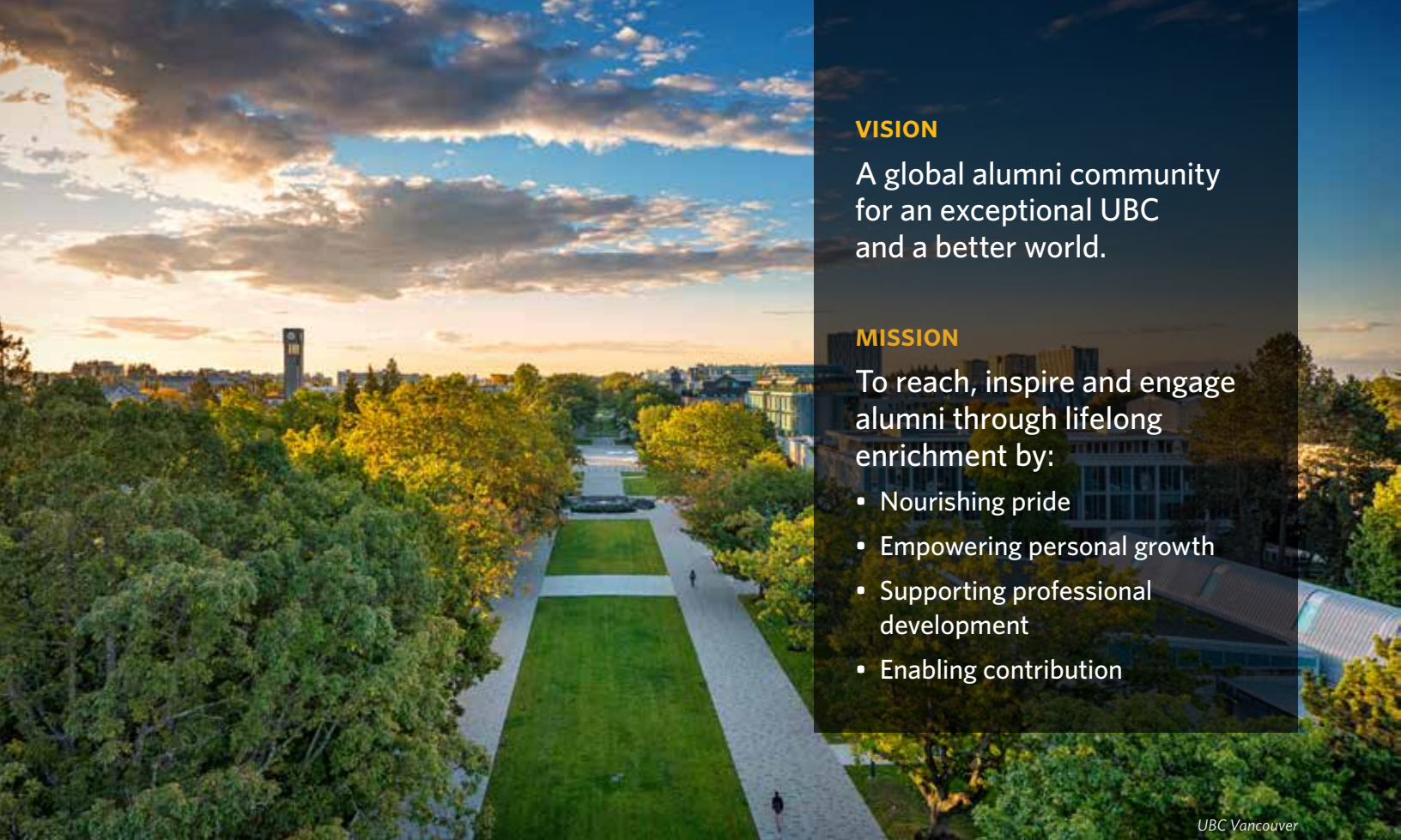


A couple is seen from behind, standing in front of a large window that looks out onto a city at sunset. The sun is low on the horizon, casting a warm, golden glow over the buildings and trees outside. The window is divided into vertical panes by thin white frames. The couple consists of a man on the right and a woman on the left, both looking out at the view.

NEW HEIGHTS AND NEW HORIZONS

ANNUAL REPORT 2016-17

alumni**UBC**



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

UBC Vancouver



UBC Okanagan

Five years ago, a comprehensive strategic plan (*Alumni, Forever UBC*) was developed to guide the work of our organization. It saw us through Canada's largest ever fundraising and alumni engagement campaign, *start an evolution*, which surpassed financial targets and more than doubled the number of alumni actively engaged with UBC. This year marked the plan's completion, and has been a time to both reflect on successes and prepare a new strategy that will allow us to reach even greater heights in the realm of alumni engagement.

For our future outlook, our vision remains the much the same: To realize the promise of a global alumni community with shared ambition for an exceptional UBC and better world. This vision is supported by our four engagement pillars: empowering personal growth; supporting professional development; nourishing pride; and enabling contribution.

Much of the programming designed to achieve these ends involves the insight and oversight of alumni volunteers. Our board of directors provides leadership and direction, our advisory council – demographically reflective of membership – acts as a sounding board, and leadership committees based in key geographical areas provide another level of feedback. Some of our members are even directly involved in providing programming, by volunteering as expert panellists at events, and, more recently, as presenters for our rapidly expanding online careers program.

As illustrated by this report, the 2016-17 year has seen a great uptake of opportunities for alumni to connect with each other and their university, whether it be in person or online. In fact, it has been a tremendous year for alumni engagement at UBC with our biggest increase in numbers to date.

With more alumni connecting with UBC than ever before, *Alumni, Forever UBC* has served our community – and our university – exceptionally well. But success is no excuse for complacency, and we look forward to improving existing programming and rolling out bold initiatives to further broaden and deepen levels of engagement among our more than 325,000 members.

Tuum Est.



Faye Wightman, BSc'81 (Nursing)
Chair, alumni UBC Board of Directors



Jeff Todd, BA
Executive Director, alumni UBC
Associate Vice President, Alumni

FURTHERING OUR REACH

IN PERSON...

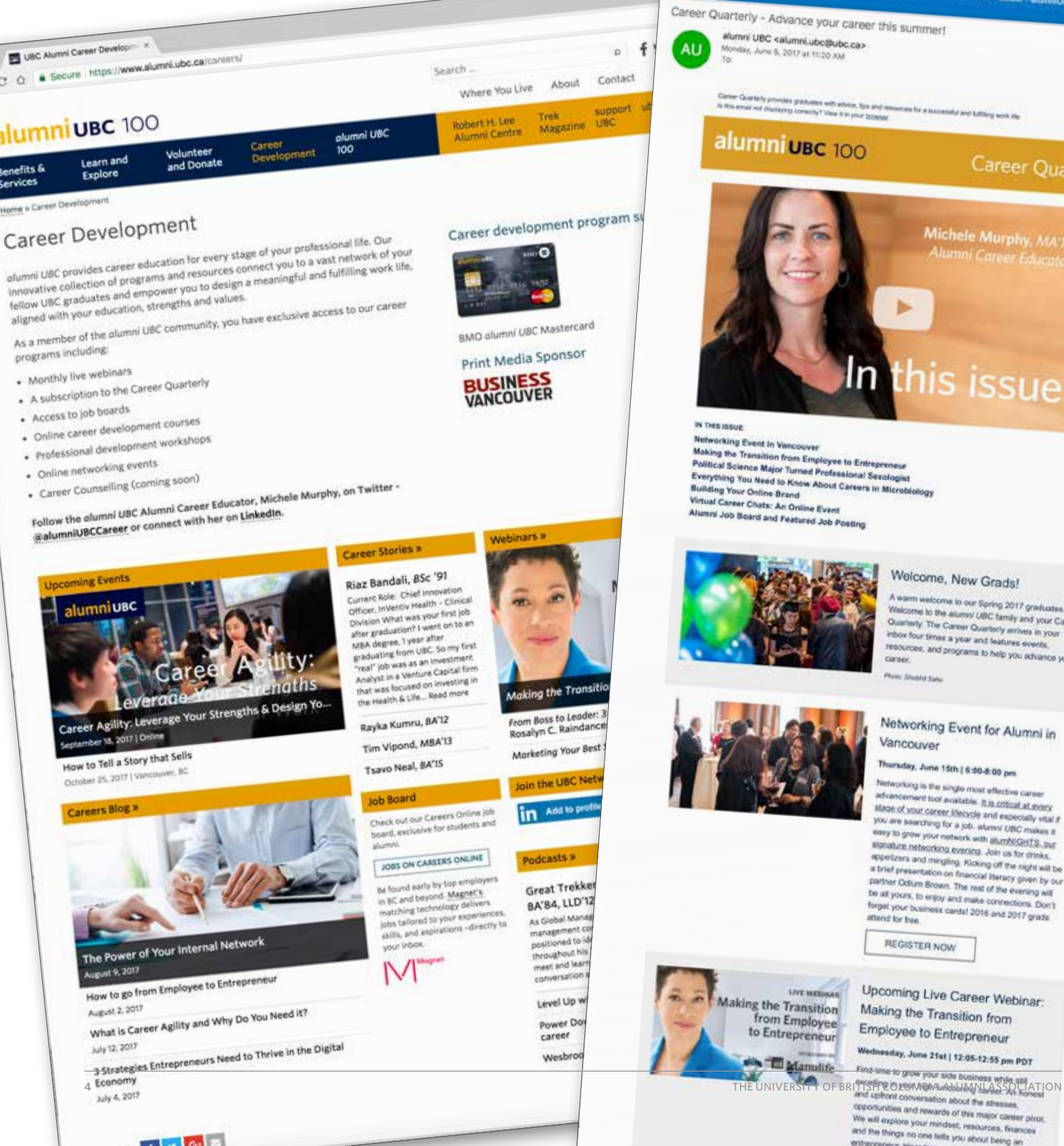
Over the past year, alumni took advantage of multiple opportunities for learning, contributing, and socializing.

They heard from UBC experts on a diverse array of topics, from earthquake detection to the origins of human morality, and attended panel discussions on pressing social issues and potential solutions.

Social activities on offer around the globe included a game of laser tag in Hong Kong; bowling in Dubai; a performance of *Romeo*

and Juliet in Paris; a picnic in Montreal; and an after-work mixer in Singapore, to name just a few.

In August, UBC welcomed its 15th President and Vice-Chancellor, Santa J. Ono. Professor Ono attended *alumni UBC's* AGM in September and since then has met with hundreds of alumni in person and thousands online to gather their thoughts about future directions for UBC. This sends a clear message that UBC's commitment to engaging its alumni as partners is as strong as ever under the new leadership.



... AND ONLINE

UBC alumni are spread across more than 140 countries, but distance is no object when it comes to interacting with UBC. Many in-person events are extended to larger audiences via webcasts and podcasts posted to our website's Media Library.

As well as benefiting from discounts on valuable services, A-Card holders can also

access hundreds of quality journals online at no charge, and a record number of grads became card-carrying members over the past year.

2016-17 also saw the launch of a more robust careers program. Alumni who are building or renewing careers can now take advantage of live webinars featuring expert alumni presenters, an online newsletter, a blog and more.



CELEBRATING COMMUNITY

It starts with graduation, and this year's May celebration marked 100 years since UBC graduated its first class. There were only 40 graduating students in 1916, but in 2016 UBC conferred degrees on 7,000 students in Vancouver and a record-breaking 1,600 students on the Okanagan campus.

Throughout their UBC education, these young alumni were inspired to realize their potential and encouraged to contribute to society – and *alumni UBC* celebrates and supports

UBC alumni who continue to make a difference long after graduation.

November's *alumni UBC* Achievement Awards, also held in the alumni centre, honoured the impressive social contributions of well-established alumni as well as anticipating the potential of younger grads.

Alumni can also read about their talented fellow alumni in *Trek* magazine, published four times a year.



SHAPING THE FUTURE

alumni UBC's now retired five-year strategic plan has led to the greatest number of engaged alumni in the history of our organization, with the 2016-17 year marking the biggest increase to date.

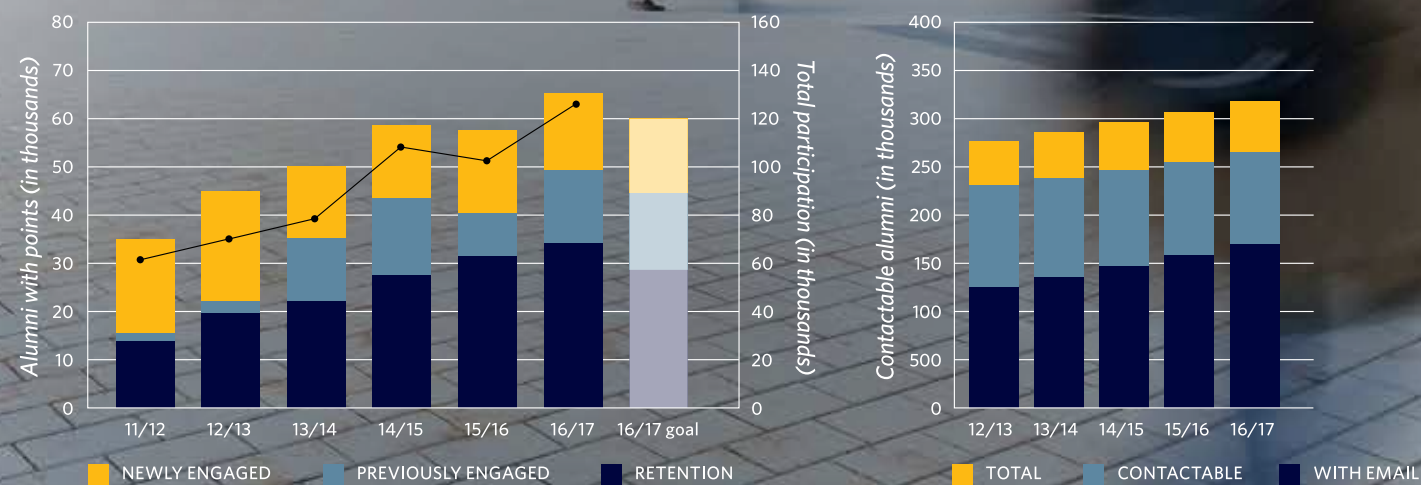
Developing a replacement plan to guide us through our 100th anniversary and beyond

has been a key focus of the past year. Called *Connecting Forward*, the new strategic plan is designed to both deepen and broaden alumni engagement at UBC, with the ultimate goal of engaging 50 per cent of alumni annually by 2022, and doubling the number of alumni involved with UBC at a deeper level as senior volunteers, donors and advocates.

65,222

Alumni engaged in the 2016-17 year

Overall Engagement



Nourishing
Pride



17,046

Updated address
(0.09% unsubscribes)



53,367

A-Card
users



20%

Visited *alumni UBC*
website (>1min)



16,590

Visited *Trek*
online website



49,106

Follow us on
social media



Enabling
Contribution



3,348

Volunteered



10,367

Donated



Empowering
Personal Growth



4,713

Participated
in programs



3,431

Used online
journals



46,522

Accessed
digital library



Supporting
Professional
Development



5,673

Participated
in programs



5,931

Browsed Careers
Newsletter



1,289

Mentored
students

Board of Directors

CHAIR

Faye Wightman, BSc'81 (Nursing)

VICE CHAIR

Gregg Saretsky, BSc'82, MBA'84

TREASURER

Barbara Anderson, BSc'78

MEMBERS AT LARGE [TERMS ENDING 2017]

Barbara Anderson, BSc'78
Shelina Esmail, BA'93
Ross Langford, BCom'89, LLB'89
Patricia Mohr, BA'68, MA'70

MEMBERS AT LARGE [TERMS ENDING 2018]

Stephen Brooks, BA'92
Randy Findlay, BASc'73, P Eng ICDD
Leslie Lee, BCom'84
Faye Wightman, BSc'81 (Nursing)

MEMBERS AT LARGE [TERMS ENDING 2019]

Amir Adani, BSc'01
Aleem Bandali, BA'99
Valerie Casselton, BA'77
Gregg Saretsky, BSc'82, MBA'84

Ex-Officio:

**PRESIDENT'S DESIGNATE VICE PRESIDENT,
DEVELOPMENT AND ALUMNI ENGAGEMENT**
Barbara Miles, BA, Post Grad in Ed.

UBC PRESIDENT AND VICE-CHANCELLOR
Professor Santa J. Ono

UBC CHANCELLOR
Lindsay Gordon, BA'73, MBA'76

**ASSOCIATE VICE PRESIDENT, ALUMNI /
EXECUTIVE DIRECTOR, ALUMNI UBC**
Jeff Todd, BA

alumni**UBC**

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