



SUBJECT	<i>alumni UBC</i> ACTIVITY REPORT
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MEETING DATE	APRIL 14, 2015
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Forwarded to the Board of Governors on the Recommendation of the President

**APPROVED FOR
SUBMISSION**

Arvind Gupta, President and Vice-Chancellor

DECISION REQUESTED	For Information
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Report Date	February 28, 2015
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Presented By Barbara Miles, Vice-President Development & Alumni Engagement
Jeff Todd, Associate Vice-President Alumni and Executive Director, *alumni UBC*

EXECUTIVE SUMMARY

The first half of our fourth quarter has been very exciting as we prepare for the opening of the Robert H. Lee Alumni Centre.

Over the first six weeks of the new year, we recruited 12 new Alumni Advisory Council members and look forward to welcoming them to their first meeting on March 6.

In early February, we launched *Your Evolution 2.0*, a program where alumni can promote socially beneficial projects they are working on, seek collaboration from fellow alumni and gain important exposure for their cause on our website. Participation in *Your Evolution 2.0* also offers alumni the chance to win a mentoring session with President Gupta.

INSTITUTIONAL STRATEGIC PRIORITIES SUPPORTED

- Learning
 Research
 Innovation
 Engagement
 (Internal / External)
 International

DESCRIPTION & RATIONALE	Update on what <i>alumni UBC</i> has accomplished over the last quarter.
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BENEFITS Learning, Research, Financial, Sustainability & Reputational	<i>alumni UBC</i> engages over 50,000 alumni each year in the life of the University. Our alumni are our donors and volunteers and in general, contribute to the reputation of UBC.
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RISKS Financial, Operational	Numbering more than 300,000, UBC alumni are the University's largest constituent group.
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Previous Report Date December 31, 2014

Decision

Action / Follow Up

Previous Report Date September 4, 2014

Decision

Action / Follow Up

alumniUBC UPDATE



Message from the Executive Director, *alumni UBC / AVP, Alumni*

The opening of the Robert H. Lee Alumni Centre is almost upon us, and heroic effort is going into ensuring that this milestone for the global alumni community and UBC is memorable and meaningful. We are confident that the centre will quickly become an indispensable UBC asset, contributing to a lively and engaging campus scene and providing a warm welcome to returning alumni and new visitors alike – in effect, UBC’s front door.

Team members responsible for generating alumni engagement programming are well into the process of establishing a schedule of programs at the centre. This includes activities initiated by the *alumni UBC* office, as well as those submitted by faculty-based colleagues. Upcoming signature events include the *start an evolution* campaign close and the launch of UBC’s Centennial celebrations. Ongoing events will include graduation, UBC Dialogues, the President’s Annual Address to alumni, as well as regular lectures and discussion panels. As a next step, we will be reaching out to community

organizations, non-profits and professional associations to introduce the Alumni Centre as an exciting and unique new venue and to engage in discussions regarding appropriate activities and programming to further animate the building.

In February, we were delighted to introduce UBC’s President and Chancellor to key alumni audiences in Ottawa and Calgary. In December they met alumni based in Hong Kong, and next month Professor Gupta will attend our Alumni Advisory Council meeting here in Vancouver. Together with the opening of the Alumni Centre, this will underline the message that UBC values its alumni and is supporting their lifelong relationship with the university.

Jeff Todd

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GOAL I: ALUMNI ARE INTEGRAL AND ENGAGED

As core constituents, alumni are well informed and have an influential voice & stake in their university

Preparing the Alumni Centre for its Grand Opening

The Robert H. Lee Alumni Centre will be up and running by May. As well as developing programming to animate the space, staff members have been working on an operational plan for the welcome centre component. This includes establishing cross-campus partnerships and training staff and volunteers.

Close attention is being paid to the quality of experience alumni and other visitors will have in the building, and a variety of static and interactive display elements are being installed. These include a 15-metre timeline on the second floor representing UBC's 100 year history and a multi-screen display that will allow users to explore upcoming events, current UBC projects, the university's rich past, and a database of alumni.

Staff members are due to move into the centre on April 17, a few days before the building opens to the public on May 1. They are working to ensure a smooth transition and effective operation after occupancy. In terms of managing the building's rental spaces, a booking system is being put in place, catering contracts are being finalized, and marketing has already commenced, focusing on alumni and the business community.

New Recruits for the alumni UBC Advisory Council

A dozen new Advisory Council members have been recruited. At an orientation session held on February 23, they were informed about the strategic goals and priorities for UBC and alumni UBC; the alumni engagement framework and purpose; and the function of the Advisory Council. The next Advisory Council meeting will take place on March 6 and include a discussion with **Professor Gupta**, as well as **Carolyn Kirkwood** and **Hugh Brock** of the Career and Personal Education initiative.

Professor Gupta Attends Lunar New Year Luncheon

More than 120 alumni and friends from the local Asian community joined **President Arvind Gupta** and **Chancellor Lindsay Gordon** for the seventh annual Lunar New Year Luncheon at the Shangri-La Hotel in Vancouver. It was an occasion for UBC to thank members of the Asian community for their support and share the latest news about the *start an evolution* Campaign, the upcoming Centennial celebrations, and plans for the opening of the Robert H. Lee Alumni Centre. The luncheon began with an energetic Lion Dance performed by students from the UBC Kung Fu Association and was hosted by the Chair of alumni UBC, **Michael Lee**, and AVP, Alumni, **Jeff Todd**. Many attendees had the opportunity to meet Professor Gupta and his wife, **Dr. Michelle Pereira**, for the first time.



GOAL II: ALUMNI ADVANCE UBC'S VISION

UBC's aspiration to be globally influential and foster positive change is realized in large part by its alumni through their engagement in the world

Your Evolution 2.0

your evolution is a web resource for UBC alumni who are involved in worthy causes they would like to promote. Alumni can create webpages highlighting their projects, and *your evolution* increases exposure for them using a range of communication channels.

The latest iteration of *your evolution* allows participants to include requests for volunteers, equipment, or use of a venue, and a new competition was launched in February. The prize is a Social Entrepreneur Support Kit:

- A professional photography session OR a professionally produced video to help support the project
- A half hour mentoring session with **UBC President Professor Arvind Gupta**
- A mentoring session with entrepreneur, venture capitalist and Chairman of Rising Tide Fund **Dr. Ossama R. Hassanein, MASc'74, MBA'76** – a member of UBC's *start an evolution* Campaign Cabinet
- Access to consultation with a UBC faculty member in an area that is most relevant to the project (eg: business, law, engineering, computer science)

Requests for *your evolution* projects started at the beginning of February, with the goal of attracting 200 new submissions. In March, 10 projects will be shortlisted. A period of voting will then determine the winning finalist.

your evolution has received significant press coverage in Vancouver and Okanagan.

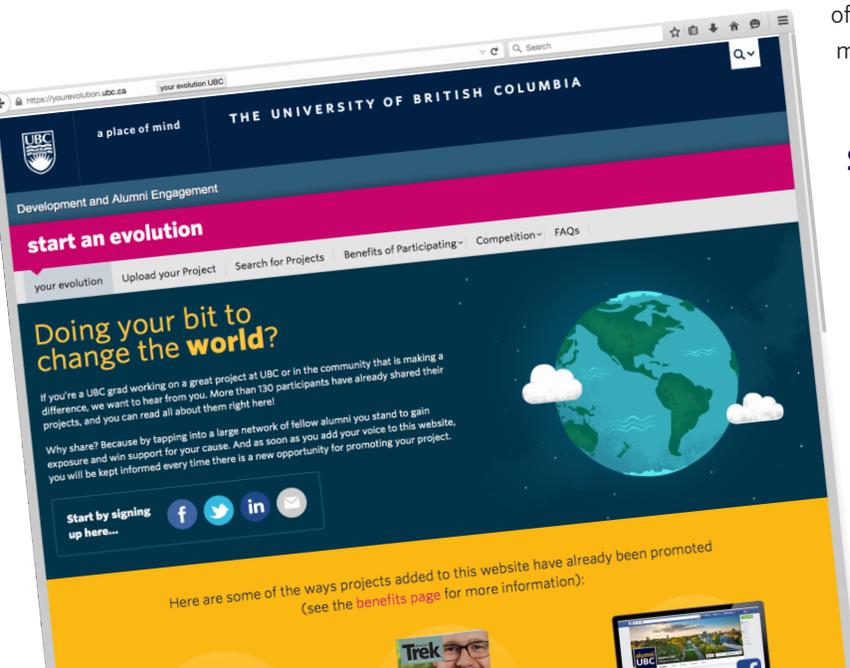
Roundtable Discussions in Ottawa and Calgary

In February, *alumni UBC* hosted roundtable discussions between **Professor Gupta** and prominent alumni in Ottawa and Calgary. The roundtables were an opportunity to introduce Professor Gupta to these alumni communities and gain a better understanding of local alumni perspectives. The focus was on identifying opportunities and challenges ahead for UBC, helping shape priorities for the immediate future, and finding ways for UBC to increase its influence and visibility in the Ottawa and Calgary regions.

In Ottawa, 10 distinguished alumni were in attendance for the discussion. In Calgary the roundtable was co-hosted by **Gregg Saretsky**, President & CEO of WestJet and a member of the *alumni UBC* Board of Directors. Fourteen of Calgary's most engaged volunteers were present for the discussion.

Student Leadership Conference

This year's Student Leadership Conference, held on January 10, welcomed more than 1,200 student leaders and alumni for a day of learning. The opening keynote speaker was **Shaifali Puri**, Executive Director of the Nike Foundation, who delivered the inspiring story of her own path to success. The closing keynote speaker, **Derreck Kayongo**, founder of the Global Soap Project, also offered some thought-provoking insights. An awards ceremony following the conference recognized Faces of Today, and **Mona Maleki** picked up this year's Nestor Korchinsky Leadership Award.



GOAL III: THE ALUMNI EXPERIENCE IS MUTUALLY BENEFICIAL

Alumni benefit from the intellectual, cultural and social resources of their university; UBC benefits from alumni skills and capacity

Diversity in Leadership

On February 10, more than 85 alumni and friends enjoyed a panel discussion on diversity in leadership moderated by **Professor Gupta** at the Jack Singer Concert Hall in Calgary. Sauder School of Business professor **Jennifer Berdahl** and Calgary alumni leaders **Allison Grafton**, BA'91, and **Irfhan Rawji**, BCom'00, discussed the current imbalance in senior leadership positions across the country and what can be done to increase the number of women and minorities in these roles. The audience presented numerous questions from the floor. Closing remarks were presented by *start an evolution* Campaign Cabinet member **Lois Mitchell**, and a lively reception followed.

Your Next Step

The latest careers newsletter, *Your Next Step*, was delivered on January 23. Email open rates were high at 24 per cent, and this helped fill all available spots for the promoted Wesbrook Talks event, featuring **Chief Justice Beverley McLachlin**, PC, LLD'90, as well as the Your Next Step event, *Becoming a Leader*.

Another careers-related event - *Maximizing the Power of LinkedIn to Build Your Career* - was held on February 5 at the Okanagan campus in partnership with Career Services. Attendees learned how LinkedIn can be a powerful tool for building a personal brand online, developing useful connections, and progressing along their chosen career paths. The featured speaker was **Melonie Dodaro**, author of the #1 international bestseller *The LinkedIn Code*. Dubbed by the media as Canada's top LinkedIn expert, Dodaro is highly sought as a social-media speaker and trainer.

Alumni and students alike took away effective new tips and tools to improve their professional profiles on social media. Alumni continue to access this presentation, which is available as a webcast on our website.

Christmas Celebrations in Asia

In December, alumni living in Hong Kong met **UBC President Arvind Gupta** and **Chancellor Lindsay Gordon** at the annual Christmas dinner. The program topic for the event, Entrepreneurship and Innovation, was well received by the 113 alumni and guests in attendance, including **Barbara Miles**, VP, Development and Alumni Engagement.

At a Christmas reception in Shanghai, **Jeff Todd** moderated a conversation with University Librarian **Ingrid Parent**, BA'70, BLS'71, and mobile start-up entrepreneur **Sarah Yang**, BSc'03, on how organizations are adapting to the ever-changing digital landscape. A podcast of this discussion - *Adapting and Thriving in the Digital Age* - is available on our website.



GOAL IV: ALUMNI UBC MODELS BEST PRACTICE AND GROWS ITS CAPACITY TO SERVE

The *alumni UBC* operation – UBCAA, university-wide units and faculties – is vision focused, growing in capacity to serve and engage, and demonstrates outcomes consistent with a high performing organization.

Engagement Framework

One of the benefits of the alumni segmentation model created over the past few months is the ability to define the key audiences for our four Engagement Pillars (below) by identifying which areas resonate with each segment the most. We are now undertaking that work, which will be used to more effectively deliver services and programming, including A-Card offers and event programming at the Robert H. Lee Alumni Centre.

The segmentation model is also being used to create a more strategic editorial framework for *Trek* magazine. A survey conducted in 2012 indicated that print issues

of *Trek* are read, at least in part, by more than 90 per cent of recipients, but we have an opportunity to make the magazine even more relevant and engaging by identifying its key audiences and creating content based on these readers' needs and desires.

Finally, we will begin the process of customizing communications for each segment, although this is expected to be a slow-moving process over the coming year, given our priorities with the opening and operation of the Robert H. Lee Alumni Centre and all the extraordinary activities underway for marking UBC's Centennial.



**EMPOWERING
PERSONAL
GROWTH**



**SUPPORTING
PROFESSIONAL
DEVELOPMENT**



**NOURISHING
PRIDE**



**ENABLING
CONTRIBUTION**

Upcoming Alumni Programming

March 12	Pan-Canada Alumni Reception (London, UK)	March 25	Pub Night (Montreal)
March 12	UBC Dialogues: Why do people lie? (Kelowna)	March 31	Your Next Step: Dress to Impress (Kelowna)
March 15	Okanagan Winterfest (Kelowna)	April 13	Book Club: <i>The End of the Affair</i> by Graham Greene (Vancouver) <i>Tracks</i> by Robyn Davidson (Vancouver)
March 16	Alumni Book Club Meet and Greet (Vancouver)		
March 25	Eradicating child poverty in BC: Where do we begin? (UBC Dialogues, Vancouver)		

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