



SUBJECT	Annual <i>alumni UBC</i> Update
SUBMITTED TO	People, Community and International Committee
MEETING DATE	November 21, 2023
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, <i>alumni UBC</i> Board of Directors Natalie Cook Zywicki, Associate Vice-President/Executive Director, <i>alumni UBC</i>

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, Associate Vice-President/Executive Director, *alumni UBC* will provide the Board of Governors with an update on:

- FORWARD, the campaign for UBC performance
- Highlights from the last 12 months
- FY23/24 priorities

PRESENTATIONS

1. *alumni UBC* Annual Board of Governors Update – November 2023

SUPPLEMENTAL MATERIALS (optional reading for Governors)

1. *alumni UBC*'s Strategic Plan, [From Here Forward](#).

BOARD OF GOVERNORS UPDATE

November 2023

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



Ian Banks
BA'92



Michelle Cook
MJ'00



Debra Doucette
BA'81



Connie Fair
BCom'84, MBA'88



Anna Fung
BA'81, LLB'84



Miranda Huron
BA'02, MEd'16



Diego Mandelbaum
BASc'11



Mauro Manzi
BCom'95



Rahim Moloo
LLB'05



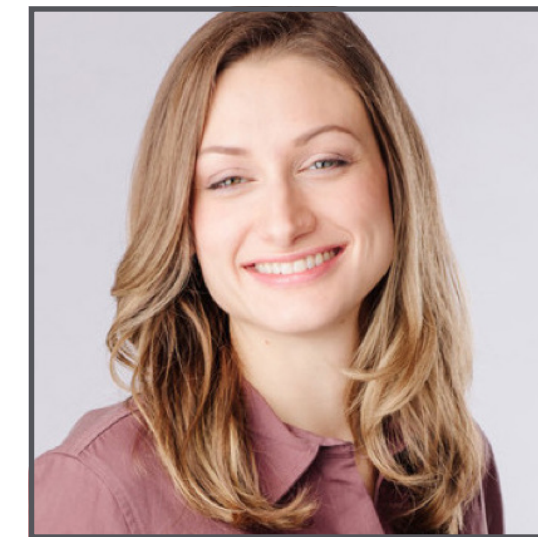
Grant Munro
BSc'01



Shom Sen
BCom'84



Dr. Amin Shivji
BSc'88, DMD'93



Laura Silvester
BCom'11



Howard Soon
BSc'74, DSc'20



Fred Withers
BCom'77

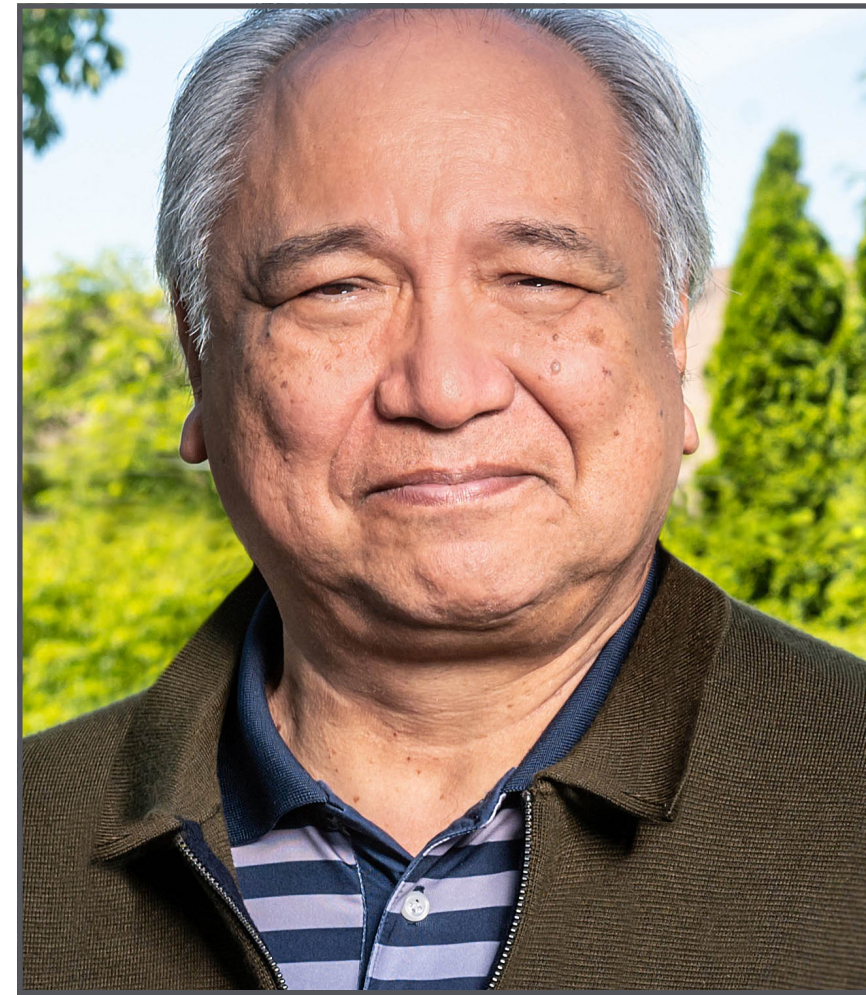
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EX-OFFICIO MEMBERS



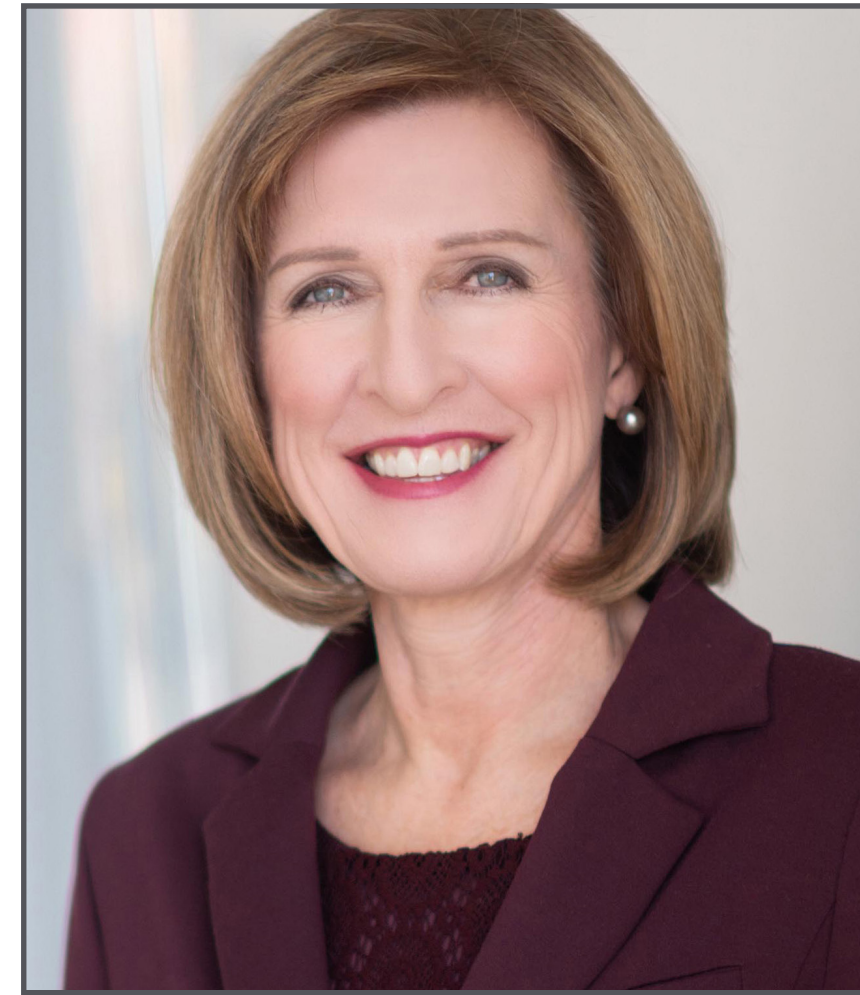
UBC PRESIDENT
AND VICE-CHANCELLOR

**Dr. Benoit-Antoine
Bacon**



UBC CHANCELLOR

Steven Lewis Point
LLB'85, LLD'13



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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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

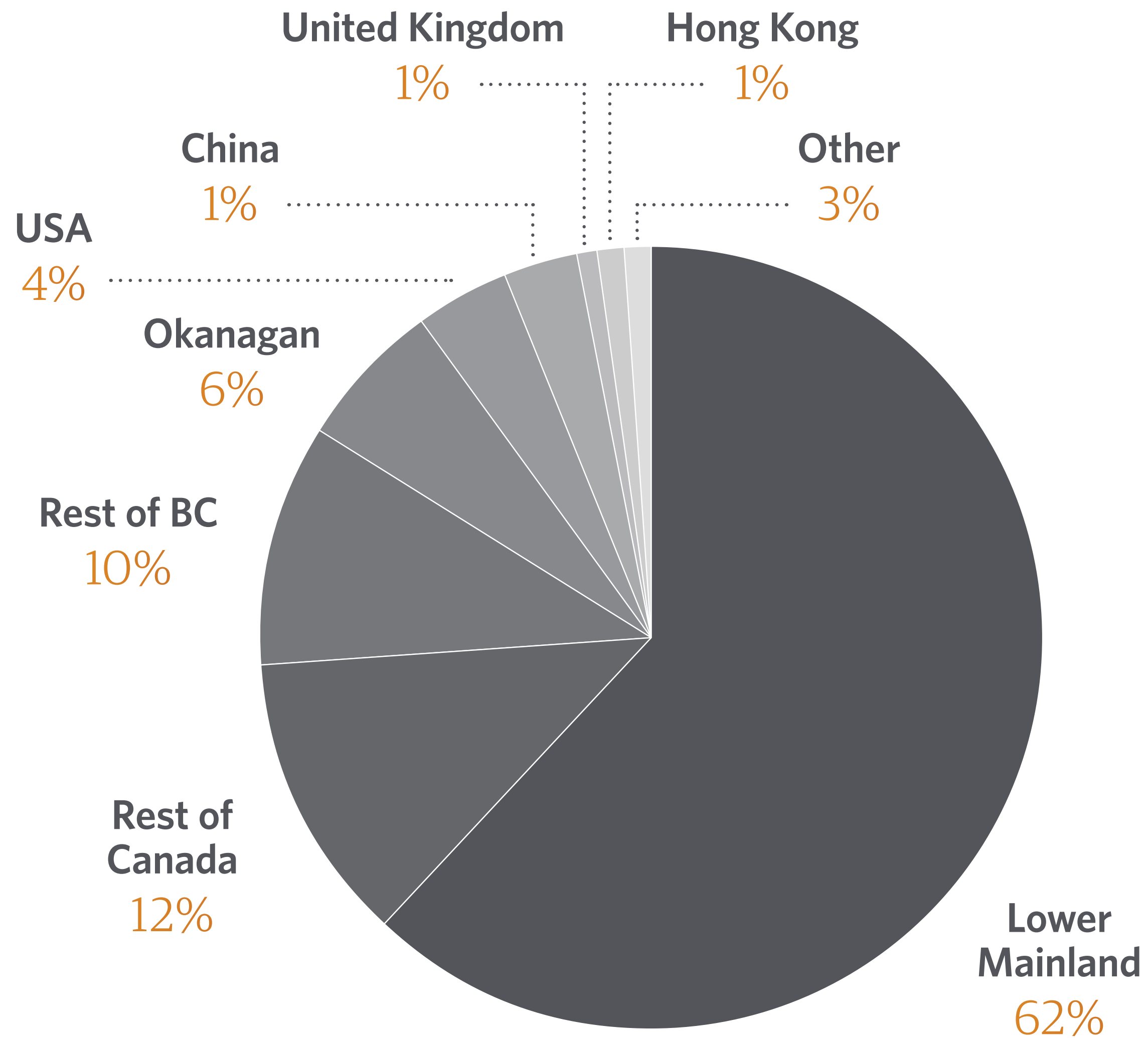
GOAL 2

Operational excellence

Strategies:

- Amplify UBC's Impact
- High Performance Culture
- Student Engagement
- Innovation
- Sustainable Funding

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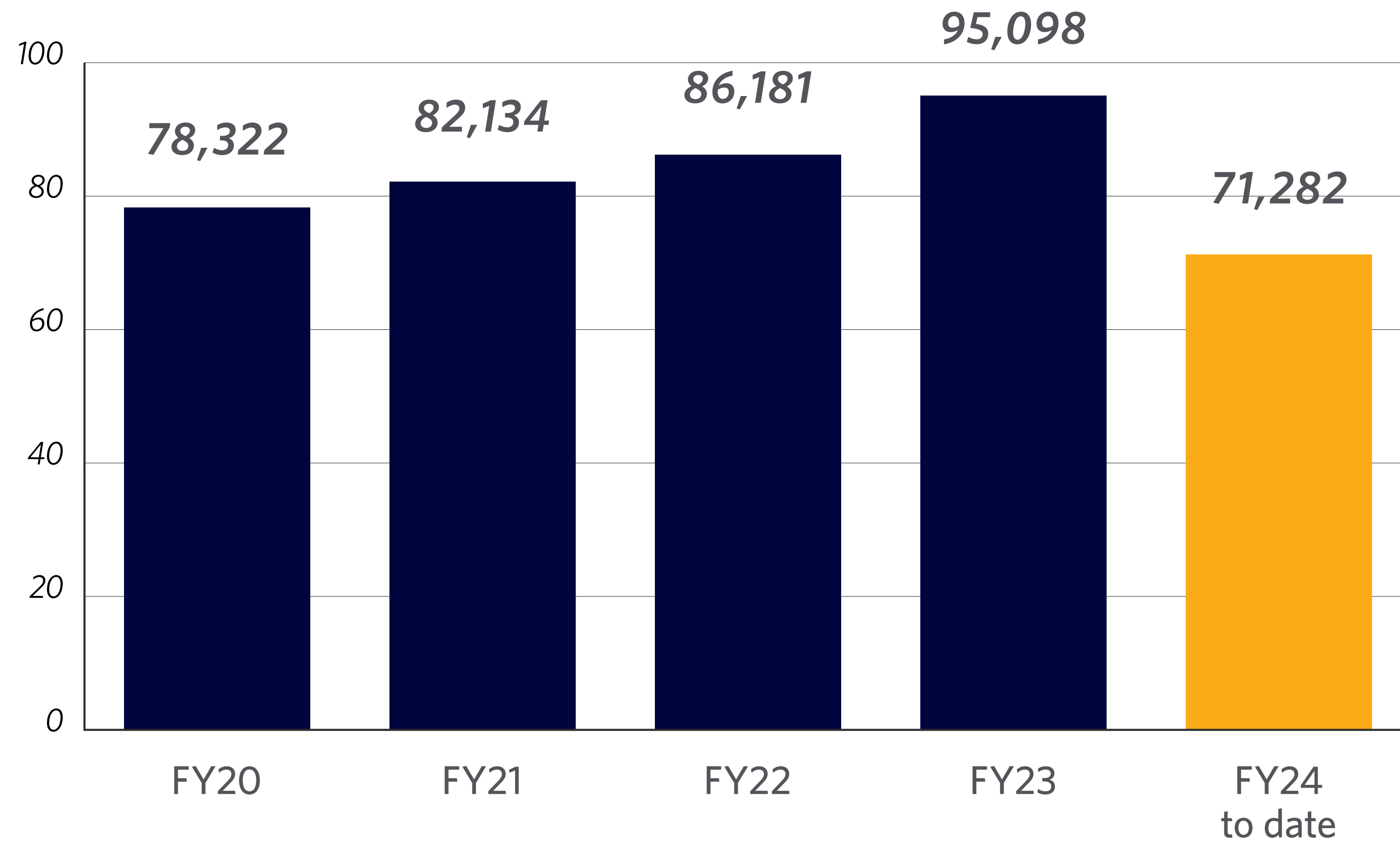
397,000
LIVING

86%
CONTACTABLE

alumni UBC

CAMPAIGN PERFORMANCE

ALUMNI ENGAGED



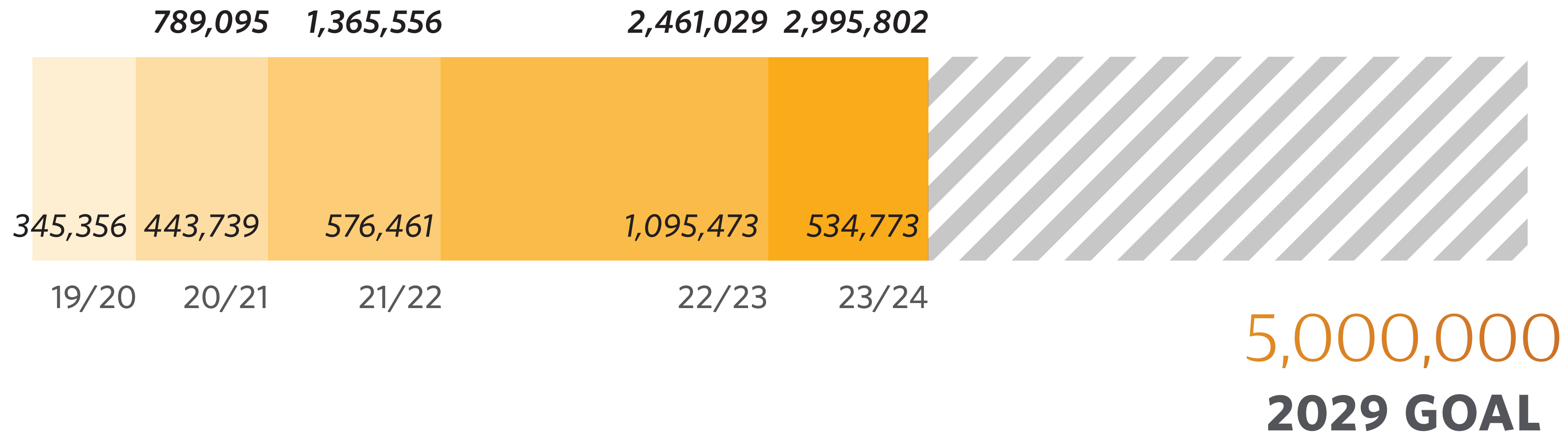
100,000
FY24 GOAL

as of Sept 30, 2023

alumni UBC

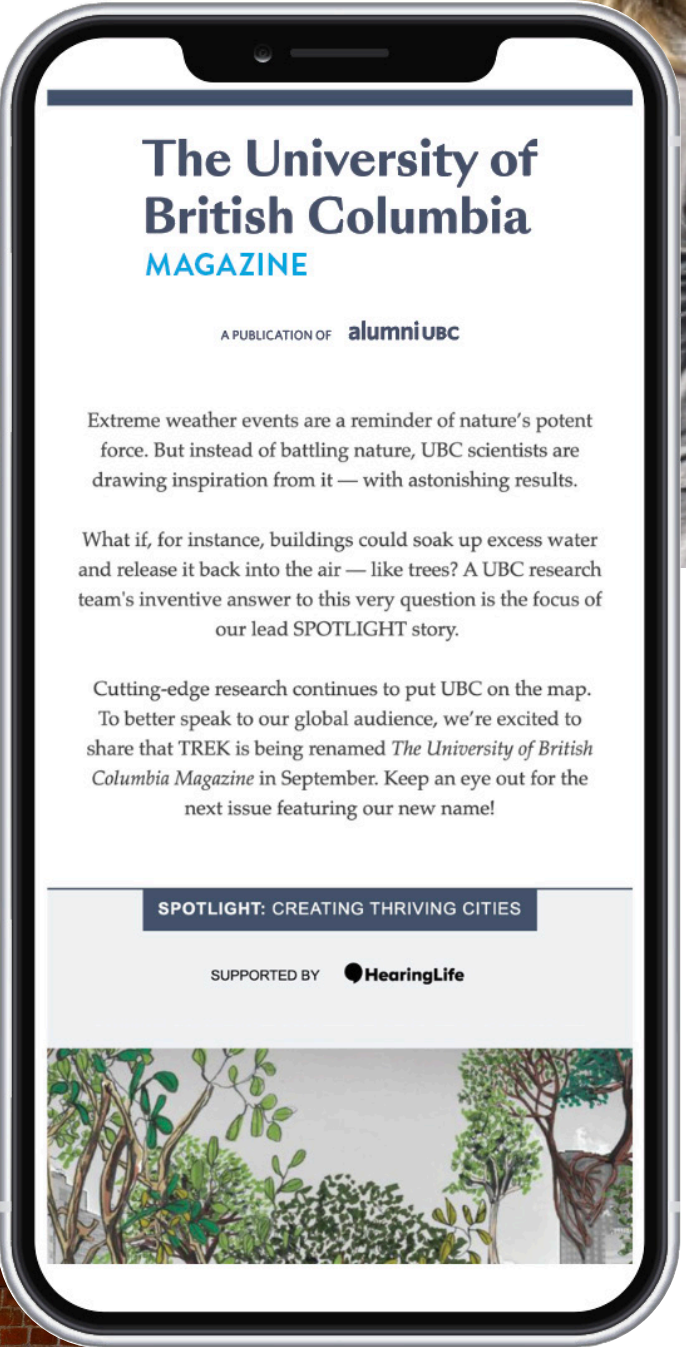
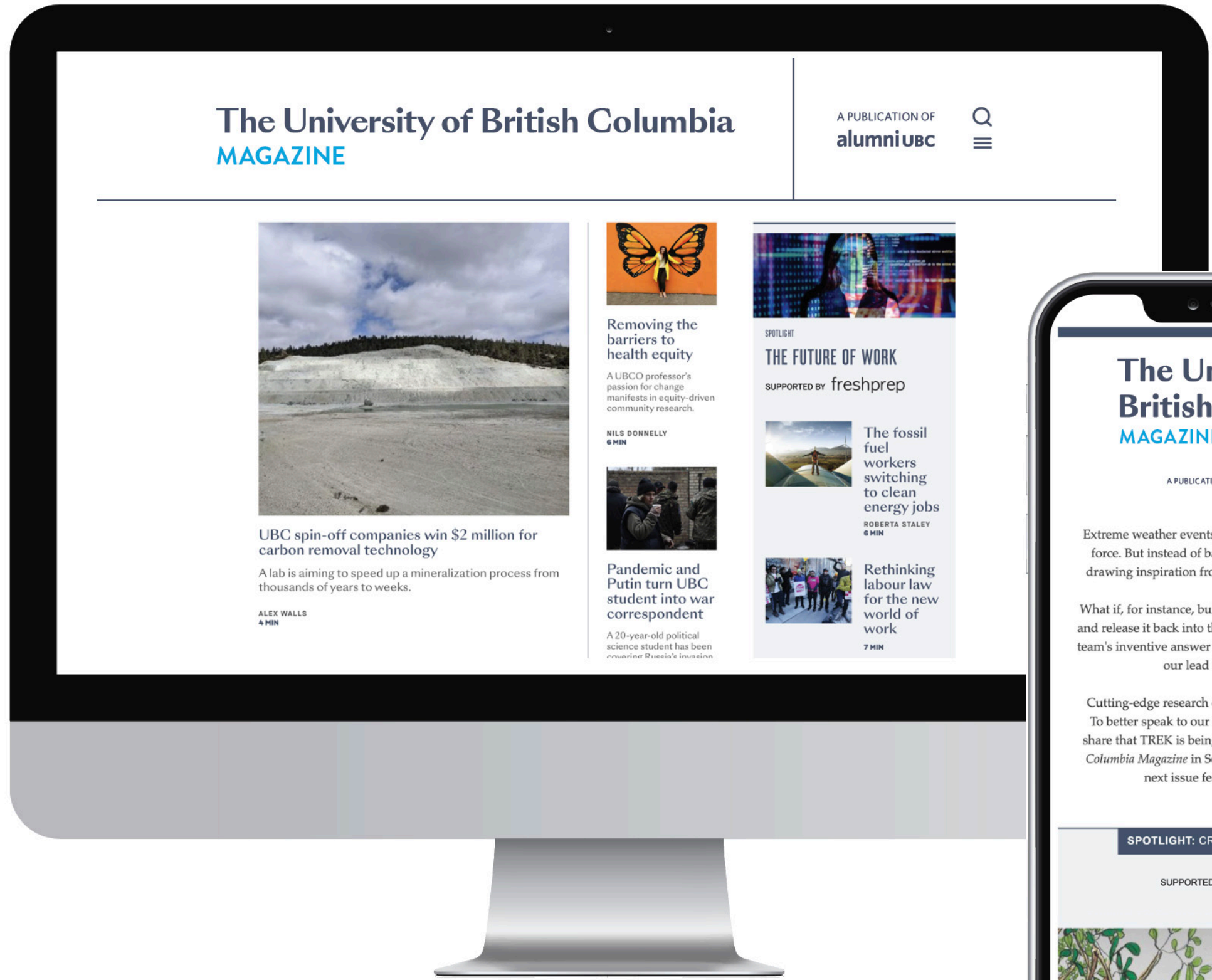
CAMPAIGN PERFORMANCE

INTERACTIONS



as of Sept 30, 2023

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LAST 12 MONTHS - ACTIVITIES

- DAE launch of FORWARD Campaign
- Successful year for the *Student Alumni Council* and *Advisory Council*
- *alumni UBC* social media and app growth
- Launched new initiatives (*Street Teams, Wine Club, My Town Meetups*)
- High *UBC Magazine* engagement
- Engaged university leadership

FY23/24 PRIORITIES

- Campaign - Engage 100,000 alumni, 1 million interactions
- Introduce Dr. Bacon to alumni community
- Lead Chancellor Search
- Data-inspired recapture and acquisition
- Continue to execute *alumni UBC* strategic plan

An aerial photograph of a university campus. In the center-left, a tall, grey clock tower stands prominently. To its right is a large, ornate stone building with a gothic-style facade. The rest of the campus is filled with various modern and traditional buildings, green spaces, and parking lots. In the background, a city skyline and mountains are visible under a clear blue sky. A large orange banner with the text 'THANK YOU' is overlaid across the middle of the image.

THANK YOU