



# ALUMNI ENGAGEMENT

GOAL 2: INCREASE ALUMNI COMMITMENT TO UBC THROUGH AN EXPANSION OF OPPORTUNITIES FOR LIFELONG ENGAGEMENT

## Objective: Increasing Alumni Commitment

**Purpose:** Alumni benefit from the intellectual, cultural and social resources of the university; UBC benefits from the skills and capacity of alumni.

**Definition:** Engagement Points are how we measure alumni engagement for the *start an evolution* campaign. When alumni interact in any number of ways with the university they receive Points on a weighted scale. This number is zeroed out every year and we start from the beginning engaging and reengaging alumni the next year. This past year more than 58,000 alumni engaged with UBC in a countable way.

### Overall Metrics:

	UBC		
	2012/13	2013/14	2014/15
Engaged Alumni (Vancouver and Okanagan campus)	45,095	50,212	58,670

### Explanation of the Results and Next Steps

**Alumni Engagement:** This past year more than 58,000 alumni engaged with UBC in a countable way – an increase of 17% over the previous year. We also work to actively increase participation in certain activities to ensure we are still meeting the needs of both our alumni and UBC. To that end, we report on the number of volunteers, donors, program participants.

**Next Steps:** With the *start an evolution* campaign coming to an end, we will be looking at setting a new goal for the number of alumni to reach for the coming year.

