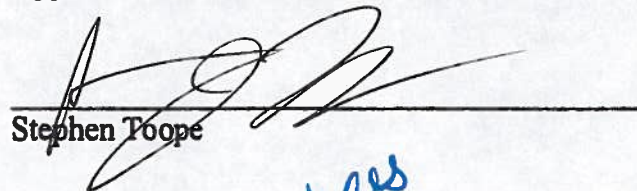


**THE UNIVERSITY OF
BRITISH COLUMBIA**

FOR INFORMATION

FORWARDED TO: Board of Governors on Recommendation of
President Stephen Toope

Approved for Submission:



Stephen Toope

DATE:

PRESENTED BY: Barbara Miles *B. Miles*
Vice President, Development & Alumni Engagement

DATE OF MEETING: April 3, 2012

SUBJECT: A summary of Alumni Affairs activity since the February 2,
2012 BoG meeting.

DECISION REQUESTED: For information only.

BACKGROUND: Update on Alumni Affairs



ALUMNI AFFAIRS UPDATE

Message from the Executive Director, UBC Alumni Association/AVP Alumni

Since the launch of *start an evolution* the alumni affairs professional team has been developing, executing, and facilitating a myriad of opportunities to effectively engage alumni in the life of the university and with one another. The coordination of alumni engagement programs across the university is increasing, as is the depth of programs being offered. In this report you will read about the many activities that have occurred since the last update as well as what is scheduled for the months ahead. As of the end of February we had 28,000 alumni with points for the 2011/2012 year.

Several important UBC Alumni Association initiatives are simultaneously underway. The Board of Directors is engaged in a review of its governance structure and operation for the purposes of enhancing the UBCCA's effectiveness in serving alumni, students, and the university. In seeking to reflect the university's national and global ambition, the board has considered best practice and consulted with alumni leaders and university constituencies. As part of the review process, the board has determined it should be structured to effectively provide the Alumni Association with strategic direction, develop appropriate policies, and ensure the UBCCA has the

resources necessary to effectively fulfill its commitment to growing alumni engagement. In addition, an Alumni Association Advisory Council composed of stakeholders from key university and alumni constituencies will be formed to provide the board and me with advice and counsel.

The development of a revenue plan for the Alumni Association is also underway, along with a communications and marketing strategy that will place emphasis on communications as a priority form of alumni engagement, and build greater awareness of alumni programs and services as well as of the Alumni Association itself.

The culmination of these various efforts will be the development of a strategic plan aligned with UBC's Place and Promise that supports the institution's commitment to deepening alumni engagement and builds the capacity of the Alumni Association. The Board of Directors is holding a retreat in June to focus on the strategic plan.

While they are doing this important work, *Party at the Point* – Alumni Weekend – is just around the corner on Saturday, May 26. Invitations are due to be sent this month; we're anticipating a great program and, of course, plenty of sunshine.

Jeff Todd
jeff.todd@ubc.ca
604.827.3014

IN THIS UPDATE:

- Foster the Growth and Development of UBC's Alumni Communities
- Create Access for all Alumni to a Ready Network of Peers and the UBC Learning Environment
- Equip UBC Students to Make the Most of their UBC Networks
- Upcoming Events
- Alumni Association Board of Directors



Foster the Growth and Development of UBC's Alumni Communities

Nominations have now closed for the 2012 **Alumni Achievement Awards** and the committee is reviewing all 70 submissions (including those from 2010 and 2011 that have been brought forward) in preparation for their adjudication meeting on March 29. Several alumni, including Mike Harcourt and Miranda Lam, are serving on the Adjudication Committee.

UBC has won an award from the Association of American Medical Colleges (AAMC) for an event **Celebrating the Life and Legacy of Dr. Peter** held on September 9, 2010. Peter Jepson-Young was a young Vancouver physician diagnosed with HIV/AIDS in 1985. When his condition became too debilitating to continue practising medicine, he sought to inform and educate the public and others living with HIV/AIDS via *The Dr. Peter Diaries* aired on CBC. The event attracted overwhelming attendance and interest, including local and national media coverage, and brought together members of Peter's Medicine Class of 1985 for a reunion. It was a successful partnership between UBC and community organizations to reflect on a courageous legacy.

In January, President Toope and Jeff Todd hosted the 4th **Lunar New Year Luncheon**, which is becoming another treasured UBC tradition. Alumna Miranda Lam emceed, and a record turnout helped her usher in the Year of the Dragon at the Rosewood Hotel Georgia. UBC's Kung Fu Association kicked off the festivities with a traditional Lion's Dance.

Alumni volunteers continue to offer their time and energy organizing regional branch events. Since January, these have taken place in Calgary, Montreal, Toronto, Florida, and London (UK).

The **Next Step** event series focuses on professional development and social networking opportunities for young alumni. The series is entering a new stage of growth, developing closer partnerships with campus colleagues and reaching more targeted markets. **The Next Step: Staying Competitive** happens on March 22 and will be presented in partnership with UBC Athletics and the School of Kinesiology. **The Next Step: Building Your Practice** on April 26 will be presented in partnership with UBC Dentistry, UBC Pharmaceutical Sciences and the UBC Faculty of Medicine

The Faculty of Forestry is consulting alumni on its new **strategic plan**, sharing it in the latest newsletter and asking for feedback on their commitment to enriching the lives of graduates through a deeper connection to the faculty, and helping the university achieve its vision.

In the Okanagan, the annual **UBC Community Curling Funspiel**, a collaborative effort between Alumni Relations, Campus Life and Campus Rec., brought together both Okanagan and Vancouver alumni, students (including teams from the Student Legacy Council and the Students Union executive), staff and friends. There were 40 participants in total.

Deputy Vice Chancellor **Doug Owram** hosted a roundtable dinner for alumni living in Toronto. The evening included calls to action for mentoring, address updates and building the Toronto alumni community.



Create Access for all Alumni to a Ready Network of Peers and the UBC Learning Environment

Events in The **Next Step** series have been selling out within hours of the invitation being shared. The most recent event, **Making Debt Work for You** (February 1), featured a lively but practical discussion on financial preparedness. Alumnus Ian Warner, *BCom'89*, hosted and the panel of three presented to more than 160 attendees on the topics of bankruptcy, general financial planning, credit counseling and mortgages. Three follow-up "mini" versions of the event were hosted by alumni to help deepen understanding and extend the discussion.

UBC Dialogues continue to be well received and well attended in the Lower Mainland and abroad. Recent topics received coverage from local media (CBC, North Shore News and Vancouver Courier) and include Immigration, Body Image and Ageing. A post event survey for Vancouver indicated more than 88% of attendees would attend

another dialogue or recommend one to a friend, and 77% stated that the event met or exceeded expectations, citing the topic as the main draw for their attendance, followed by hearing from UBC experts. In Calgary, more than 60 alumni came out for a topical discussion: **Is Calgary at the forefront of a political and social change?** Professor Toope moderated this conversation with two UBC faculty members and two local Calgary alumni. In Toronto, Jeff Todd moderated another very relevant dialogue: **Mental Space: How do I turn off the world?** More than 80 alumni attended to hear three UBC alumni participate in this panel discussion.

Equip UBC Students to Make the Most of Their UBC Networks

Celebrating its 10th anniversary, the **Student Leadership Conference (SLC)** was held on January 14 and attended by hundreds of student delegates and 63 alumni. Featured alumni speakers included Pamela Goldsmith-Jones, *BA'86, MA'88*, Rachel Lewis, *MBA'00*, Shoba Sharma *BA'03*, Ajay Puri, *BSc'03, MHA'05*, and Christy Louth, *BHK'02*. Twenty alumni of the SLC planning committee returned to celebrate the anniversary this year, including the conference's first co-chair, Christopher Lythgo, *BA'03*.

Launch a Career in Canada was held on February 7 in collaboration with Career Services and International House. This event is targeted at senior-level international students and alumni who were former international students, approximately 130 of whom attended a panel discussion and networking event in Cecil Green Park House. Alumni shared stories on how they have successfully made the transition to working in Canada.

In the Okanagan, the **Student Legacy Council** is continuing its fundraising efforts. The goal is \$1,100 toward a 2011 legacy stone for the graduating class.



Upcoming Events

Mar 1	UBC Dialogues Coquitlam: <i>What does it mean to go green?</i>	Apr 2	Athletics awards banquet; launch of Okanagan Big Block
Mar 5	UBC Science Geological Sciences/Engineering Alumni Reception at PDAC 2012	Apr 4	UBC Sports Hall of Fame/Big Block Alumni Reception
Mar 7	UBC Alumni Bookclub Meet & Greet	Apr 5	Pub Night in Barrie
Mar 9	UBC Dentistry Alumni Reception at the Pacific Dental Conference	Apr 17	UBC Dialogues Burnaby: <i>Should Marijuana Prohibition Go up in Smoke?</i>
Mar 13	UBC Desert Days 2012 – UBC Desert Days Reception	Apr 26	The Next Step: <i>Building your Practice</i>
	UBC Desert Days 2012 – Palm Springs Art Museum Talk and Tour	May 7	UBC Dialogues Victoria
Mar 14	UBC Desert Days 2012 – 6th Annual UBC Desert Classic Golf Tournament & Dinner	May 11	50 th Anniversary Alumni Luncheon (Okanagan)
Mar 15	UBC Desert Days 2012 – BNP Paribas Open Tennis Tournament	May 23 - 25	Graduation (Vancouver)
Mar 15	Grad Street (UBC Okanagan) trade fair and workshops for graduating students	May 26	Alumni Weekend
Mar 17	Joint Event with U of T – Never Ending Story	May 28 - 30	Graduation (Vancouver)
Mar 18	UBC Alumni bowling night in London	Jun 18	The Next Step: <i>Finding a sense of community (Calgary)</i>
Mar 20	Three Course Connection Dinner	Jul 7	Graduation (Okanagan)
Mar 22	The Next Step: <i>Staying Competitive</i>	Nov 14	2012 Alumni Achievement Awards
Mar 24	UBC Night with Whitecaps FC	Nov 21 - 23	Graduation (Vancouver)
Mar 28	Pan-Canadian University Alumni Reception in Boston		
Mar 28	UBC Alumni Bookclub		
Mar 28	SPARK entrepreneurship branch event		
Mar 29	Cancer prevention panel presentation and alumni reception (Okanagan)		



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