI&C), and the Business Career Centre. And our COVID-19 webinar series was made possible with the collaboration of the faculties, who were the sources of our expert speakers. The Student Alumni Council is also the result of collaboration - between *alumni UBC* and the President's office, with strong ties and support from CSI&C.

But beyond these professional partnerships with our UBC colleagues, growing numbers of alumni are helping to guide and deliver programming to benefit their fellow grads and, ultimately, the university. Over the past few months, I have had the pleasure of meeting virtually with the leadership committees in each of our key markets around the world. These groups, comprised of local alumni volunteers, provide advice and insight to guide our strategy for engaging alumni in ways that are relevant and meaningful, and cognizant of local sensibilities, priorities, and opportunities - especially now.

"We are all in this together" is a phrase we have been hearing a lot, and the importance of cooperation over conflict is paramount. The last few months at UBC are evidence of what can be overcome and how much more can be accomplished when there is a cohesive approach and a collective effort.

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*.

TREK TRANSFORMATION

This fall, after more than a year of consultation, research, and redesign, the first issue of a freshly branded *Trek* magazine was distributed in print to alumni around the world. The magazine's online presence has also been upgraded and expanded and will deliver compelling stories, useful information and up-to-the-minute UBC news and commentary to keep alumni connected with UBC all year long.

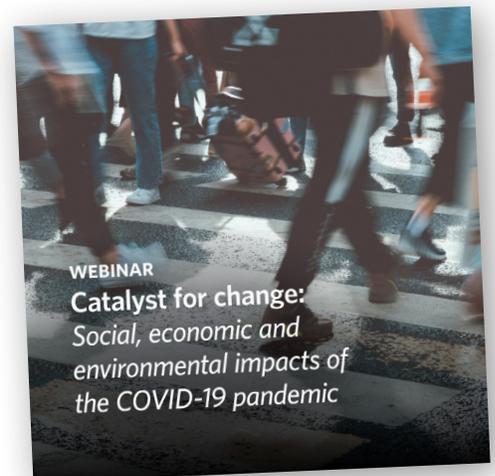
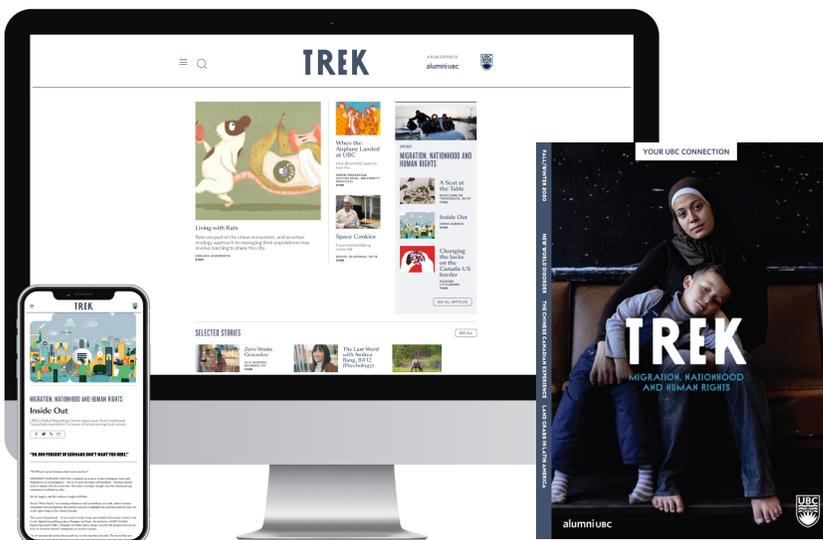
The new *Trek* website (trekmagazine.ca) contains rich content from the current and past print issues, as well as a media library of videos, podcasts and webcasts associated with various program areas. The new publication features six-month spotlight themes, beginning with "Migration, Nationhood and Human Rights," that will be reflected through a portion of its print and online content.

COVID-19 WEBINAR SERIES

To date the highly successful COVID-19 webinar series has attracted nearly 7,000 attendees and is particularly noteworthy for attracting a substantial portion of our historically least engaged alumni segment. We ensured every faculty had the opportunity to provide experts speakers, reflecting both the far-reaching effects of this pandemic and UBC's capacity to respond.

For example, on December 8, more than 200 attendees joined the eleventh webinar in our COVID-19 series *Catalyst for Change: Social, economic and environmental impacts of the COVID-19 pandemic*. This panel discussion explored the innovations that have become part of our new reality this year - changes that had seemed unlikely, even idealistic, before the pandemic - and whether or not these new ways of doing things will last.

Moderator Dr. Alfred Hermida, director and professor in the UBC School of Journalism was joined by panelists Dr Justin Bull, BA'05, PhD'15 from the Sauder School of Business and Dr. Katherine Lyon, BA'08, PhD'17 from the UBC Department of Sociology.



UBC DIALOGUES: HOW CAN BC BECOME MORE WELCOMING FOR NEW IMMIGRANTS AND REFUGEES?

We held our first online UBC Dialogues event on November 2, with 172 alumni and friends tuning in. It was moderated by Michelle Eliot, BA'98, host of BC Today on CBC's *Radio One*. The panel included:

- The Honourable Janet Austin, OBC – Lieutenant Governor of British Columbia
- Chris Friesen, BA'88 – Director, Settlement Services, Immigrant Services Society of BC (ISSofBC)
- Amira Halperin – Sessional lecturer, UBC Department of Sociology
- Guofang Li – UBC professor of education and Canada Research Chair in Transnational/Global Perspectives of Language and Literacy Education of Children and Youth
- Danny Ramadan, MFA'20 – Author, public speaker, LGBTQ-refugees activist

The conversation struck at the very heart of the issue: belonging. The overriding takeaway was that the way forward to ensure a thriving country is to welcome and embrace immigrants and refugees in our communities.

UBC Dialogues is now in its thirteenth year and continues to take on complex topics that showcase not only our researchers but also alumni leaders who are experts in their field.



FALL GRADUATION: TOGETHER IN SPIRIT

As with spring graduation, fall graduation was a virtual experience for the 3,275 new graduates who joined our alumni community this fall. More than 16,000 viewers joined the online ceremony, which was followed by a virtual alumni welcome reception attracting 1,200 live views and 300 subsequent on-demand views. The reception included the musical talents of Missy D, Diane Mutabaruka, BSc'15, and our headliner, Bahamas. President Ono and newly installed Chancellor Steven Point, LLB'85, LLD'13, shared words of congratulations along with association leaders, alumni, and students.



A SEASONAL CELEBRATION IN ASIA

Every December for many years, *alumni UBC* has organized festive in-person celebrations for the UBC communities in Hong Kong and China, and they have become an annual highlight for many alumni, donors and friends in these regions. To continue the tradition despite this year's pandemic, *alumni UBC* pre-recorded a 20-minute program to share with them online instead. The program aired for the first time on December 19, and was made available for on-demand viewing thereafter. Viewers enjoyed remarks from Santa J. Ono and greetings from volunteers across Asia, plus performances by UBC's Opera Ensemble and School of Music students, and the a cappella group UBCO Beats.



CAREER DEVELOPMENT PROGRAMMING

Lessons in Managing Up, Down and Across

This fall saw the launch of some new programming designed to inform and inspire the career growth of our alumni. In addition to running a "Habit Course," which focused on managing work flow in the context of COVID-19, the Careers program hosted three webinars, distributed two *Career Quarterly* newsletters, and continued to engage growing numbers of alumni via its professional online Book Club.

Magdalena Blasiak, BA'99, led the webinar *Managing Up, Down and Across: How to Navigate the Workplace with Courage*, exploring the tricky situations we all sometimes experience with workplace relationships. The webinar provided participants with practical tips, strategies and insights on how to manage these relationships by maneuvering with courage and integrity. The 300 participants were asked to make a power promise and encouraged to incorporate the webinar's takeaways into their work worlds.



Your Next Step

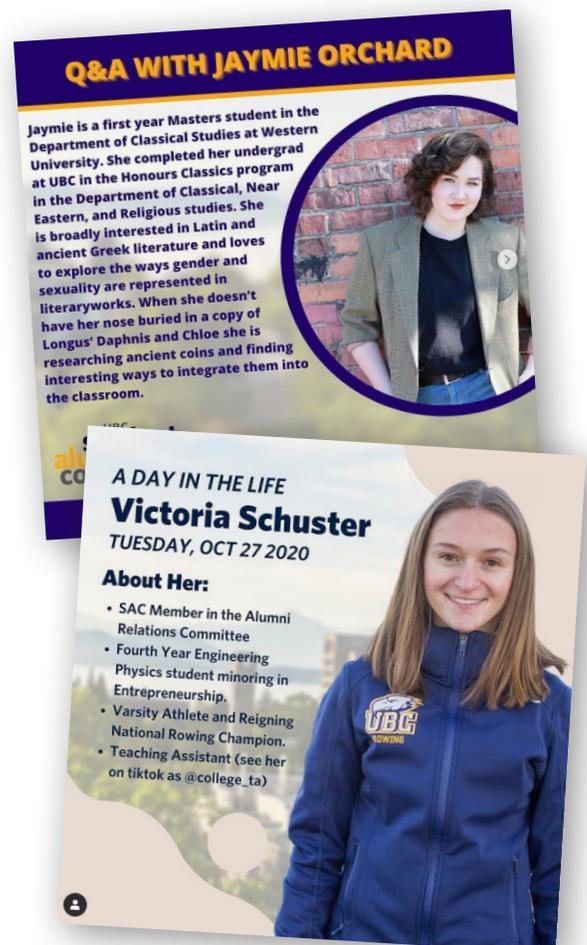
Your Next Step is a compilation of valuable career resources from across UBC to help graduating students and alumni make the most of their talents, interests and education in a changing world of work. Since its launch in July, the program's landing page has received more than 2,300 visits. Fall's exclusive programming included two webinars: *Navigating Your Career in the Midst of Covid-19 with the LinkedIn Guys* (105 attendees) and *Intrapreneurship: Taking Charge and Making Change During Times of Adversity*, featuring Cybele Negris, BA'91 (85 attendees). *Your Next Step* is presented by alumni UBC, the Centre for Student Involvement & Careers, and the Hari B. Varshney Business Career Centre.

STUDENT ALUMNI COUNCIL

In collaboration with the President's Office and supported by alumni UBC, the Student Alumni Council (SAC) is a student leadership pilot project at UBC Vancouver. Launched in May 2020, the SAC has already established a strong presence on campus and has been deeply involved in campus initiatives.

This fall, SAC created the *Blue & Gold Book*, which was distributed to all incoming first year students at UBC Vancouver. As a tangible way for students to feel connected to UBC, the book contained content contributed from across the campus, including the President's Office, VP Students, First Nations House of Learning, Athletics & Recreation, the AMS, the Centre for Student Involvement & Careers, and our faculty partners.

The SAC continues to leverage social media to foster campus pride. Its *Day In The Life* program highlighted the lives of UBC students, alumni, staff, and faculty, while its *Alumni Q&As* allowed current students to pose questions to former students. The programs received a total of 6,000 views.



GOAL 2 | DEEPER ENGAGEMENT

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

THE A PROJECT: HANDS-ON AT THE FOOD BANK

Despite current circumstances, UBC alumni in the Okanagan continued to give back to their community. In November and December, volunteers donned their masks and "A Project" ball caps, and lent a hand at the Central Okanagan Community Food Bank.

As a result of COVID-19, the Food Bank experienced a steady increase in clients in 2020 and projected a 20 per cent increase in need for Holiday Hampers during the month of December. The *alumni UBC* Okanagan team curated three special project dates for UBC alumni to volunteer together – safely and at a distance.



Alumni help out at the Food Bank. You can't tell by the picture, but everyone was smiling!

ALUMNIGHTS: USA - RESILIENCE IN TIMES OF CHANGE

On October 27, approximately 50 US-based alumni joined us for our very first virtual regional networking event, hosted by one of *alumni UBC's* New York regional representatives, **Andrew Darcovich, BCom'15**. The event began with a keynote from **Dr. Marie-Helene Pelletier, MBA'06, PhD'02**, a leadership resilience & burnout expert and registered psychologist who provided valuable tips on increasing resilience in times of uncertainty and change. Later, attendees had the opportunity to boost their social connections by interacting with fellow alumni using Zoom's breakout-rooms feature.

This event was also an opportunity for the deeper engagement of the 10 US-based alumni we enlisted as volunteers to host and facilitate conversations in the concurrent breakout rooms during the networking portion of the event. The volunteers said how much they appreciated the opportunity to interact with and lead conversations with fellow alumni. Given the positive feedback we received from both volunteers and attendees, we plan to host similar events going forward. This digital environment, although challenging, has provided a unique opportunity for us to implement event concepts that would not have been possible with in-person events – for example, hosting a networking event for alumni all across the USA!



VIRTUAL ALUMNI COLLEGIA

UBC Vancouver's online Collegia - Virtual UBC Collegia and the Virtual Indigenous Students' Collegium - are designed to help the nearly 3,700 participating students build community at UBC, despite the current physical limitations. *Alumni-in-Collegia* is a new partnership with the Centre for Student Involvement & Careers aimed at leveraging Vancouver's existing collegia programs to foster connections between incoming 1st year students and alumni.

Alumni-in-Collegia will give alumni volunteers the opportunity to reflect on the UBC experiences that shaped them, and to share with new students how they have applied those experiences to their personal and professional lives. First year students are able to connect directly with alumni through personal profiles, virtual "Alumni Office Hours: First Year Edition" events, and the Ten Thousand Coffees platform.

To date, 24 profiles have been submitted by alumni volunteers and we've held the first two "Alumni Office Hours: First Year Edition" events - hosted by members of the Student Alumni Council, and featuring **Forest Kong, BA'18**, and **Alex Dye, BCom'18**. Additional profiles and virtual events will be available in term 2.

YOUR NEXT STEP - RESUME REVIEW

We held the first *Virtual Resume Review* event, this fall, as part of the *Your Next Step* program. It engaged 20 alumni volunteers, who provided resume feedback to 55 student and alumni participants in two virtual breakout sessions. Additional opportunities for alumni feedback on resumes and interview skills will be available throughout 2021.



ALUMNI TO ALUMNI

alumni UBC has launched the second cycle of *Alumni To Alumni*, a social-media based program allowing UBC alumni to provide advice to current students and recent graduates. It provides an avenue for alumni to connect with students, as well as an opportunity for deep engagement with our social media channels. Questions answered by our alumni community via Instagram have covered how students and new grads can find research resources after graduation, build networks, and make the most of their UBC experience and connections.



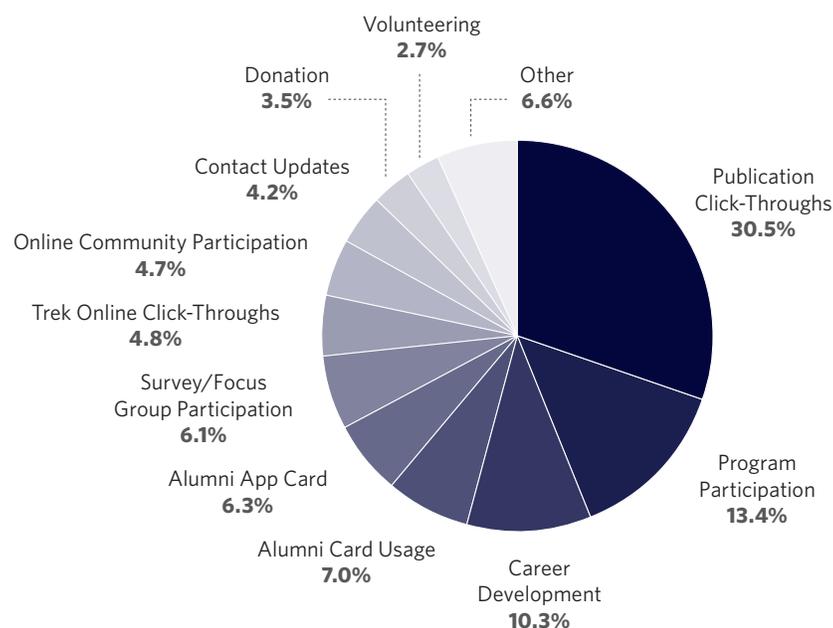
Your Next Step is a compilation of valuable career resources from across UBC, including online resume reviews.

MEASURES OF SUCCESS

ALUMNI ENGAGED BY FACULTY 2020-21

| | Q3 RESULTS | ANNUAL GOAL | # PRIMARY CONTACTABLE ALUMNI | % CONTACTABLE ENGAGED | 2020 RESULTS |
|-------------------------------|---------------|---------------|------------------------------|-----------------------|---------------|
| UBC Okanagan | 4,284 | 4,200 | 18,344 | 23% | 4,018 |
| UBC Vancouver | | | | | |
| Applied Science | 10,020 | 12,500 | 39,176 | 26% | 10,174 |
| Arts | 14,009 | 16,000 | 77,391 | 18% | 16,442 |
| Dentistry | 1,130 | 1,450 | 3,206 | 35% | 1,420 |
| Education | 8,260 | 9,000 | 46,750 | 18% | 9,424 |
| Forestry | 1,993 | 2,350 | 5,969 | 33% | 2,735 |
| Land and Food Systems | 2,440 | 2,350 | 9,181 | 27% | 2,397 |
| Medicine | 6,035 | 7,000 | 16,506 | 37% | 6,701 |
| Peter A. Allard School of Law | 2,535 | 4,300 | 9,864 | 26% | 4,146 |
| Pharmaceutical Sciences | 1,368 | 2,200 | 5,799 | 24% | 1,860 |
| Sauder School of Business | 7,172 | 9,900 | 35,637 | 20% | 9,107 |
| Science | 9,169 | 9,800 | 39,522 | 23% | 9,800 |
| Other | 81 | | 267 | 30% | 98 |
| Total | 68,496 | 81,000 | 307,612 | 21% | 78,322 |

ENGAGEMENT DRIVERS



UPCOMING ALUMNI PROGRAMMING

For more details please see the [calendar](#).

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|---------------|---|--------------|---|
| 14 JAN | Breathwork Meditation Session <i>Online</i> | 1 FEB | Online Course - Intentional Career Growth: Take Your Next Professional Step with Confidence <i>Online</i> |
| 16 JAN | Breathwork Meditation Session <i>Online</i> | | |
| 19 JAN | It's 2021... Now What? Simple Habits to Boost Productivity and Navigate Uncertainty <i>Online</i> | | |
| 26 JAN | UBC Experts - Homelessness in BC <i>Online</i> | | |
| 28 JAN | PostSecret and the Pandemic: Struggles, Successes & Strategies with Frank Warren <i>Online</i> | | |
| 29 JAN | Cheers to the New Year - Virtual Cocktail Class <i>Online</i> | | |

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Natalie Cook Zywicki