



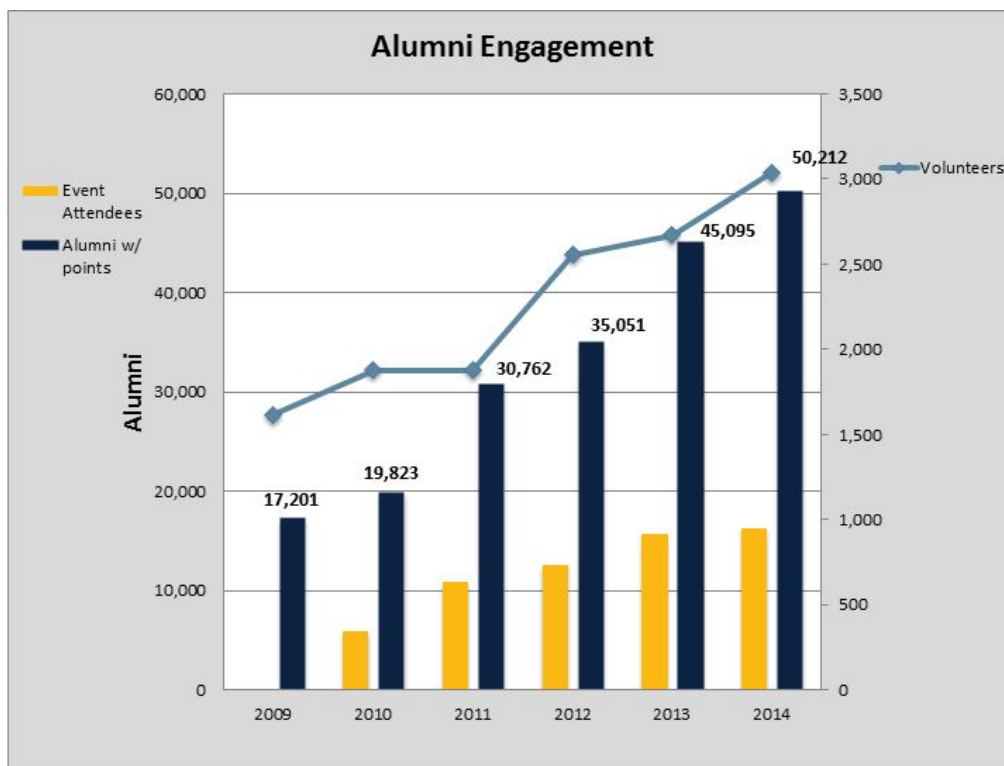
ALUMNI ENGAGEMENT

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 alumni's skills and capacity. 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.

Definition: This number is zeroed out every year and we start from the beginning again. This past year over 50,000 alumni engaged with UBC in a countable way.



Explanation of Results and Next Steps:

Alumni Engagement: This past year over 50,000 alumni engaged with UBC in a countable way, which was the intended goal to reach for 2015-16. We also work to increase certain activities, not just for points, but to help us achieve this goal we look at the number of volunteers, donors, event attendees, and A-Card holders.

Next Steps: Our next steps will be to set a new goal for the number of alumni to reach for the coming year.