



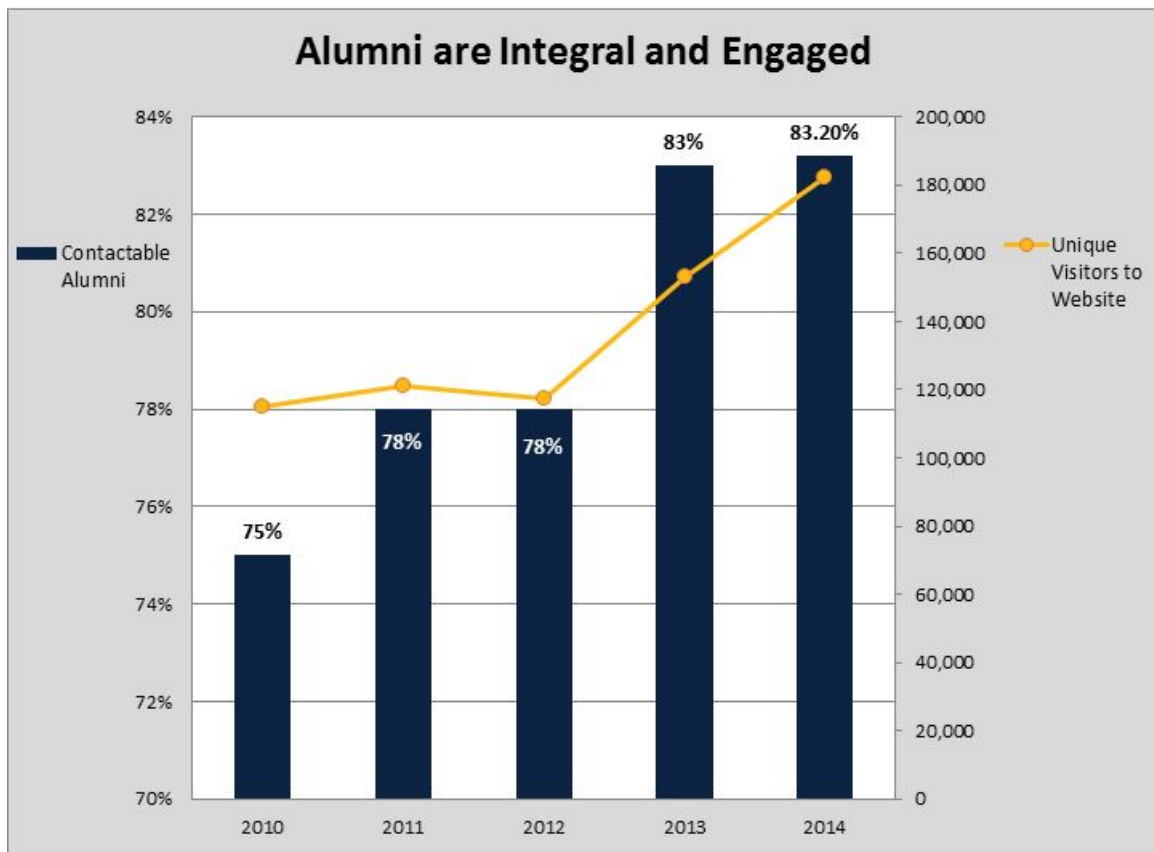
ALUMNI ENGAGEMENT

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.



Explanation of the results and Next Steps:

Contactable Alumni: 83% of our alumni are contactable in some way by UBC. This is slightly above-average for alumni associations across Canada.

Next Steps: Continue to update and clean our data. Also ensure that we are capitalizing on our social channels and websites.