

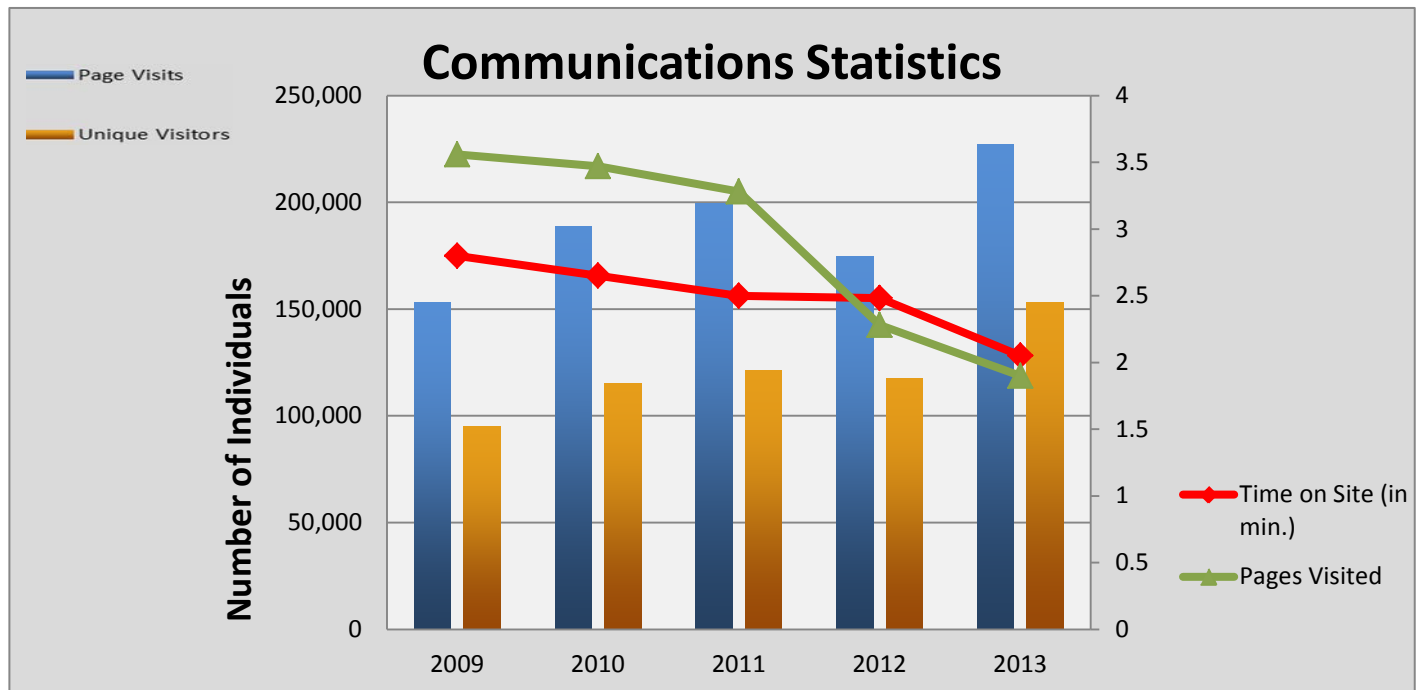


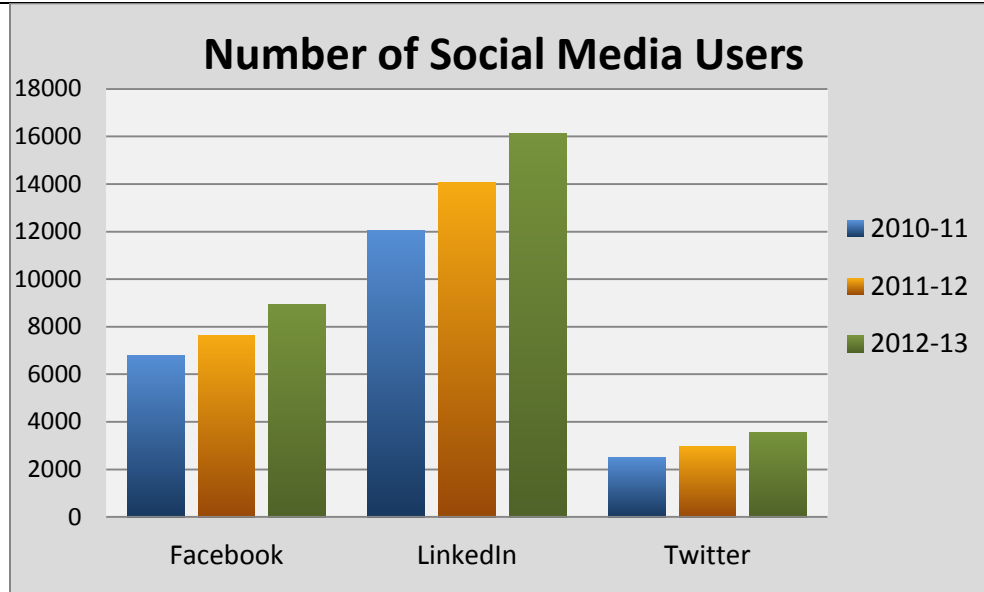
Alumni Engagement - Communications

	Okanagan			Vancouver			UBC		
	2010/11	2011/12	2012/13	2010/11	2011/12	2012/13	2010/11	2011/12	2012/13
# unique visitors to website	5,260	4,389		121,855	117,588	153,182			
- % email open rate							22%	23%	23%
- Facebook followers							6784	7645	8954
- Linked In Group							12,041	14,082	16144
- Twitter							2514	2959	3548

Description

We know from our surveys that the greatest form of engagement is through our communications. Alumni want to be kept informed of what is happening at their Alma Mater and we do this through our website and through our extensive email communications. As well, we have also stepped up our offerings on our social media channels. These stats show us how many of our alumni have joined our various active channels that we manage.





Person with lead responsibility for this metric: Alumni Engagement
Data collection will be from: UBC Links (DAE Database)
Date: Fiscal year

Explanation of Results

There was tremendous growth in website traffic due to increased activity both through email and events. This is the first full year of doing Trek Online, which drives people to the Alumni Affairs website to read the articles. Social media channels continue to see modest growth. Over the next year we expect to see a renewed focus on engagement through social media and we expect our numbers to increase.

Recommended Action

Continue to develop communications channels to Alumni.