

A photograph of a young man and woman sitting on a wooden bench outdoors. The woman, on the left, is smiling and looking towards the man. She has long dark hair and is wearing a white long-sleeved shirt. The man, on the right, is seen from the side, looking back at her. He has dark curly hair and is wearing a dark blue quilted jacket. They are sitting on a light-colored wooden bench. The background is a blurred outdoor setting with green trees and a path.

ANNUAL REPORT 2020-21

alumniUBC

Despite the global pandemic – or perhaps because of it – the 2020-21 year was an extraordinarily busy and transformational one at *alumni UBC*. Our talented and resourceful team of professional staff and alumni volunteers adapted to the unexpected circumstances by developing new and innovative ways to engage our alumni, including the transition of marquee in-person events, such as graduation and homecoming, into engaging virtual experiences. Due to these efforts, we are delighted to report that, despite the challenges, we exceeded our annual goals for both broader and deeper alumni engagement.

We engaged 82,134 alumni overall, exceeding our goal of 81,000 for broad engagement. This was largely due to the quality and extent of our online offerings, including the November launch of a new website for TREK magazine, to coincide with the fall issue of a freshly designed print version. The website has greatly expanded the selection of UBC stories, expert advice, alumni profiles, and campus news available to our readers, and it had attracted 65,000 visitors by the end of the fiscal year.

In addition to the re-imagining of TREK, our most significant initiative for broad engagement was the introduction of the *alumni UBC* app, showcasing everything *alumni UBC* offers in a single touch. Launched at the beginning of the year as a replacement for the A-Card, by the end of the year there had been over 15,000 downloads and over 10,000 verified registrations, including approximately 1,500 from new Class of 2020 graduates.

The new website and app were complemented by some stand-alone and seasonal online programming. One initiative was a series of COVID-19-related webinars. In addition to providing information of great service to the general community, it demonstrated the impressive breadth of UBC expertise in the face of the crisis. In the first three months of the series, more than 6,000 alumni tuned in, and many more viewed the on-demand replays.

In a lighter vein – but also somewhat related to the pandemic, in that it provided a welcome distraction during lockdown – was the online UBC Baking Challenge. The challenge began with UBC's most worshipped delicacy, the famous cinnamon bun. We shared a video demonstrating the recipe on social media, and it proved a big hit with nearly 9,000 views. Alumni were encouraged to try the recipe at home and send in photos of their attempts. After a few weeks and eight more recipes, the Baking Challenge achieved well over 20,000 video views – more than triple the total *alumni UBC* video views for FY20.

An *alumni UBC* Summer Series also proved popular. Designed to engage alumni with young families, it offered four weeks of online programming that included some existing UBC content (Athletics & Recreation's virtual summer camps and online programming from the Beaty Biodiversity Museum) as well as live events hosted on Facebook – from children's performers to local arts and science organizations. In addition to these virtual events, a scavenger hunt and other contests were created to highlight alumni benefits and services and engage alumni on *alumni UBC*'s social media channels. The Summer Series achieved broad reach with 6,800 webpage views, 3,000 live page views and 20,000 Instagram views.

As well as these efforts to broadly engage our alumni audience, our strategies for engaging alumni more deeply in support of UBC's mission – through their volunteering or financial contributions – were also extremely successful, with 27,741 alumni committing their time or support. Our volunteering programs saw 5,300 alumni helping out students or contributing to UBC-led projects in the community. For example, the number of alumni expert presenters contributing to our careers programming doubled, and their fellow alumni accessed our career-focused webinars, online career fairs, and online mentoring portal more than 25,000 times.

Deeper engagement was also indicated by a 140 per cent increase among the number of alumni attending three or more events. The convenience of webinars combined with strong programming encouraged over 2,300 participants to repeatedly participate.



Beyond the engagement of alumni, our recent focus on students – UBC’s future alumni – saw the launch of the Student Alumni Council, a student-led group that fosters campus pride and connects students with alumni. The council has achieved a lot in its first year of operation, including the creation of the Blue & Gold Handbook, distributed to all 9,000 incoming first year students. Other firsts include establishing an alumni playlist, with more than 300 submissions from alumni, and a “Tuum Est” podcast.

We are proud of our collective achievements, and it was fulfilling to see much of our programming recognized with an unprecedented number of CASE (The Council for Advancement and Support of Education) awards:

GOLD

- *alumni UBC Summer Series* – Alumni Relations Pivot
- *alumni UBC Baking Challenge* – Digital Communications
- *alumni UBC Benefits Video* – Multimedia
- *The Blue & Gold Book* – Publication
- *Geo-market Dashboards* – Target Constituency Engagement

SILVER

- *UBC Okanagan Homecoming 2020* – Special Events
- *UBC Okanagan 'Homecoming at Home'* – Video

BRONZE

- *UBC Celebrates Together (Post-Graduation Celebration)* – Alumni Relations

While we experienced an unprecedented year due to the pandemic, we are grateful that the sense of community among alumni not only prevailed but grew, with more of their time and attention invested in the university than ever before. We are also grateful to our staff for providing excellent experiences that will cement alumni relationships with UBC for years to come.



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



Ross Langford, BCom'89, LLB'89
Chair, *alumni UBC* Board of Directors





Nourishing Pride



13,213

Address Updates

GOAL: 17,000



83,428

A-Card/App Activations

GOAL: 90,000



63,354

Publication Clickthroughs

GOAL: 55,000



65,059

Trek Online Readers

GOAL: 55,000



69,925

Social Media Followers

GOAL: 70,000



62,995

Social Video Views

GOAL: 36,000



Empowering Personal Growth



29,774

Program Participants

GOAL: 11,000



13,911

Podcast Listens

GOAL: 12,000



Supporting Professional Development



25,601

Program Participants

GOAL: 10,000



4,150

Careers Newsletter Readers

GOAL: 5,000



2,551

Alumni Mentors

GOAL: 2,000



Enabling Contribution



5,308

Volunteers

GOAL: 6,000



6,601

Donors

GOAL: 8,000



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Natalie Cook Zywicki