

Board of Directors

CHAIR

Randy Findlay, BA'73, PEng, ICD.D

VICE CHAIR

Ross Langford, BCom'89, LLB'89

TREASURER

Barbara Anderson, BSc'78

PAST CHAIR

Faye Wightman, BSc'81 (Nursing)

MEMBERS AT LARGE [TERMS ENDING 2019]

Amir Adnani, BSc'01

Aleem Bandali, BA'99

Valerie Casselton, BA'77

Patricia Mohr, BA'68, MA'70

Gregg Saretsky, BSc'82, MBA'84

MEMBERS AT LARGE [TERMS ENDING 2020]

Barbara Anderson, BSc'78

Shelina Esmail, BA'93

Ross Langford, BCom'89, LLB'89

MEMBERS AT LARGE [TERMS ENDING 2021]

Stephen Brooks, BA'92

Randy Findlay, BA'73, PEng, ICD.D

Debra Hewson, BA'81

Leslie Lee, BCom'84

Rahim Moloo, LLB'05

Shom Sen, BCom'84

Ex-Officio:

UBC PRESIDENT AND VICE-CHANCELLOR

Santa J. Ono

UBC CHANCELLOR

Lindsay Gordon, BA'73, MBA'76

**VICE PRESIDENT, DEVELOPMENT AND ALUMNI
ENGAGEMENT / EXECUTIVE DIRECTOR, ALUMNI UBC**

Jeff Todd, BA

alumni.ubc.ca

REACH INSPIRE ENGAGE

ANNUAL REPORT 2018-19

VISION

A global alumni community for an exceptional UBC and a better world.

MISSION

To reach, inspire and engage alumni through lifelong enrichment by:

- Nourishing pride
- Empowering personal growth
- Supporting professional development
- Enabling contribution

At *alumni UBC*, we are two years into our current five-year strategic plan, which commits us to engaging at least half of all UBC alumni by 2022. This amounts to an ambitious cumulative total of 198,000 individuals.

The second major goal articulated in our strategic plan is to double the number of alumni who are more deeply engaged with UBC through their volunteer activities and financial support. This means that by 2022 we hope to be engaging at least 26,000 of these committed grads annually.

As this report illustrates, alumni have been connecting with UBC at higher rates over the past year than ever before, and we are well on our way to achieving our longer-term goals for broad engagement. In order to ensure we also reach our goals for deeper engagement, board members and staff are now developing more meaningful opportunities for our alumni to give back.

Communications are key to the work we do, and last fall we launched a major review of *Trek* magazine. This publication is our primary means of keeping alumni informed about UBC's contributions to the world and what's happening in our global alumni community. The goal of the review is to ensure we are satisfying audience needs and making the best use of digital communications.

We look forward to unveiling the results of this ongoing work in the coming years. In the meantime, we are delighted to present the results and highlights from a remarkably successful 2018-19 year of alumni engagement.

Tuum Est.



Jeff Todd, BA

Executive Director, *alumni UBC* /
Associate Vice-President, Alumni



Randy Findlay, B.A.Sc.'73, P.Eng, I.C.D.D.

Chair, *alumni UBC* Board of Directors

Broader

ENGAGEMENT

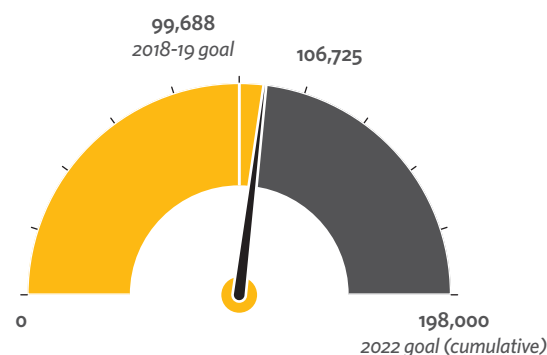
More alumni engaged with UBC over the past year than ever before. Whether they used their A-Card to access quality online journals at no charge, perused our media library, danced the night away at the Awesome 80s Party during Homecoming, attended an edifying expert panel discussion, or simply followed us on social media, our grads have been making ample use of the services, events and communications on offer to them.

The past year's goal for broad engagement was 72,500. In fact, 75,788 alumni engaged across all program areas. This takes us past the halfway point towards our cumulative five-year goal of 198,000 engaged alumni by 2022.

An engagement highlight of the past year has been our rapidly evolving careers programming. More than 9,000 grads took advantage of live webinars, online career development courses and in-person workshops, far exceeding our goals for this program area. Supporting the professional development of our grads will remain a key area of focus and expansion.

A significant area of growth has been in subscribers to our podcasts. The selection was boosted this past year by the launch of a financial advice series, My Financial Life, and sustained by the quality of existing programming such as the Master Mind Master Class speaker series, which features some of the most high-profile thought leaders of our time. While the goal was for 9,000 podcast listens over the course of the year, podcasts were actually streamed 16,649 times.

CUMULATIVE NUMBER OF UNIQUE ALUMNI ENGAGED



Deeper

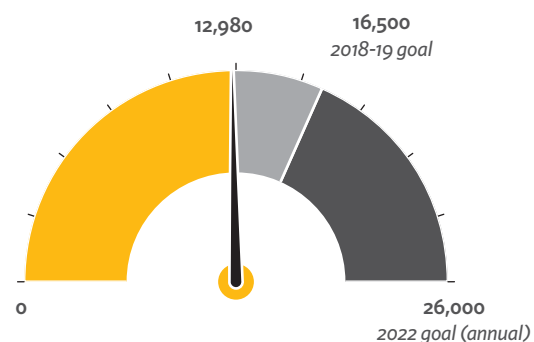
ENGAGEMENT

Our past year's goal for deeper forms of engagement (volunteering or making a donation to support students and research) was 16,500 alumni. The final tally was 12,980. While we fell short of the goal, a breakdown of the numbers reveals that 4,679 alumni engaged as volunteers for UBC – an increase of 29 per cent over last year that landed us ahead of our annual goal of 4,500 volunteers. In fact, since 2010 the number of alumni volunteers has tripled.

Deeply engaged alumni are of enormous value to UBC as political advocates, as supporters of vital research, and as advisors to UBC's senior leadership.

They are also involved in delivering quality programming for their fellow alumni and helping out current students. Over the past year, committed grads have volunteered as expert presenters, as mentors for students, as alumni travel program guides, and by reading the applications of prospective students to assist with UBC's admissions process.

NUMBER OF ALUMNI WITH DEEPER ENGAGEMENT



Future

ENGAGEMENT

Survey results and online statistics suggest that current content is well received, but that is no reason for complacency. This past year, we initiated a comprehensive review of *Trek* magazine that will determine its future direction and establish a digital-first strategy for integrated content distribution. The popular print-format magazine will remain, but our aim is to expand the volume, frequency and accessibility of content offerings and ensure their appeal across all age groups.

As the size of graduating classes increase over time, so too does the footprint of younger alumni. Presently, two thirds of our constituents comprise the Gen X and Millennial cohorts. Before long, over half will be under the age of 40. We have been working to engage students as future alumni by increasing their awareness of our organization and vast alumni network. Surveys undertaken this past year to gauge the effectiveness of this work revealed that 84 per cent of UBC students perceive current alumni programming as a valuable resource. We hope this is an indication that UBC will remain a relevant and significant part of their lives long after graduation.

Constant improvement is a mainstay of *alumni UBC* operations. Not only do we establish new programming based on the needs of our ever-changing alumni base, but we also revamp existing program areas to ensure their freshness and appeal. Maintaining a thoughtful balance of high-quality face-to-face and online programming will serve our dual goals of broader and deeper engagement well, and lead to a notable increase in the engagement numbers we report next year.





Nourishing Pride



21,071

Address
Updates

GOAL: 17,000



73,763

A-Card
Activations

GOAL: 77,000



29,633

Publication
Clickthroughs

GOAL: 26,000



49,768

Trek Online
Readers

GOAL: 42,000



59,348

Social Media
Followers

GOAL: 62,000



34,483

Social Video
Views

GOAL: 32,000



Empowering Personal Growth



9,718

Program
Participants

GOAL: 6,800



16,646

Podcast
Listens

GOAL: 9,000



Supporting Professional Development



9,172

Program
Participants

GOAL: 6,500



5,929

Careers Newsletter
Clickthroughs

GOAL: 7,000



1,483

Alumni
Mentors

GOAL: 1,500



Enabling Contribution



4,679

Volunteers

GOAL: 4,500



8,638

Donors

GOAL: 12,000