



ALUMNI ENGAGEMENT

GOAL 1: Enrich the lives of graduates through a deeper connection to UBC and help the University achieve its vision

Objective: Connecting Alumni to UBC

Purpose: UBC strives to support former students in maintaining the valuable personal and professional networks they develop during their time here; however, we cannot engage our alumni unless we can contact them through one of our various communications channels.

Definition: Contactable alumni are alumni with at least one of: a phone number, an email address or a mailing address.

Overall Metrics:

	UBC		
	2012/13	2013/14	2014/15
Contactable Alumni (Vancouver and Okanagan campus)	230,832	237,983	246,243

Explanation of the Results and Next Steps

Contactable Alumni: 83.1% of our alumni are contactable in some way by UBC. This is slightly above average for alumni associations across Canada.

Next Steps: Continue to be updating and cleaning our data. Also ensure we are capitalizing on our social channels and websites. Implement email capture strategy to coincide with UBC Centennial activities.

