



**Alumni Engagement**

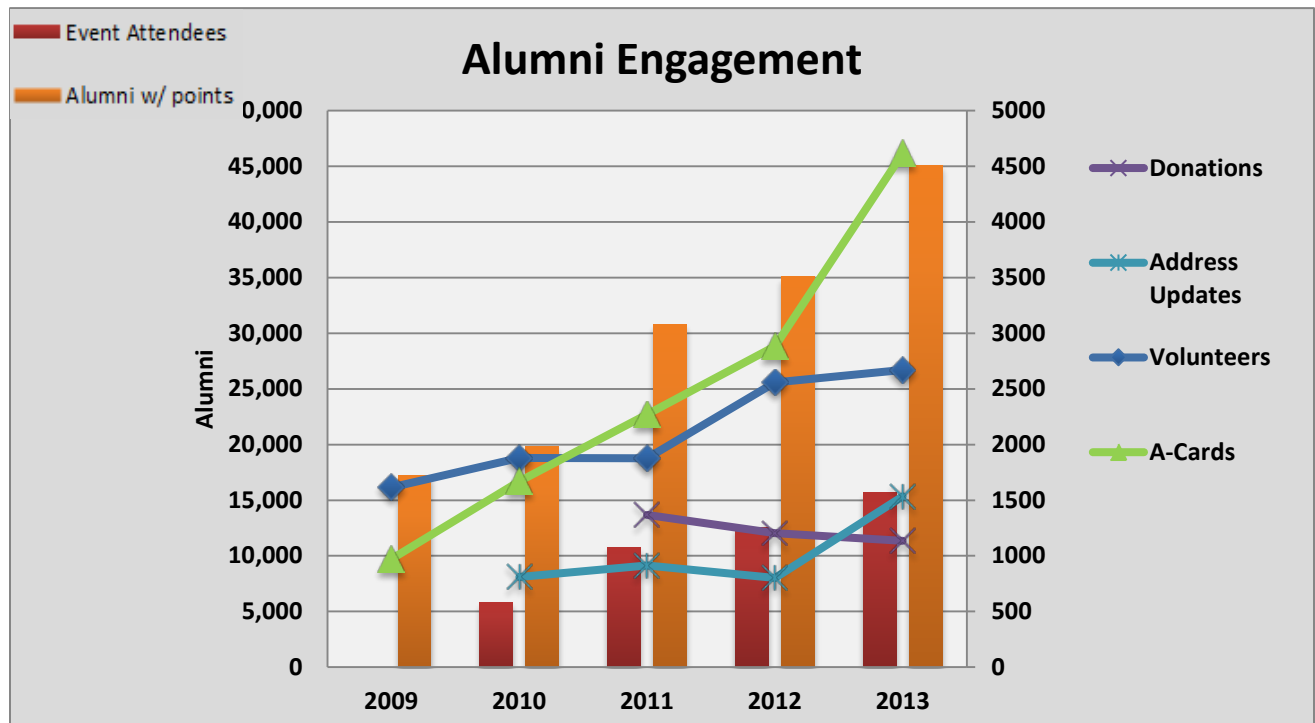
	UBC		
	2010/11	2011/12	2012/13
Number of Alumni Actively Engaged (earned points)	30,762	35,051	45,095
-# volunteers	1878	2557	2670
-# event attendees	10,760	12,568	15,647
-# address updates	9149	8017	15,347
-# donations	13,689	12,036	11,357
-# ACards	2270	2882	4618

**Benchmark**

UBC is one of only a handful of schools that have developed a way to track alumni engagement. Using a Points system, Alumni are recorded for taking part in a list of activities. This system allows us to look at engagement as more than just philanthropy which is the common default for measuring alumni support of their institution.

**Description**

The two goals are to *Enrich the lives of graduates through a deeper connection to UBC and help the University achieve its vision and Increase alumni commitment to UBC through and expansion of opportunities for lifelong engagement.* In the following chart, we show how many alumni have received Points for their activity and then breakdown what the top activities were and how many alumni took part. We believe that the activities tracked through Points all demonstrate a deeper connection—an Active Engagement. Some of these activities such as volunteering and donations have a direct effect on helping the university to achieve its vision, while others such as events, ACards and address updates are part of our ways to provide opportunities for lifelong engagement.





Person with lead responsibility for this metric: Alumni Affairs  
Data collection will be from: UBC Links (DAE database)  
Date: fiscal data

**Explanation of Results**

2012-13 was the first full year of the public phase of the *start an evolution* campaign, which has resonated strongly with UBC's alumni, donors and friends. The community's generosity in investment and involvement is reflected in both the philanthropic and alumni engagement targets for the past fiscal year being healthily surpassed: 45,095 alumni with points against the 2012/13 goal of 37,900. This is a 29% increase over the previous year.

**Recommended Action**

Continue to develop relationships and provide opportunities for alumni to engage with the university.