

a special meeting of arts  
'16 was called on March 31,  
to consider the advisability  
of organizing an Alumni  
Society. The following resolution  
moved by Mr. [unclear] seconded by Miss [unclear]  
was [unclear] carried:



# 100 Years

ANNUAL REPORT 2017-18

alumni UBC

In line with the above  
resolution a committee of  
five three, Miss Macmillan,  
Miss Macleod and Mr. Mulhearn



**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

COVER: The 14-word minute from a meeting on May 4, 1917, that established *alumni UBC*.

On May 4, 1917, a small group of UBC’s earliest graduates formed an alumni association – known today as *alumni UBC*. Their goal was clear: “To further the interests of the University and the Alumni.” At the first meeting, there were only 71 members on the rolls. Today, there are more than 325,000 UBC alumni spanning about 140 countries.

The 2017-18 year focused on the 100th anniversary of our organization by celebrating the strength of our global alumni community and its fruitful partnership with UBC, and we are delighted to present this report on all the associated activities and successes.

Alumni have a long history of supporting their alma mater through volunteer work, advocacy, and financial donation. In return, *alumni UBC* continues to support their professional development and personal enrichment through a suite of carefully designed programs and services.

This year, that selection was enhanced with special *alumni UBC* 100 programming, communicated to our alumni through the award-winning centenary theme “We are One.” This clearly resonated with our membership, who took advantage of all that was offered.

Our centenary year coincided with the launch of a new five-year strategic plan, which has guided us through yet another record-breaking year of alumni engagement. Such a positive trajectory gives us reason to be confident about the next century of alumni engagement at UBC.

*Tuum Est.*



**Jeff Todd, BA**  
Interim Vice President, Development and Alumni Engagement / Executive Director, *alumni UBC*



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

# A Year of Celebration

Generations of alumni have contributed to UBC's evolution from a modest provincial institution into the internationally respected centre of research, learning and innovation it is today.

As students, they established unique social traditions, influenced strategic direction through student representation on administrative bodies, and even funded new buildings and amenities. As alumni, our members still contribute in multiple ways - through advisory roles, advocacy on behalf of the university's interests, financial support for important research, mentorship of today's students, and simply by what they do with their UBC education to make a difference.

Individually impressive but collectively outstanding, UBC alumni are helping to realize the university's aspirations for a better world. This sentiment was captured in the "We are One" theme that was developed to mark *alumni UBC's* centenary year. Alumni featured front and centre in this theme, demonstrating the diversity yet common ground of our membership.

The entire *alumni UBC 100* initiative earned a Platinum Award for Best Practices in Alumni Relations from the Council for Advancement and Support of Education.

## 10 Ways to Connect

- Join our Global Alumni Map**
- Host or Attend One of Our 100 Dinners**
- Come to Alumni Day at Homecoming 2017**
- Reunite With Old Friends**
- Learn and Socialize at Our Events**
- Take Advantage of Benefits & Services**
- Visit the UBC Welcome Centre**
- Volunteer and Donate**

## Our Global 100,000 Connections

# We are One

## Over 163,000 Alumni Connected

Knowing that we're stronger together, a small group of UBC's first graduates formed *alumni UBC* on May 4, 1917. Now we're more than 325,000 strong, spanning over 140 countries.

In our 100<sup>th</sup> year, we had the goal of making 100,000 alumni connections. It turns out that we made over 163,000! Whatever you did, and where you are, thanks for celebrating this remarkable moment in our history.

## ALUMNI BUILDER AWARDS

alumni UBC 100

Created to commemorate the 100th year of *alumni UBC*, the Alumni Builder Awards recognized more than 75 alumni, representing all faculties, who have significantly contributed to the university and enriched the lives of others.

## Show Your UBC Pride in our 100th Year

It's time to celebrate! As a UBC graduate - new or old - you're part of the *alumni UBC* family.

Want an easy way to share your UBC pride? Take a selfie with the *alumni UBC 100* postcard and tag it on social media with **#WeAreOneUBC**.

Visit [alumni.ubc.ca](http://alumni.ubc.ca) for more information on how to be part of *alumni UBC 100* and help make 100,000 alumni connections.

## 10 Ways to Connect

- Alumni Map**
- 100 Dinners**
- Alumni Day at Homecoming 2017**
- Reunions**
- Benefits & Services**
- UBC Welcome Centre**
- Volunteer & Donate**

# alumni UBC 100

## #WeAreOneUBC

The *alumni UBC 100* initiative challenged alumni to make 100,000 connections with the university and their fellow grads over the course of their centenary year.

From Guangzhou in China, to Hove in the UK, to Doha in Qatar, alumni across the globe answered that challenge, celebrating their collective anniversary and their enduring ties to UBC.

They participated by joining *alumni UBC* social media networks, attending Homecoming, reading *Trek* magazine, and making the most of a whole suite of relevant and useful services – such as career development resources, educational travel offerings, access to a large selection of quality online journals, and A-Card discounts on many external goods and services.

Special *alumni UBC 100* initiatives included an online global map, where alumni could add virtual pins to represent themselves, and even add a story or video; “100 Dinners,” which provided logistical support for hosting dinners with fellow alumni living in the same part of the world; and the “Welcome Home Party,” a food, cocktail and dance extravaganza held during Homecoming on the Vancouver campus.

By the end of the year, alumni had made more than 160,000 connections, far exceeding the goal.

# More than 100,000 Connections



**21,311** attended an event around the globe.



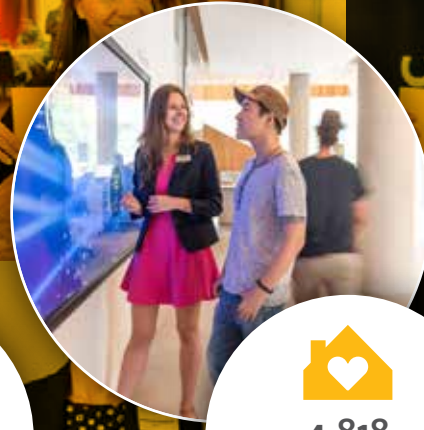
**15,271** followed us on social media.



**35,798** took advantage of our benefits and services.



**943** hosted or took part in a dinner with fellow alumni.



**4,818** visited the UBC Welcome Centre.



**1,173** attended Homecoming 2017.



**63,566** browsed our media library.



**1,929** attended a reunion.



**13,133** gave back by volunteering or donating.



**4,833** added themselves to our Global Alumni Map.

In April 2017, *alumni UBC's* new five-year strategic plan, *Connecting Forward*, became operational. It divides engagement efforts into two main streams:

- The broad engagement of more alumni (and students as future alumni)
- The deeper engagement of key alumni who wish to actively support UBC through their influence, skills and capacity

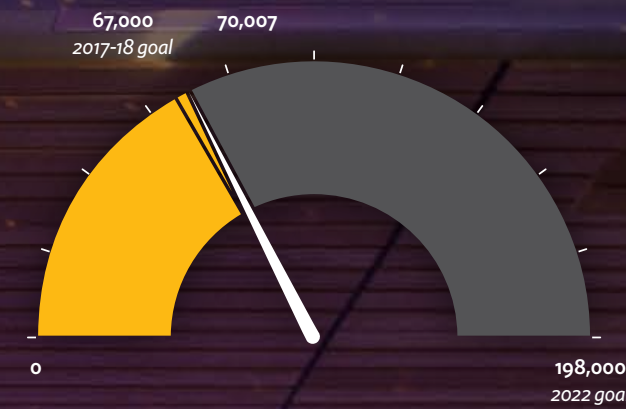
Our bold goals, which we aim to achieve by the year 2022, are to engage half of all alumni and double the number of those actively involved in supporting their alma mater through advocacy, volunteerism, leadership and giving.

Data collection and analytics help inform the most relevant programming for alumni, while our mission remains focused on delivering lifelong enrichment centred on personal and professional growth, nourishing pride in UBC and the global alumni network, and facilitating contribution.

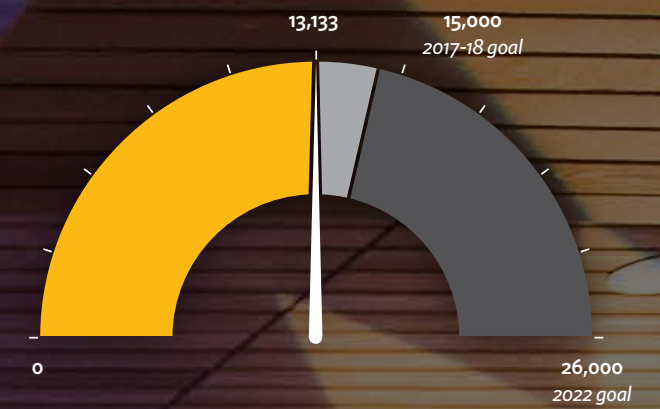
The results of the first year bode well for our overriding goals, with the number of broadly engaged alumni surpassing a record 70,000 and the number of deeply engaged alumni exceeding 13,000. By continuing this trajectory, we will achieve our 2022 targets and further cement UBC's reputation as a leader in the field of alumni engagement.

# Broader and Deeper Engagement

CUMULATIVE NUMBER OF UNIQUE ALUMNI ENGAGED



NUMBER OF ALUMNI WITH DEEPER ENGAGEMENT



## MISSION

Nourishing Pride	17,732 Address Updates GOAL: 17,000	63,687 A-Card Activations GOAL: 63,000	24,602 Publication Clickthroughs GOAL: 25,000	44,636 Trek Online Readers GOAL: 40,000	59,381 Social Media Followers GOAL: 52,000	28,751 Social Video Views GOAL: 30,000
Empowering Personal Growth	6,743 Program Participation GOAL: 5,500	10,232 Podcast Listens GOAL: 8,000				
Supporting Professional Development	5,750 Program Participation GOAL: 6,000	5,435 Careers Newsletter Clickthroughs GOAL: 6,500	1,201 Alumni Mentors GOAL: 1,400			
Enabling Contribution	3,603 Volunteers GOAL: 4,000	9,279 Donors GOAL: 11,000				



## BOARD OF DIRECTORS

### CHAIR

Faye Wightman, *BSc'81 (Nursing)*

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Barbara Anderson, *BSc'78*

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Shom Sen, *BCom'84*

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Professor Santa J. Ono

#### UBC CHANCELLOR

Lindsay Gordon, *BA'73, MBA'76*

#### INTERIM VICE PRESIDENT, DEVELOPMENT AND ALUMNI ENGAGEMENT / EXECUTIVE DIRECTOR, ALUMNI UBC

Jeff Todd, *BA*

**alumni**UBC

[alumni.ubc.ca](https://alumni.ubc.ca)