THE UNIVERSITY OF BRITISH COLUMBIA

BOARD OF GOVERNORS

SUBJECT	Annual *alumni UBC* Update
SUBMITTED TO	People, Community and International Committee
MEETING DATE	November 17, 2022
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested
LEAD EXECUTIVE	Heather McCaw, VP, DAE
SUPPORTED BY	Fred Withers, Chair, alumni UBC Board of Directors Natalie Cook Zywicki, Vice-President/Executive Director, *alumni UBC*

EXECUTIVE SUMMARY

In its annual *alumni UBC* update to the Board of Governors, Fred Withers, Chair, *alumni UBC* Board of Directors and Natalie Cook Zywicki, Vice-President/Executive Director, *alumni UBC* will provide the Board of Governors with an update on:

- Highlights from the last 12 months
- Launch of our next 5-year *alumni UBC* strategic plan *From Here Forward (*April 2022 – March 2027)
- FORWARD, the campaign for UBC launched September 24, 2022
- Renaming of alumni magazine to 'The University of British Columbia Magazine'
- FY22/23 priorities

PRESENTATIONS

1. *alumni UBC* Annual Update to Board of Governors – November 2022

SUPPLEMENTAL MATERIALS (optional reading for Governors)

1. *alumni UBC*'s Strategic Plan, *From Here Forward*.

BOARD OF GOVERNORS UPDATE

November 2022

Natalie Cook Zywicki
Associate Vice-President/Executive Director, alumni UBC

Fred Withers, *BCom'77*
Chair, alumni UBC *Board of Directors*

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MEMBERS AT LARGE

Debra Doucette
BA'81

Connie Fair
BCom'84, MBA'88

Anna Fung
BA'81, LLB'84

Mauro Manzi
BCom'95

Rahim Moloo
LLB'05

Ian Banks
BA'92

Michelle Cook
MJ'00

Grant Munro
BSc'01

Shom Sen
BCom'84

Dr. Amin Shivji
BSc'88, DMD'93

Laura Silvester
BCom'11

Howard Soon
BSc'74, DSc'20

Miranda Huron
BA'02, MEd'16

Fred Withers
BCom'77

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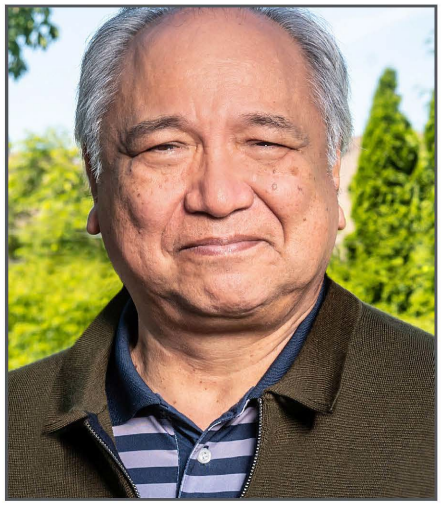
EX-OFFICIO MEMBERS



UBC CHANCELLOR

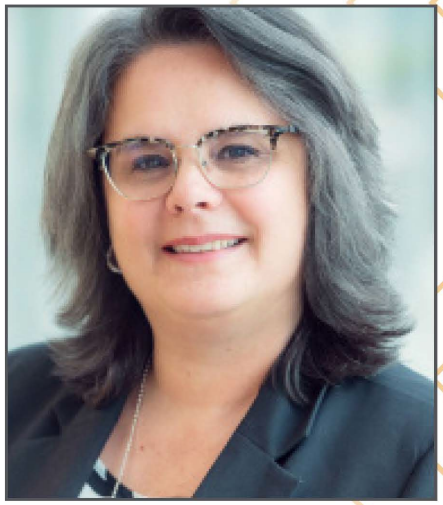
Steven Lewis Point
LLB'85, LLD'13

INTERIM UBC PRESIDENT AND VICE-CHANCELLOR

Deborah Buszard

VICE-PRESIDENT, DEVELOPMENT AND ALUMNI ENGAGEMENT (PRESIDENT'S DESIGNEE)

Heather McCaw
BCom'86



ASSOCIATE VICE-PRESIDENT/ EXECUTIVE DIRECTOR, *ALUMNI UBC*

Natalie Cook Zywicki

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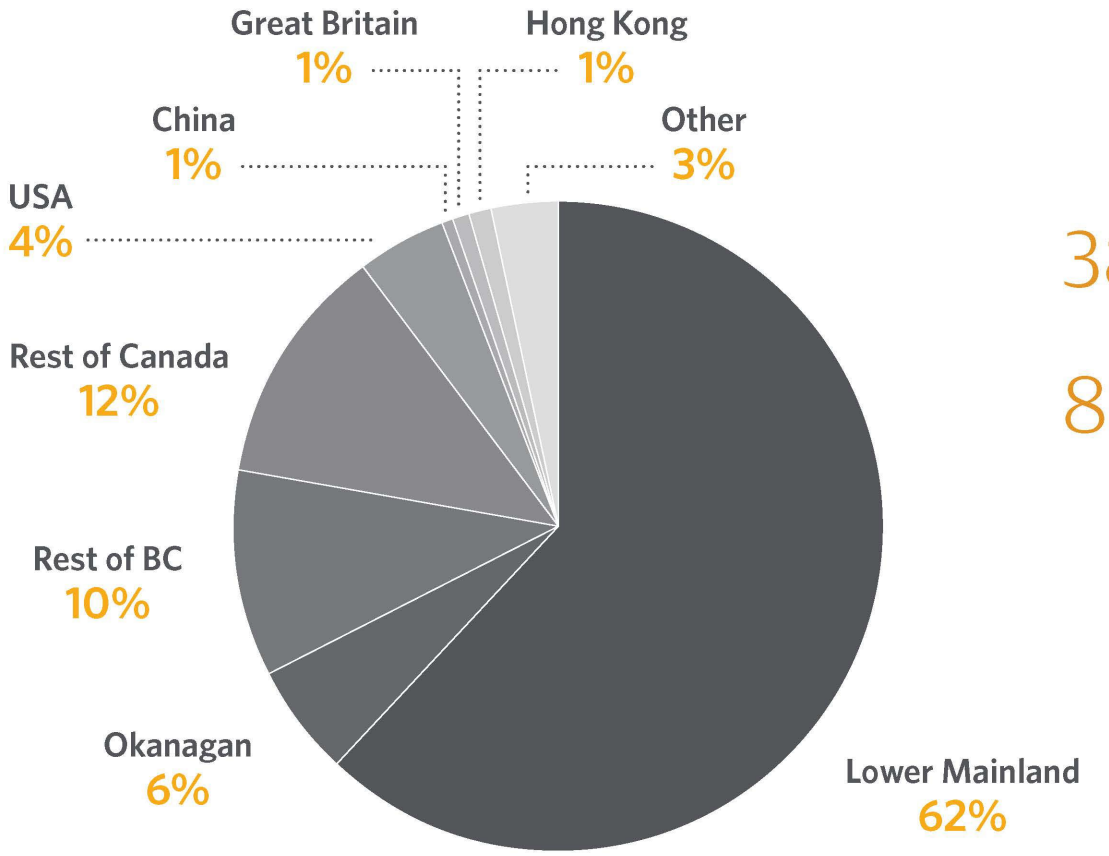

385,000 Living

85% Contactable

alumni UBC

LAST 12 MONTHS

- First ever hybrid Alumni Achievement Awards
- Campaign case for alumni engagement
- 2022-27 Strategic Plan
- From Here Forward podcast launch
- FORWARD campaign launch @ Homecoming
- University of British Columbia Magazine launch
- 86,000+ alumni engaged in FY21/22

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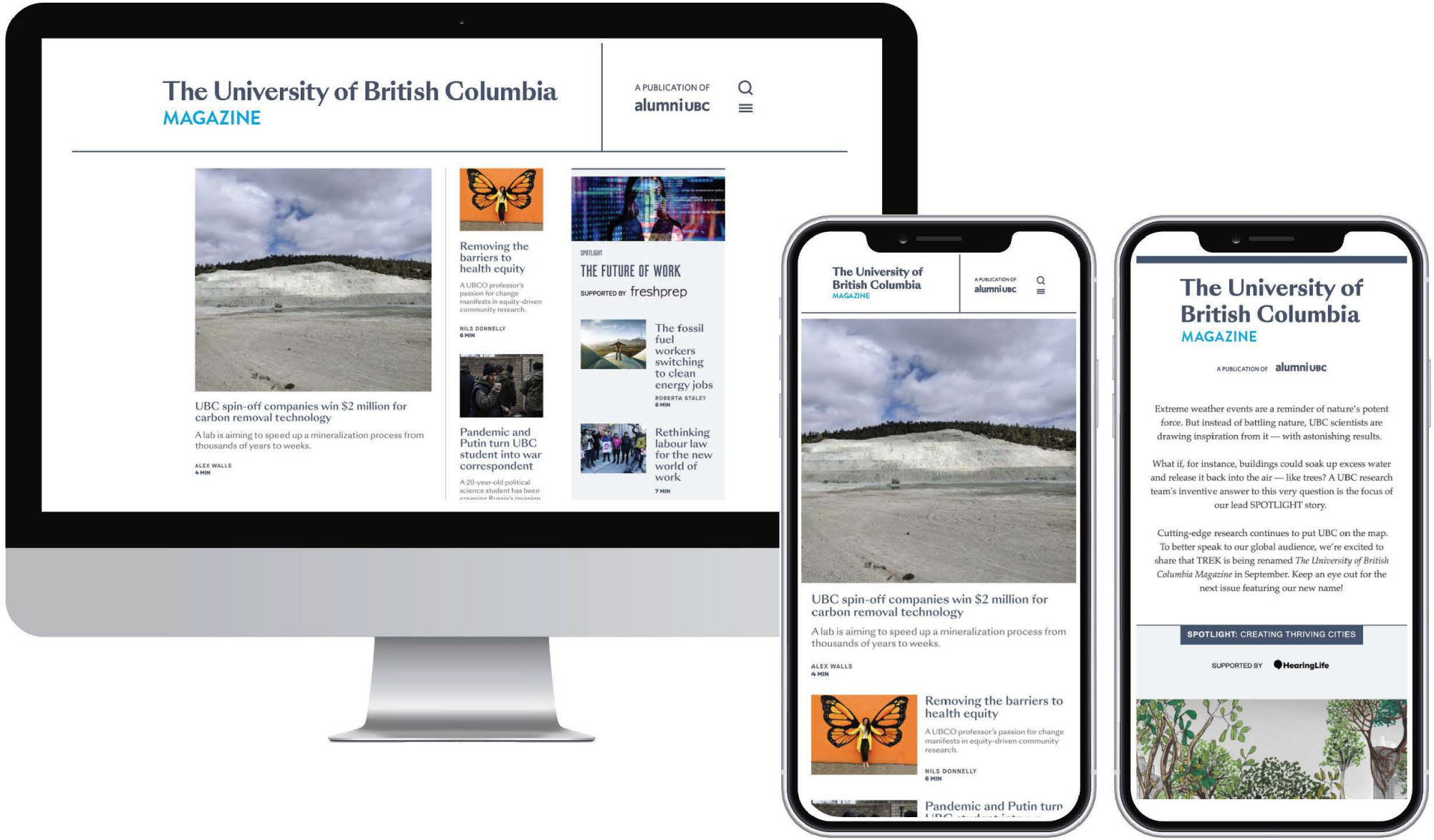
The University of British Columbia
MAGAZINE
A PUBLICATION OF alumni UBC
UBC spin-off companies win $2 million for carbon removal technology
A lab is aiming to speed up a mineralization process from thousands of years to weeks.
ALEX WALLS
4 MIN
Removing the barriers to health equity
A UBCO professor's passion for change manifests in equity-driven community research.
NILS DONNELLY
6 MIN
Pandemic and Putin turn UBC student into war correspondent
SPOTLIGHT
THE FUTURE OF WORK
SUPPORTED BY freshprep
The fossil fuel workers switching to clean energy jobs
ROBERTA STALEY
6 MIN
Rethinking labour law for the new world of work
7 MIN
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MAGAZINE
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Extreme weather events are a reminder of nature's potent force. But instead of battling nature, UBC scientists are drawing inspiration from it — with astonishing results.
What if, for instance, buildings could soak up excess water and release it back into the air — like trees? A UBC research team's inventive answer to this very question is the focus of our lead SPOTLIGHT story.
Cutting-edge research continues to put UBC on the map. To better speak to our global audience, we're excited to share that TREK is being renamed The University of British Columbia Magazine in September. Keep an eye out for the next issue featuring our new name!
SPOTLIGHT: CREATING THRIVING CITIES
SUPPORTED BY HearingLife

Value Proposition

alumni UBC offers lifetime enrichment through nourishing pride, empowering personal growth, supporting professional development, building community, and enabling contribution.

Goal 1
Alumni engagement

Strategies:

- Contribution
- Sharing
- Experiential
- Media
- Benefits and Transactions

Goal 2
Operational excellence

Strategies:

- Amplify UBC's Impact
- High Performance Culture
- Student Engagement
- Innovation
- Revenue Development

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FORWARD

FORWARD, the campaign for UBC, will raise $3 billion and activate the power of our global alumni by **doubling alumni engagement from 75,000 to 150,000**. Alumni will be a catalyst to make it happen through giving, volunteering, and engaging with us to amplify UBC's impact.

FY22/23 PRIORITIES

- Engage 92,000 alumni
- 455,000 interactions
- Advance digital engagement strategy
- Campus partnerships
- EDI in practice

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THANK YOU