

**start an evolution**

**UBC's Centennial 2015 -16**  
*- draft for discussion*

Heads Up  
March 11, 2014



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# Centennial of what?

- The academic year 2015-16 marks the centennial of the first class:
  - UBC *both* accepted students *and* graduated them as alumni
  - In 1915 degree courses were three years long
  - the first class included students who had already completed two years at McGill College of BC
  - Thus the Centennial celebrates UBC students and alumni in one symbolic year.

***This backstory will help distinguish the 2015 Centennial from the 2008 Centenary***



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# The Centennial is a springboard not a tombstone

- Of the transition from student to alumnus in the first class of 1915
- A century of achievement prefiguring another century of exponential change
- Not the end, nor the beginning
- At once old and young, accomplished and fresh
- Like Janus, UBC faces both ways



***Students and alumni on the same continuum***



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## So what is the Centennial message?

***UBC has two centuries of shaping the future – one past and one to come***



## How is this true?

- UBC's - by 2015 - 300,000 alumni are the living embodiment of UBC's past and its future
- UBC's 55,000 students are UBC's future alumni
- UBC students/alumni/faculty are at the forefront of change across the globe
- Propelled by the exponential pace of *academic* achievement at UBC

## Ever-increasing impact of UBC's people



# Who is the target for the Centennial?

## 1. UBC Community:

- 300,000+ living alumni and donors.
- 55,000 current students/alumni-in-waiting
- 14,000 faculty and staff, 30% of whom are alumni
  - UBC is the #1 employer of UBC alumni!
- Faculty emeriti/retirees

## 2. Influencers:

- Families of students/alumni
- Research and business communities
- Federal and Provincial governments
  - Federal election is slated for October 19, 2015
  - Provincial election May 9, 2017

## 3. General public in Vancouver, Okanagan, BC and ROC



# A few signature initiatives - supersized

- **A small selection of projects, for example:**
  - Centennial website
    - Faculty emeriti “Legacies” online project
  - Permanent Centennial feature on campus
    - Review existing project list
  - Landmark public art in Vancouver (IIC)?
  - Limited range of Centennial products
  - Limited Centennial-specific events
  - ‘Permanent’ and digital signage





# Possible shape of 2015-16

- September 15 - Centennial website launches
- September 30 - Centennial Day Celebration w/AMS at Alumni Centre?
  - Awareness media/PR/interactive/social media
  - Student-focused Centennial event on campus
    - Centennial Senate meeting in full academic regalia
    - Centennial Alumni Association/AMS/Board of Governors event
- November – Remembrance day (WWI)
  - UBCAA Alumni Achievement Awards
- February – AMS Awards
  - Centennial of Botanical Gardens
- May – Centennial themed Alumni Weekend/Open House
  - High-profile Centennial speaker
- May/June – Centennial Congregation
  - Celebration of 100 years of UBC alumni
  - w/ super-sized Hon Docs etc.
  - awareness media/PR 'event/interactive/social
- Sat May 28 – sign-off Centennial concert/symposium at Chan Centre



## Next Steps

- Centennial plans to 'Heads Up' meeting for input: March 11, 2014
- Centennial Committee reviews input: April 2014
- Bring recommendation to UBC Exec: May 2014
- Centennial runs from:

***September 30 2015 to June 2016***



## For your input

- 1. What do you think of the current ideas – good, bad and ugly?**
- 2. How would you like to see the University mark the Centennial?**
- 3. How might we address the twin goals of celebrating our first students and our first alumni?**

