ANNUAL REPORT 2021-22

alumniubc

This report covers the final year of *alumni UBC's* five-year strategic plan, *Connecting Forward*. The plan's strategic imperative was to engage alumni broadly in the activities of the institution, while also ensuring they had the ability to engage at a deeper level by giving back to UBC through their volunteer service and financial support.

During the plan's operative period, our organization engaged 177,344 alumni, with the results of this past year delivering the final flourish to that tally. Once again, *alumni UBC* surpassed its annual target for broad engagement, facilitating 86,181 alumni connections across a range of activities (from reading our online publications to signing up for a career-related webinar). And the number of alumni more deeply involved in the life of the university (from sitting on a faculty advisory council to supporting the *Blue & Gold Campaign for Students*) climbed to 32,029 – another significant increase over previous years, and one that has allowed UBC to benefit from alumni opinions, influence, skills and capacity.

As our professional staff worked diligently over the year to achieve these numbers, the leadership team and alumni board were involved in months of rigorous planning that have culminated in a new five-year strategic plan, *From Here Forward*.

The new plan aims to better acknowledge the growing diversity of the UBC alumni body, reaching members based across the globe, and to innovate through the deployment of new technologies and fresh ideas. Through data analytics and outreach, we are committed to offering services and experiences based on individual backgrounds and interests. We will offer them with consistency and integrity, and be a reliable and trusted voice. And we will endeavour to cultivate lifelong relationships with students – our "alumni in waiting" – from the day of their acceptance to study at UBC.

Now in operation, *From Here Forward* coincides with a major fundraising and alumni engagement campaign launched by the university shortly before the release of this report, and we are confident it positions us to realize the campaign's lofty goals for the coming year and beyond.

Online engagement will continue to play a major role in this. Last year's annual report noted a significant increase in online engagement, as a result of boosting our virtual program offerings and launching a new TREK website to increase the flow and range of online content. The 2021-22 year saw further investment in those initiatives. New staff hires for the communications team meant we could fully execute on our digital strategies by establishing efficient new work processes, creating a steady stream of high-quality content, and maximizing available communications channels.

As a result, the magazine's website sessions increased by more than 60 per cent to 127,794, with the average time spent online increasing by more 35 per cent. The TREK newsletter is proving to be a major driver of this website traffic. It was redesigned just prior to this reporting period, and its frequency increased from quarterly to monthly. More than 15,796 alumni have engaged with the improved version since launch, reflecting an increase of more than a third.

Our social media channels also continue to attract new followers – 3,768 of them over the past year, contributing to a grand total of 73,693. Beyond our own channels, we have also been tapping into those of campus partners, including faculties and central UBC communications. We are capitalizing on these partnerships to develop mutually beneficial and sensibly integrated content strategies to better support the university's mission and new campaign.

Although our focus is on migrating more alumni to digital communications, the print version of the magazine remains popular and bolstered its reputation by winning a Grand Gold award for design from the Council for Advancement and Support of Education (the foremost international professional organization for university advancement work), along with a Silver award for its spring/ summer 2021 issue, "Frontiers of Medicine."



New programming initiatives also helped to keep alumni connected to, and appreciative of, their university – especially those that showcased timely, relevant, and useful UBC expertise. For example, our *Knowledge Exchange Program* presented the webinar "Fact vs. fiction: Countering the spread of misinformation on the COVID-19 vaccines," which attracted 700 participants. This was followed a few months later by an expert panel discussion on the geopolitical and humanitarian crisis precipitated by Russia's Invasion of Ukraine – a livestreamed event that had 1,400 registrants. Both programs involved close partnerships with other UBC departments and faculties.

Another popular event-based program was *Around the World*. This was an innovative and budgetfriendly initiative designed to engage alumni in Canada and beyond through virtual events specific to their region. A partnership with the UBC Sauder School of Business, it won a Silver award for Best Creativity on a Shoestring from the Canadian Council for Advancement of Education. Not surprisingly, Zoom was the tool of choice! This informative and interactive event series benefited from a high level of volunteer involvement, including 14 event speakers and 40 breakout room hosts. Attendees included 225 alumni from 53 countries. The series was supplemented by web-based profiles about local alumni and details about UBC's regional presence and activities.

These are just a handful of highlights from what was a busy and productive year. We are proud to lead a team of dedicated, adaptable and talented professionals who continue to set the bar and push our industry forward. And we are grateful to our alumni for recognizing UBC as a valuable asset – at both a personal and societal level – and for lending their attention and support accordingly.

With a sound new plan in place to guide us over the next few years, we are confident UBC will continue to enjoy the support of well-served graduates who are invested in UBC's vision to make the world a better place and whose contributions can amplify UBC's impact.



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



Debra Doucette, *BA*'81 Chair, *alumni UBC* Board of Directors



Alumni by the Numbers (2021-22)



alumni living in more than 140 countries



alumni broadly engaged



alumni deeply engaged

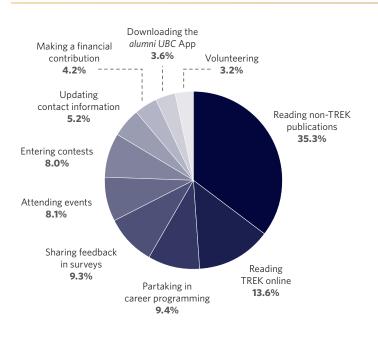
ALUMNI BY GENERATION

Mature (Pre-1946)	9%
Older Boomer (1946-1954)	11%
Younger Boomer (1955-1965)	14%
Gen X (1966-1980)	26%
Millennial (1981-1995)	35%
Gen Z (After 1996)	5%

TOP 5 REGIONS

Lower Mainland	183,436
Okanagan	16,851
Greater Victoria	10,349
Greater Toronto	9,366
Greater Calgary	7,293
Rest of World	147,705

TOP 10 TYPES OF ENGAGEMENT





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Board of Directors

CHAIR Debra Doucette, *BA*'8

VICE-CHAIR Fred Withers, BCom'77, FCPA, FCA

TREASURER Aleem Bandali, BA'99

MEMBERS AT LARGE [TERMS ENDING 2022]

Aleem Bandali, BA'99 Ian Banks, BA'92 Miranda Huron, BA'02, MEd'16 Ross Langford, BCom'89, LLB'89 Patricia Mohr, BA'68, MA'70 Fred Withers, BCom'77, FCPA, FCA

MEMBERS AT LARGE [TERMS ENDING 2023]

Anna Fung, BA'81, LLB'84 Grant Munro, BSc'01 Laura Silvester, BCom'11

MEMBERS AT LARGE [TERMS ENDING 2024]

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Ex-Officio:

UBC PRESIDENT AND VICE-CHANCELLOR Santa J. Ono

UBC CHANCELLOR Steven Lewis Point, LLB'85, LLD'13

VICE-PRESIDENT, DEVELOPMENT AND ALUMNI ENGAGEMENT (PRESIDENT'S DESIGNEE) Heather McCaw, BCom'86

ASSOCIATE VICE-PRESIDENT / EXECUTIVE DIRECTOR, ALUMNI UBC Natalie Cook Zywicki

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