

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

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

ANNUAL REPORT 2016-17

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.

FURTHERING MASTER MINO MASTER GLASS



lumni UBC 100

Home a Career Development

Career Development

alumni UBC provides career education for every stage of your professional life. Our innovative collection of programs and resources connect you to a vast network of your fellow USC graduates and empower you to design a meaningful and fulfilling work life, aligned with your education, strengths and values.

As a member of the alumni UBC community, you have exclusive access to our career

- · Monthly live webinars
- A subscription to the Career Quarterly
- Access to job boards
- Online career development courses Professional development workshops
- Online networking events
- Career Counselling (coming soon)

Follow the alumni USC Alumni Career Educator, Michele Murphy, on Twitter -@alumniUBCCareer or connect with her on Linkedin.



How to Tell a Story that Sells October 25, 2017 | Vancouver, BC



The Power of Your Internal Network

How to go from Employee to Entrepreneur

What is Career Agility and Why Do You Need it? August 2, 2017

3 Strategies Entrepreneurs Need to Thrive in the Digital

4 Economy July 4, 2017

Where You Live About Contact

Alumni Centre Magazine LIBC

Career development program su



BMO alumni UBC Mastercard

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Career Stories a



Making the Transition

Rosalyn C. Raindance Marketing Your Best

Tsavo Neal, BA'15

lob Board Check out our Careers Online job board, exclusive for students and

JOBS ON CAREERS ONLINE e found early by top employers

Great Trekket n BC and beyond. Magnet's natching technology delivers obsitationed to your experiences. skills, and aspirations -directly to

> Level Up w Power Do career

Wesbrot

Riaz Bandali, 8Sc '91 Current Role: Chief Innovation Officer, InVentiv Health - Clinical

Division What was your first job after graduation? I went on to an VBA degree, 1 year after graduating from UBC. So my first eal" job was as an investment Analyst in a Venture Capital firm that was focused on investing in the Health & Life ... Read more

Rayka Kumru, BA'12

Tim Vipond, MBA'13

From Boss to Leader:

Join the USC Net

in Add to prof

Podcasts *

8A'84, LLD'12 As Global Manay management ci positioned to k throughout his meet and lear conversation

Making the Transition from Employee

Upcoming Live Career Webinar: Making the Transition from Employee to Entrepreneur

Wednesday, June 21st | 12:05-12:55 pm PDT

TISH COLUMNIA ALLIMNIAS SOCIATIO and uphont conversation about the stresses. opportunities and rewards of this major career pivot. We will explore your mindset, resources, finances and the things no one tells you about being an

Career Quarterly - Advance your career this summer! atumni UBC <alumni.ubcBubc.ca>

lay, June 5, 2017 at 11:20 AM

Corner Quarterly principes graduates with advice, tips and recovering for a buccessful and building work size

alumni UBC 100



Networking Event in Vancouver Making the Transition from Employee to Entrepreneur Political Science Major Turned Professional Sexologist Everything You Need to Know About Careers in Microbiology **Building Your Online Brand** Virtual Career Chats: An Online Event Alumni Job Board and Featured Job Posting



Welcome, New Grads!

warm welcome to our Spring 2017 graduates Relcome to the alumn/ UBC tamily and your Career surfactly. The Career Quartedy arrives in your inbox four times a year and features events. esources, and programs to help you advance your



Networking Event for Alumni in Vancouver

hursday, June 15th | 6:00-8:00 pm

otworking is the single most effective career advancement tool available. It is critical at every stage of your career lifecycle and especially you if by are searching for a job. alumni UBC makes it easy to grow your network with alumNIGHTS. OUR signature networking evening. Join us for drinks. appetizers and mingling. Kicking off the night will be a brief presentation on financial staracy given by our partner Octum Brown. The rest of the evening will be all yours, to enjoy and make connections. Don't forget your business cards! 2016 and 2017 grads attend for free. REGISTER NOW

... 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.

REPORT 2016-17

It starts with graduation, and this year's UBC alumni who continue to make a difference May celebration marked 100 years since long after graduation. CELEBRATING COMMUNITY UBC graduated its first class. There were only November's alumni UBC Achievement Awards, 40 graduating students in 1916, but in 2016 also held in the alumni centre, honoured UBC conferred degrees on 7,000 students in the impressive social contributions of Vancouver and a record-breaking 1,600 students well-established alumni as well as anticipating on the Okanagan campus. the potential of younger grads. Throughout their UBC education, these young Alumni can also read about their talented alumni were inspired to realize their potential fellow alumni in *Trek* magazine, published four and encouraged to contribute to society times a year. and alumni UBC celebrates and supports

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.



12/13 13/14 14/15 15/16 16/17

CONTACTABLE WITH EMAIL

11/12 12/13 13/14 14/15 15/16 16/17 16/17 goal

PREVIOUSLY ENGAGED RETENTION

NEWLY ENGAGED



(0.09% unsubscribes)



53,367 A-Card website (>1min) users



20% 16,590 Visited alumni UBC

Visited Trek online website

49,106 Follow us on social media



3,348 Volunteered



10,367 Donated



4,713 Participated in programs



3,431 Used online iournals



46,522 Accessed digital library



5,673 Participated in programs



5,931 **Browsed Careers** Newsletter



1,289 Mentored students



ANNUAL REPORT 2016-17

Development

Supporting

Professional

Board of Directors

CHAIR

Faye Wightman, BSc'81 (Nursing)

VICE CHAIR

Gregg Saretsky, BSc'82, MBA'84

TREASURI

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

atticia Moni, ba oo, 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

12 THE UNIVERSITY OF BRITISH COLUMBIA ALUMNI ASSOCIATION

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