

UBC Robson Square
COMMUNITY REPORT
2017-18



UBC Robson Square is proudly entering its 18th year of serving UBC and our communities in the heart of downtown. This past year, we worked tirelessly to strengthen community connections, improve the comfort and services within our facility, and welcome new partners through UBC's Innovation initiative –all in support of UBC's strategic direction.

This booklet samples our 2017-2018 story. I hope you'll read on and learn more about who we are, what we do and why we do it. Special thanks to our partners, UBC colleagues and loyal clientele – from businesses, industry associations and governments, to community and cultural groups. Their contributions and commitment to offering excellent programs, thought-provoking community forums and innovation-related endeavours in our facility have engaged tens of thousands of participants this past year. We appreciate the opportunity to serve your needs!

I also deeply thank our dedicated staff for their excellent services, supporting and enhancing client experiences every day.

Sincerely,

Jane Hutton

Director

UBC Robson Square



3 Our mission and vision
4 At a glance
5 How we fit within UBC
6 Reporting structure
7 Our partners
9 News

10 Projects
11 Client testimonials
12 Community reach
13 Our financial model
14 Our strategy as an ancillary
15 Facility use

16 UBC bookings
17 UBC content
18 Conferences
19 Professional development
20 Events
21 Looking ahead



Our vision and mission

Vision

UBC Robson Square is the place of learning downtown where UBC and communities discover opportunities, share connections, open minds and inspire positive change.

Mission

To deliver remarkable experiences in our learning environment while building expanded capacity to meet growing UBC and community needs.

To position UBC Robson Square as a leader in society, developing successful community partnerships both locally and globally.

At a glance

\$4.1M

annual budget

17.9

FTE's

2,801

bookings managed by our events team

73%/27%

breakdown of UBC v. external bookings this year

936

bookings by UBC Faculties, Schools and Institutes

237

external, community-based clients who booked events in the facility

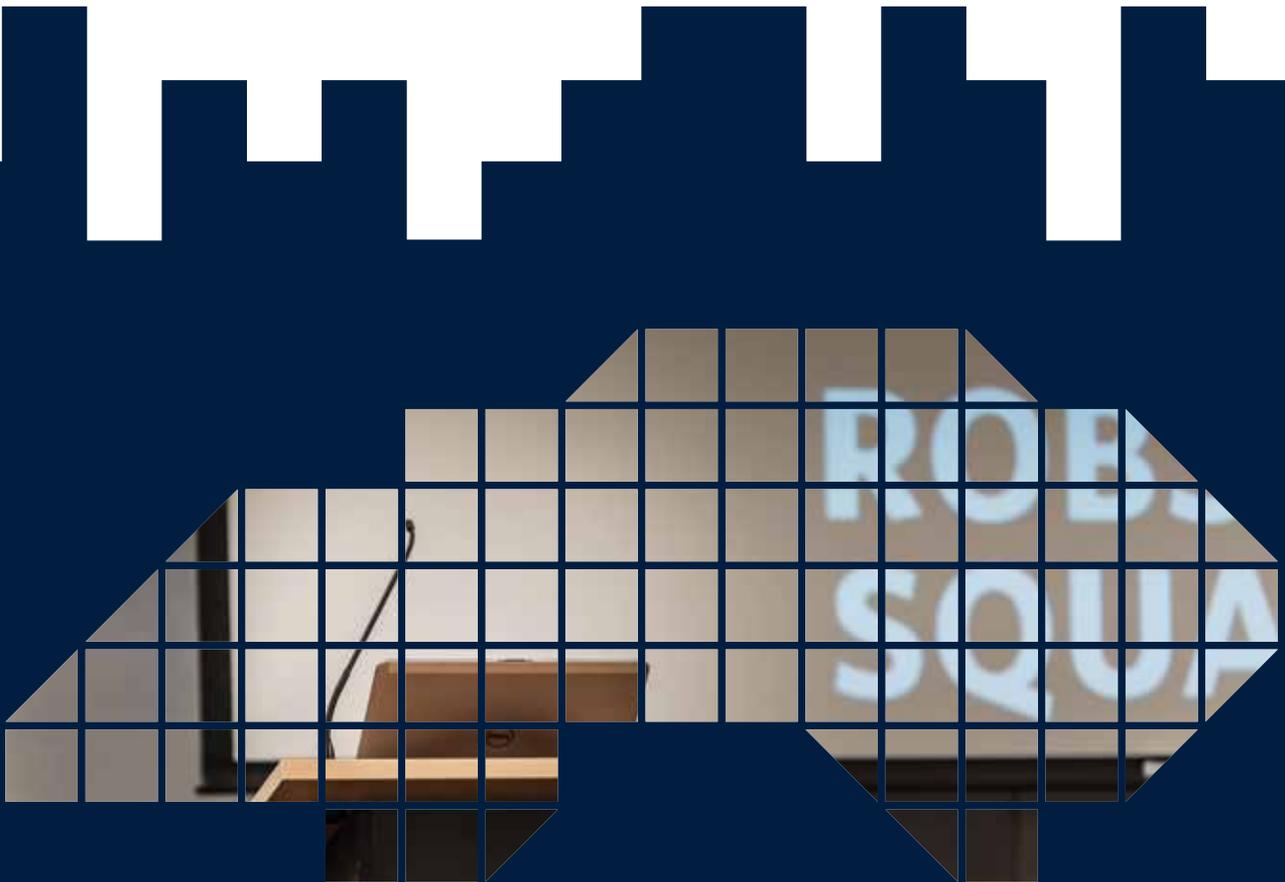
4,048

bookings by UBC Robson Square partners: UBC Sauder Executive Education, UBC Sauder Continuing Business Studies, Office of the VP Research + Innovation, UBC Extended Learning, and Peter A. Allard School of Law

How we fit within UBC

At UBC Robson Square, we provide academic teaching space, meeting rooms, conference facilities and study spaces, primarily for our UBC colleagues but also serving the event needs of the broader external community. Our facility supports UBC's strategic goals by providing easy student access for professional and career advancement, strengthening institutional partnerships and community connections, and accommodating events to foster and build alumni networks.

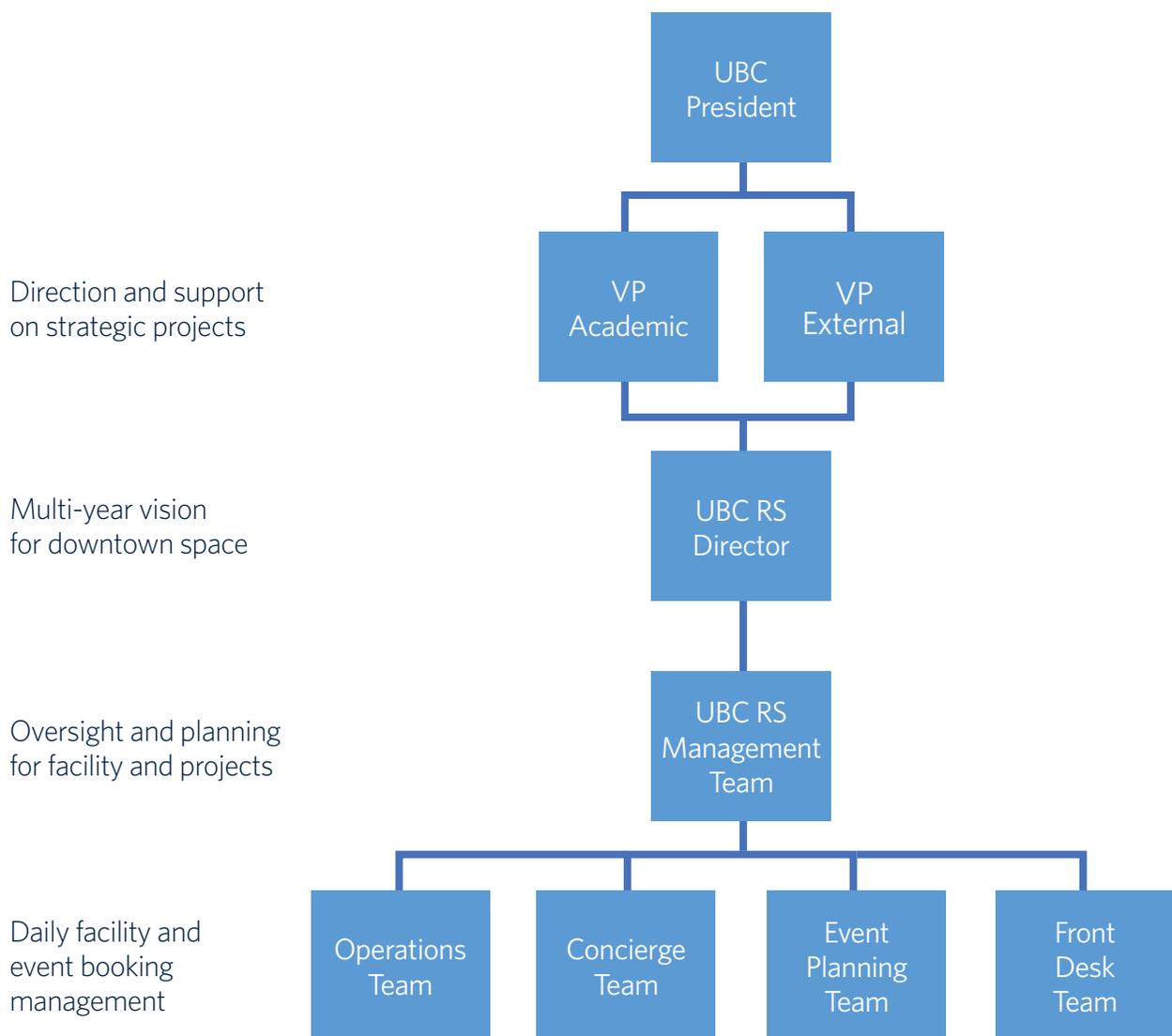
With a dual reporting structure into both the Academic & External Relations Portfolios, UBC Robson Square is proud to contribute to the institutional commitments of learning, innovation and collaboration. We're also grateful for the supportive relationships we have with many UBC departments and units at the Point Grey Campus, as well as UBC's Learning Exchange in the adjacent neighbourhood.



Reporting structure

UBC Robson Square primarily reports to the Vice President Academic but also has a dotted line relationship with the Vice President External Relations' portfolio. We strive to support the goals and activities of both groups of colleagues and aspirations.

With a staff of 25 (17.9 FTEs) working in a range of roles to facilitate and service our clientele, our reporting structure is summarized below:



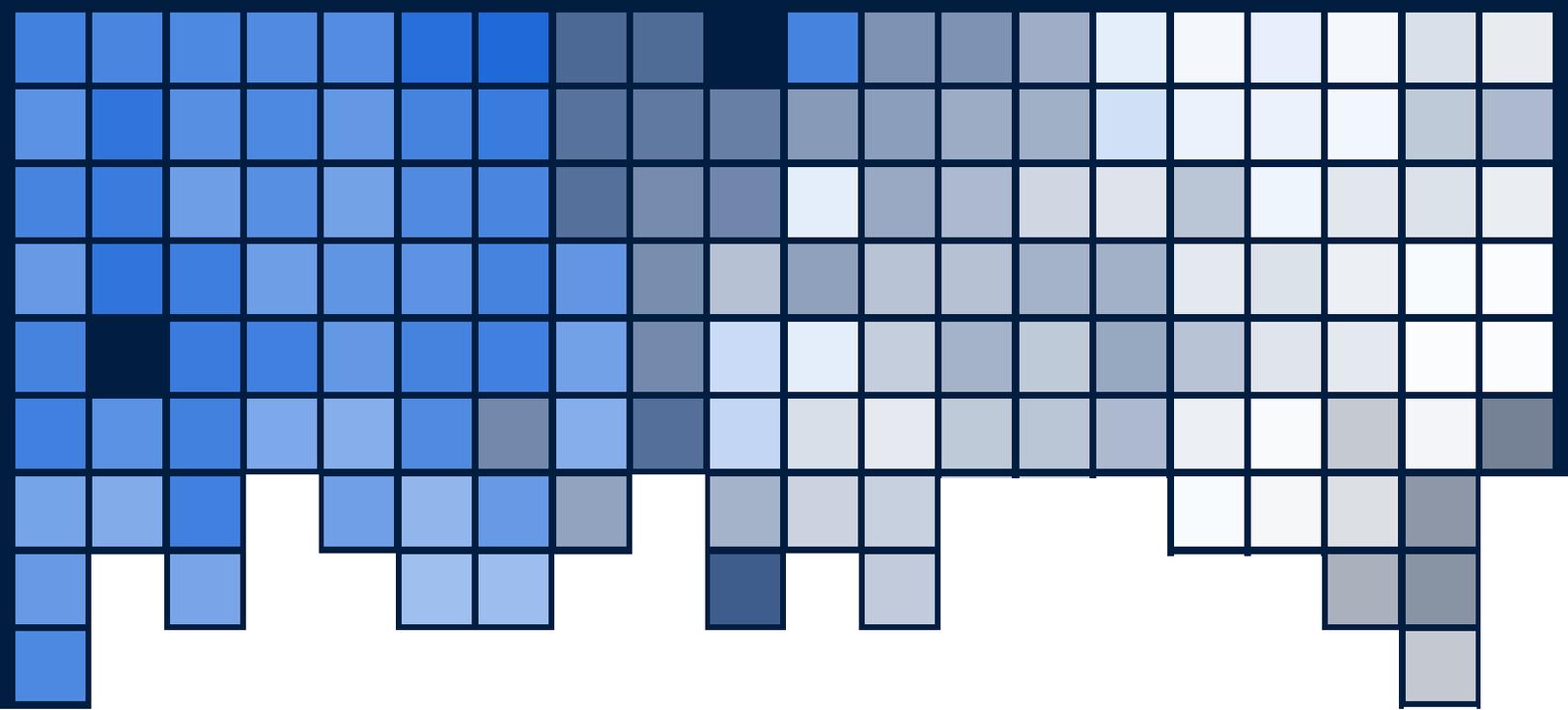
Our partners

Sauder School of Business Executive Education (EE)

The EE team has been offering courses at UBC Robson Square for over 18 years. It is ranked in the Financial Times among the world's best in its annual survey of professional development providers. Their programs help transform careers and accelerate organizations' business objectives. They have a broad range of programs, ranging from short courses for the broader community to intensive week-long residential programs for senior leaders. They also offer customized programs to meet organizations' business objectives and professional development needs.

UBC Extended Learning (ExL)

UBC Continuing Studies evolved into UBC Extended Learning in 2017 with a new mission to work with UBC faculties to provide career and personal education opportunities. They continue to offer a number of courses at UBC Robson Square for lifelong learners, including languages, translation and immigration. We remain committed to supporting ExL as their offerings evolve in line with their mission.



Office of the Vice-President, Research + Innovation (VPRI)

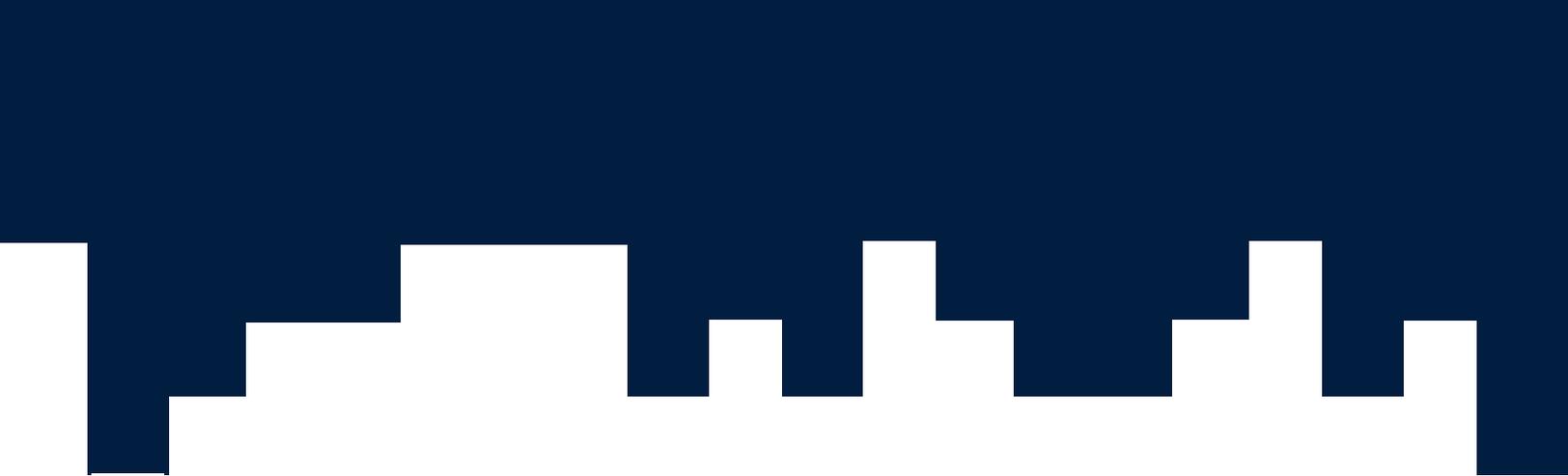
The newest partner at UBC Robson Square, VPRI opened a downtown Innovation UBC hub. This past February several units in the Innovation UBC network, including entrepreneurship@UBC, Corporate Relations and the University-Industry Liaison Office, moved part of their operations into the facility. Co-locating these units for the first time, the Innovation UBC hub provides business and community groups with a simpler way to access and collaborate with UBC's world-class researchers and facilities. The hub also provided an initial home for Canada's Digital Technology Supercluster, of which UBC is a proud founding member.

Sauder School of Business Continuing Business Studies (CBS)

The newly formed CBS team offers courses at the downtown campus. Their focus is on business and technology management, and on digital strategy and media.

The technology management stream offers applied courses that provide a forum to gain new skills and enhance knowledge to analyze key data, manage projects, strategize solutions to business problems, and implement new technologies.

The digital strategy and media program offerings enhance professional careers in marketing, communications, public relations, social media, digital analytics, and digital strategy across the organization. Courses provide the knowledge and skills to build innovative digital strategies.



2017/18 news

There were significant changes this year affecting the downtown space, each requiring our support and planning:

UBC Sauder School of Business creates Continuing Business Studies

Two units within Sauder School of Business expanded to accommodate new course offerings downtown. We provided administrative and operational support to both as they re-organized their teams, content and footprint to provide learning opportunities in business and technology management, digital strategy and media programs.

Innovation UBC expansion

Several units under the Office of the Vice-President Research & Innovation moved in, bringing initiatives closer to the community:

- Entrepreneurship @ UBC connects budding entrepreneurs with seasoned real-world mentors, venture capitalists—and each other. Their new hub offers office space for startups and industry mentors.
- Corporate Relations serves as an Industry Concierge, guiding potential partners through the university system to find the services that can best meet their needs. This personalized service offers a single point of entry into UBC for research connections, scientific consultations, access to facilities, internship possibilities, and more.
- The Digital Supercluster leadership team is coordinating UBC's work and planning under the new federal funding initiative.
- The University Industry Liaison Office (UILO) staff enable research and innovation partnerships with industry, entrepreneurs, government and non-profit organizations.

2017/18 projects

Our team coordinated and oversaw several projects throughout the year to enhance the campus experience. Our ability to project-manage translated into short delivery timelines and labour savings. Projects included:

Renovation of plaza-level office space

Oversaw renovations of 4,500 sq.ft. to welcome several groups under VPRI. Two separate areas were partially demolished and reconstructed to create light-filled, modern, flexible spaces.

Upgraded audio-visual equipment

Worked with UBC-IT to update equipment in four classrooms. This provides modern projection gear for teaching.

New caterer

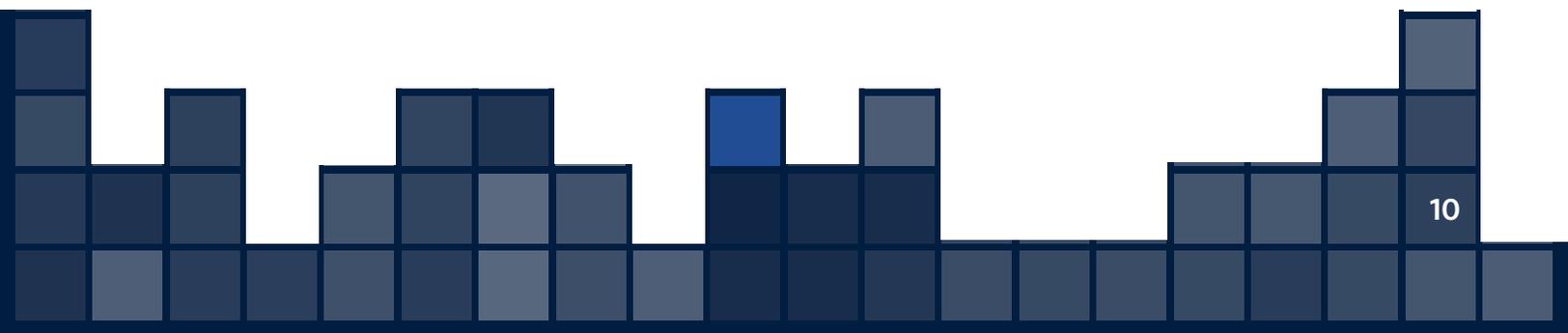
Oversaw the contracting and onboarding of Peake of Catering as the new, exclusive caterer for UBCRS. Their dedicated services and good fare contribute to our full-service operation and professional environment.

Conversion of labs into classrooms

Led the renovation of three labs into classrooms for ExL. The spaces are updated with new AV equipment and furniture resulting in increased capacities for all three rooms, and enhanced classroom experiences for all clients.

Exterior signage project

Supported a project led by UBC Communications to provide improved visibility and way finding to the UBCRS site. The scope includes updating all existing exterior signs and providing new elements to highlight our presence, and that of partners, at street level. Implementation expected in Summer 2018.





Client testimonials

"Thank you for your follow up email. We could not have been happier with how the event turned out! Your entire staff was **extremely helpful** and you were so accommodating."

Vancouver Police Department

"It was a pleasure to meet and work with you on the Criminal Trial Advocacy program. You and the team at UBC Robson Square did a wonderful job and **made us feel right at home**. Please extend our thanks to [your Concierge] who provided wonderful AV support for the program. I also appreciated the tour of the facilities you gave me ... It was very helpful to see the rooms in advance and know what to expect ... We look forward to working with you on another program in future."

The Advocates' Society

"The food was fantastic, and the catering staff we dealt with were great! [The staff] was very **accommodating and professional.**"

CPA Western School of Business

"We are based in Boston, MA and wanted to arrange a group meeting in downtown Vancouver. The ... event staff was very prompt, professional and timely. Coordinating and **arranging the event was simple and straightforward**. I would highly recommend this space for people seeking a cost-effective convenient and professional setting in downtown. ... Very competitive and useful space in the center of Vancouver. Pricing was much better than nearby hotel options."

International District Energy Association

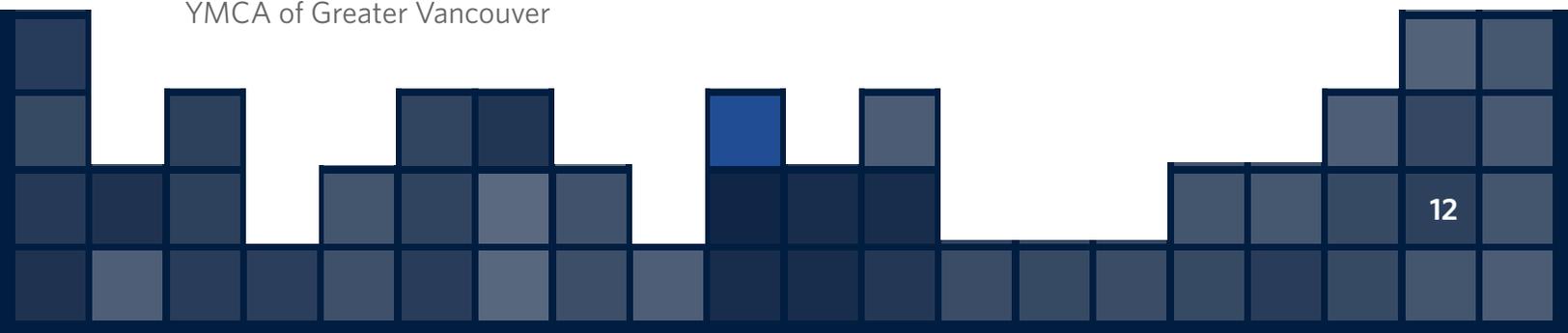
Community reach

This year our team worked directly with 237 external community organizations to support over 1,800 of their bookings. These included more than 30 higher education and professional development institutions who held exams here. We also welcomed local societies, commissions, foundations, corporate clients, nonprofit organizations and government agencies to hold meetings, conferences and civic events in our facility.

Our goal is to build relationships with long-term community partners representing diverse groups. We bring people together, supporting dialogue and engagement on important economic, social and cultural issues of our day. We continually develop strategies to increase the number of external learning organizations who host events at UBC Robson Square, focusing on those who have linkages with UBC priorities. As the University's new strategic plan 'Shaping UBC's Next Century' is released, we will update our focus to support the university's evolving mandate.

Some community organizations that used our space this year:

Alcuin Society
Amnesty International
BC Parenting Coordinators Roster Society
BC Society for the Prevention of Cruelty to Animals
Canadian Association of Medical Cannabis Dispensaries
Cystic Fibrosis Canada
Guru Nanak Academy
Japanese Women's Business Association
Let's Talk Science
Looking Glass Foundation
The Irish Women's Network of BC
United Way of the Lower Mainland
Vancouver Foundation
Vancouver International Halloween Festival Society
YMCA of Greater Vancouver



Our financial model

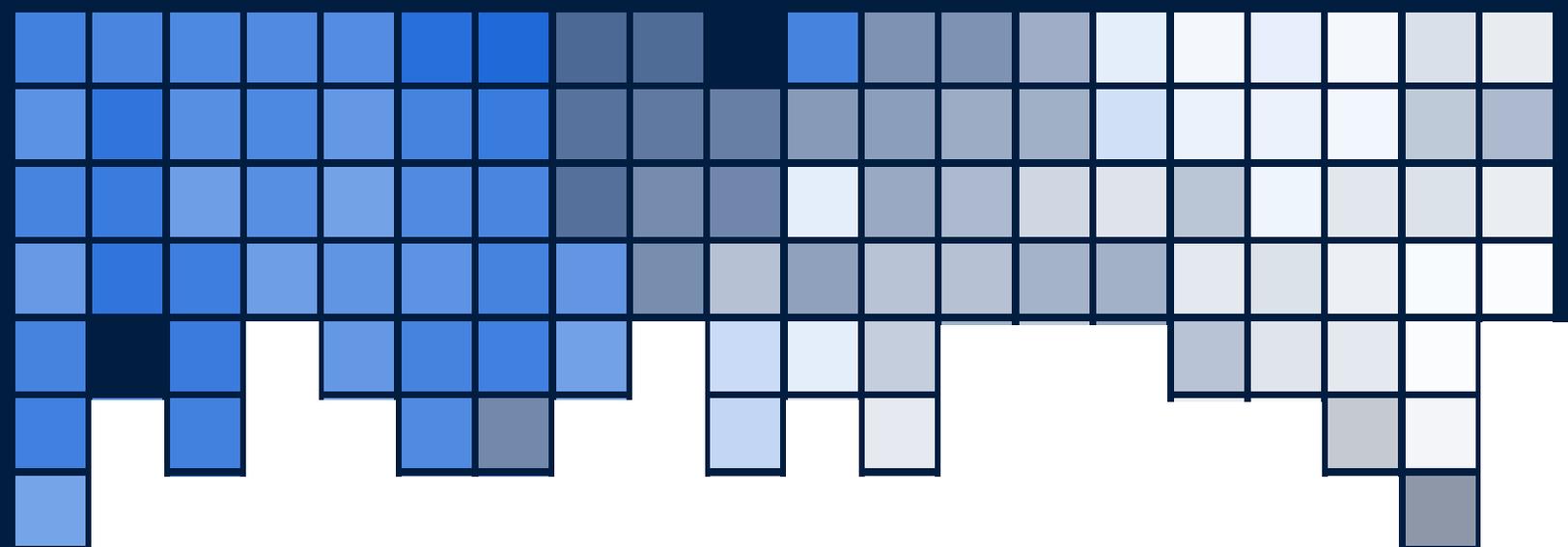
UBC Robson Square Management Services operates as a self-funding ancillary unit with three key goals:

- serve the University well by creating, maintaining and managing affordable quality spaces for teaching, learning and engagement activities downtown.
- provide outstanding customer service to all UBC rental users, lease partners, and broader community clientele (businesses, professional and community associations, governments, etc.).
- manage the business operations efficiently and effectively while sustaining long-term growth – guided by principles of accountability and sustainability.

We continually fine-tune our organizational model to address the changing needs of our partners and clients. We recover facility and support service expenses through leases, short-term room bookings, and a percentage of catering expenses. By keeping rental rates low, as compared to other venues nearby, we generate a small net margin used for basic facility upgrades.

As a self-sustaining unit, we regularly monitor key financial performance indicators to ensure our results are in line with budget forecasts, client satisfaction ratings and the University's expectations.





Our strategy as an ancillary

At UBC Robson Square our aim is to attract events that focus on learning and knowledge sharing. As such, our sales and retention strategies are centered around the following types of events:

- lifelong learning courses, lectures and workshops,
- industry conferences offered by professional associations,
- community engagement events often relating to civil society and public dialogue,
- fairs and events that support people in ways that build the economy (innovation showcases, hiring fairs, etc.)

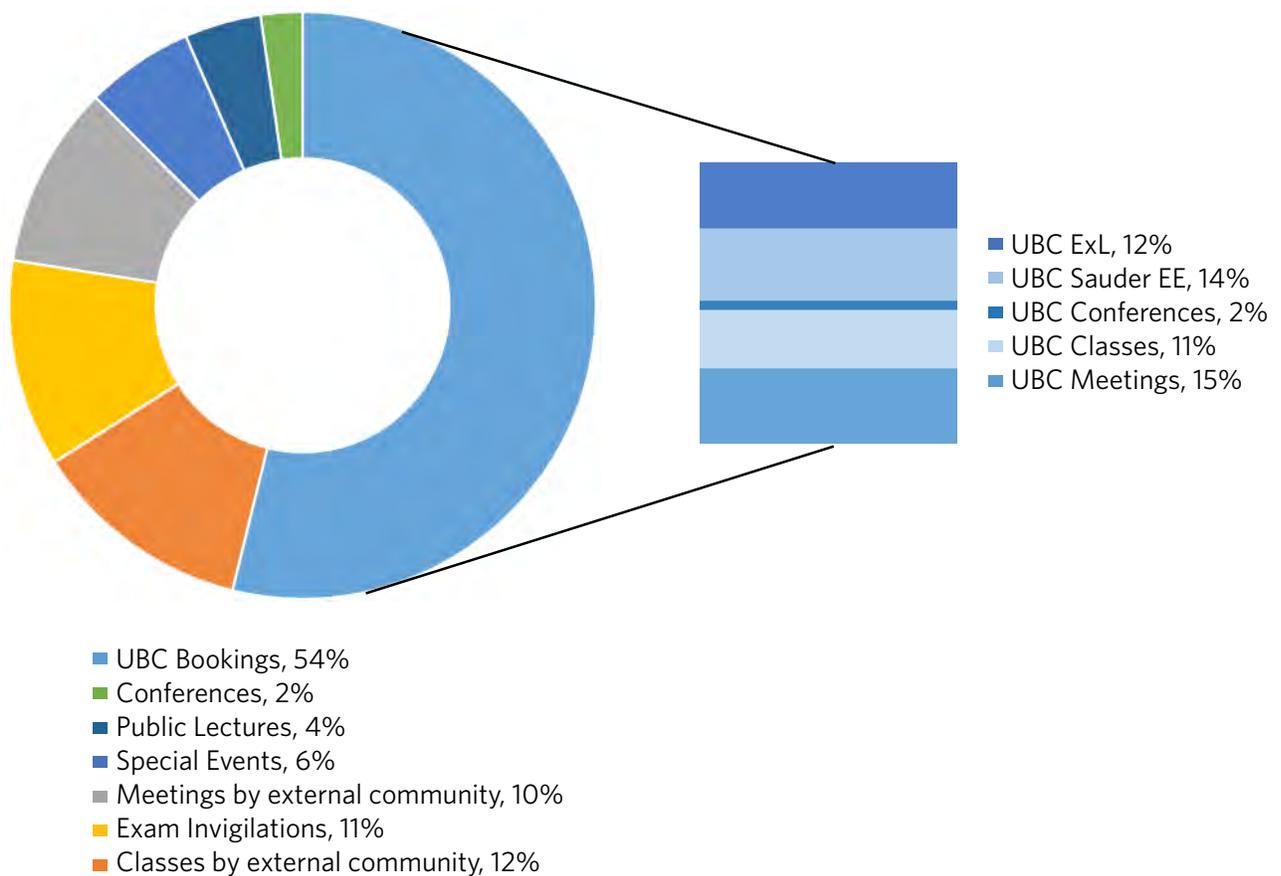
We assess potential bookings through several filters to ensure they are the best fit for the facility, including:

- noise: quiet events that do not disrupt others in the facility,
- non-competition: ensure content doesn't compete with our core partners/ tenants' activity on site,
- balance: we are attuned to the needs of UBC-based Faculties and departments, booking external community bookings to support our business while ensuring space for internal needs,
- diversity of content: we look to support a wide range of clients in keeping with the University's goal to embrace the full spectrum of Canadian society,
- volume: potential for multiple bookings during the year, or over several years, creating longer-term partnerships with the University.

Facility use

UBC Robson Square supports the university's commitment of pursuing excellence in learning and engagement by providing a quality downtown presence with full-service support. We also offer flexible meeting, conference, lab, and theatre space to suit the needs of all clients. We are available for bookings seven days a week, year-round, and welcome a large variety of educational events. As the chart below shows, we provide rooms and services for lectures, classrooms, conferences, meetings, trade shows, exams and others.

Breakdown of 2017/18 annual bookings by type



UBC bookings

Below is a partial list of UBC Faculties and units that used our space this past year.

Alumni UBC
Athletics & Recreation
Board of Governors
Clean Energy Research Centre
Community Engagement
Continuing Professional Development
CUPE 2950
Department of Civil Engineering
Department of Earth, Ocean & Atmospheric Sciences
Department of Emergency Medicine
Department of Family Practice, Postgraduate Programs
Department of Mechanical Engineering
Department of Pathology & Laboratory Medicine
Department of Psychiatry, Forensic Division
Dhillon Centre for Business Ethics
Faculty of Applied Science
Faculty of Arts, Department of History
Faculty of Dentistry
Faculty of Education
Faculty of Medicine, Department of Obstetrics & Gynaecology
Go Global
Graduate and Postdoctoral Studies
Graduate School of Journalism
Human Early Learning Partnership
Institute of Asian Research
Liu Institute for Global Issues
Master of Public Policy and Global Affairs Program
Mineral Deposit Research Unit
Office of the Vice-Principal Research, UBC Okanagan
Pacific Institute for Mathematical Sciences
Peter A. Allard School of Law - Center for Business Law
Sauder School of Business, Ch'nook Aboriginal Business Education
Sauder School of Business, Hari B. Varshney Business Career Centre
School of Architecture & Landscape Architecture
School of Community & Regional Planning
School of Library, Archival & Information Studies
School of Nursing
School of Population & Public Health, MHA Program
Student Support & Advising, Enrolment Services
Vancouver School of Economics
Free Speech Club
Mastercard Foundation Scholars Program

UBC content

We have over 4,900 bookings by partners, UBC Faculties and departments annually, with the majority consisting of multi-day, or multi-room arrangements. Below is a sample of the content offered this year:

The Pacific Institute for Mathematical Sciences held its **BC Data Science Summer Workshop**. The two-week course brought together 50 graduate students in mathematics and interested industry members. Topics focused on both theoretical and practical components, with lectures on the theory of algorithms used in data science and the freeware implementation of these methods.

The **Master of Health Administration** is a part-time credit program offered by the Faculty of Medicine's School of Population and Public Health. The bi-weekly program provides the educational and professional foundations for leadership in health services through courses in health systems, policies and management along with a capstone research project.

UBC's Continuing Professional Development hosted the **Gestational Trophoblastic Neoplasia Conference**. This event offered a rare opportunity for Obstetricians/Gynecologists and Oncologists to be immersed in a full day of education and discussion about the treatment of gestational trophoblastic neoplasms (GTNs) with a recognized international expert in the field.

The Faculty of Arts presented a film screening as part of a celebration of Punjabi Language and Culture at UBC. The acclaimed 2011 Punjabi film, *Alms for a Dead Horse*, was part of the **South Asia Conference of the Pacific Northwest** (SACPAN) originally created in the aim of fostering intellectual discourse and connections among South Asia scholars in the Pacific Northwest.

Conferences

We held over 42 conferences this year, and showcase five below:

The Polyglot Software Association presented **UnConference 2017**, celebrating software development diversity. The goal was to break away from the usual language-specific user groups and conferences to come together to talk about the challenges and interests that developers all have in common.

The BC Play Therapy Association held its annual **BC Play Conference**. Topics included interpersonal neurobiology research, play therapy in adults with developmental trauma, Kalan Sandplay, adaptations for autism spectrum disorder children and adolescents and self care for play therapists.

The Society of Mexican Talent in BC hosted its **Mexi-Can Forum 3rd Edition**.. The theme of 'NAFTA without Walls' connected industry, research, government, education, and non-profit thought leaders from Mexico and Canada to discuss the future of the North American Free Trade Agreement.

The **Pediatric Emergency Medicine Update** was presented by UBC's Continuing Professional Development and the Division of Emergency Medicine at BC Children's Hospital. This 14th Annual, 2-day event for Pediatricians and Emergency Physicians highlighted the latest trends in the practice of pediatric emergency medicine in urban and rural settings.

Common Ground Research Networks hosted its Common Ground: **Second International Conference on Communications & Media Studies**. This event offered an interdisciplinary forum for the discussion of the role of the media and communications in society. Themes included media cultures, theory, technologies, business and literacies.



Professional development

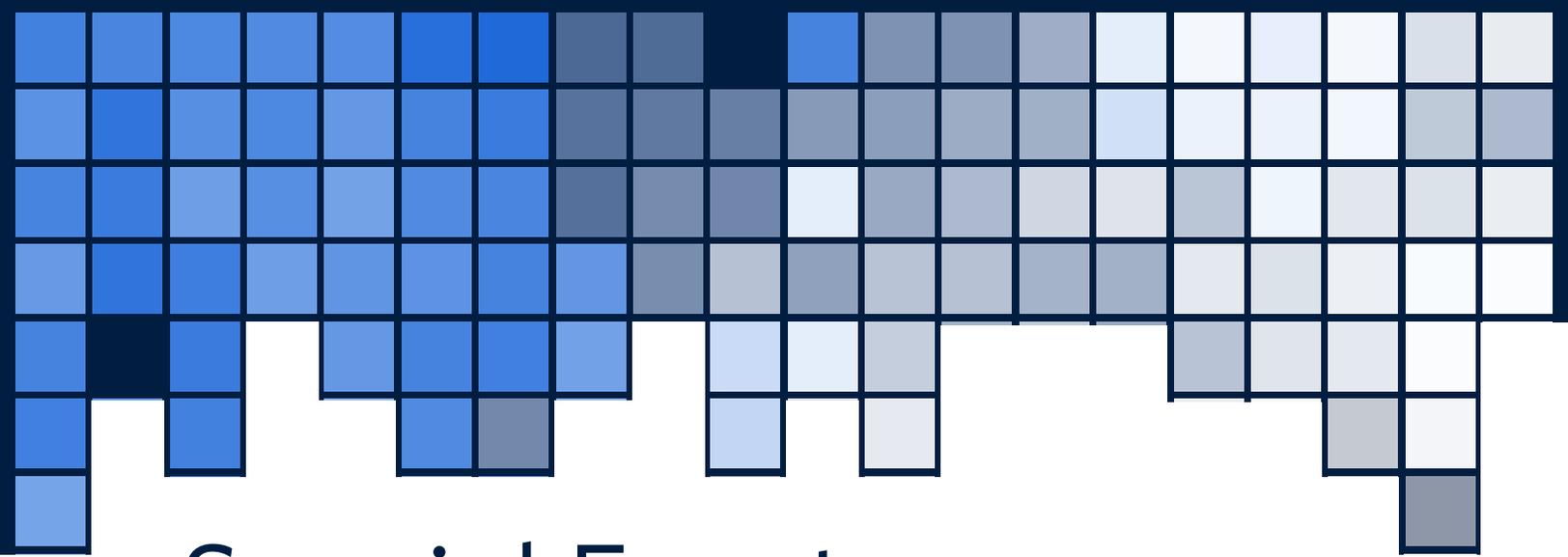
The BC Real Estate Association taught its **Residential and Commercial Trading Services Applied Practice Courses**. These courses are a requirement of licensing and are designed to provide practical training in real estate to new licensees.

The YMCA of Greater Vancouver held its annual **YMCA Kids Club Fall Training**. This program trains over 130 volunteers for their Kids Club which serves as a daycare resource for busy families.

Public Safety Canada, the department in charge of coordination across all federal agencies responsible for national security hosted its **Emergency Preparedness Learning Days 2017 for Public Servants**. Their objective was to increase awareness about individual readiness and reinforce the idea that we can all reduce risks and lessen consequences of a disaster by being better prepared.

The Magazine Association of BC presented its annual **Magazines West Conference 2017**. The event was held by the not-for-profit association to promote and strengthen the province's magazine industry. Professional development opportunities included Q&A sessions with government funders, computer lab training, networking events and a public talk.

Blockchain@UBC held its **BlockChain@UBC Monthly Meetup** about building a sustainable Blockchain innovation ecosystem.



Special Events

Over 145 special events were held this year, 57 open to the public. Among those that came through the facility are:

The third annual speaker series hosted by Vancouver Foundation **Fresh Voices: Immigrant/Refugee and Indigenous Youth in Dialogue and Solidarity** explored how immigrant and indigenous communities can build trusting relationships.

PhDs Go Public 2018 Research Talk Series hosted by UBC's Graduate and Postdoctoral Studies invited seven scholars to talk about how they hope their research into some of the most complex problems of our times will change the world.

Myth Busting: Real Facts on UBC Enrollment, presented by Alumni UBC. UBC's Director of Undergraduate Admissions provided an overview of the rationale and process Canadian universities often use and dispels the myths and rumors that often surround it.

UBC School of Community and Regional Planning presented **Planning for the Future: SCARP Internship Opportunities**. This interactive reception provided an opportunity for employers to present their organization and internship opportunity to SCARP students.

The Society of Exploration Geophysicists and the UBC Vancouver School of Economics presented a Distinguished Instructor Short Course (DISC) led by Doug Oldenburg. This single-day event was on **Geophysical Electromagnetics: Fundamentals and Applications**.

UBC School of Nursing presented the 2017 Marion Woodward Lecture on **Mental Illness and Substance Use: Challenging Old and Persistent Paradigms**.

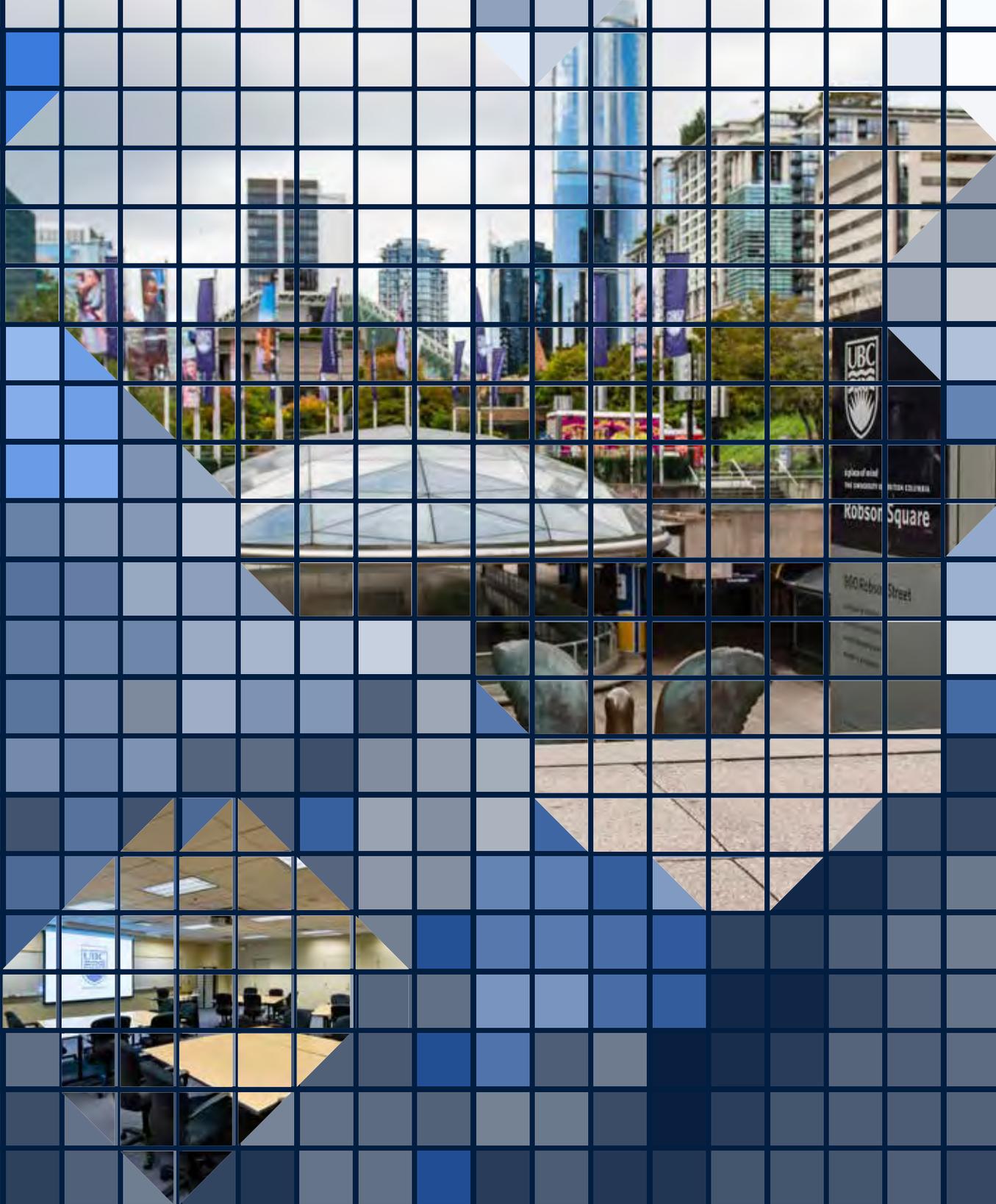
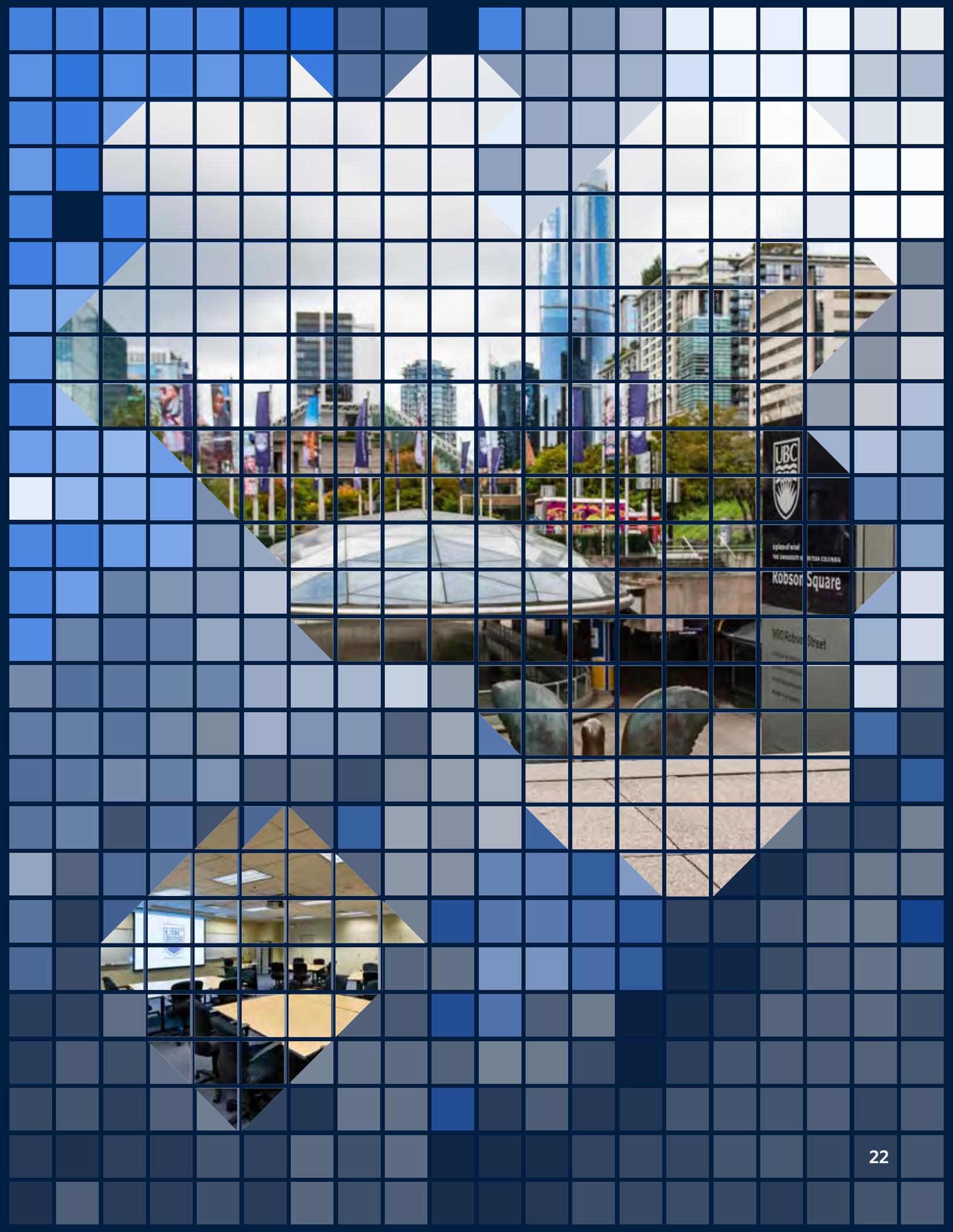
Looking ahead

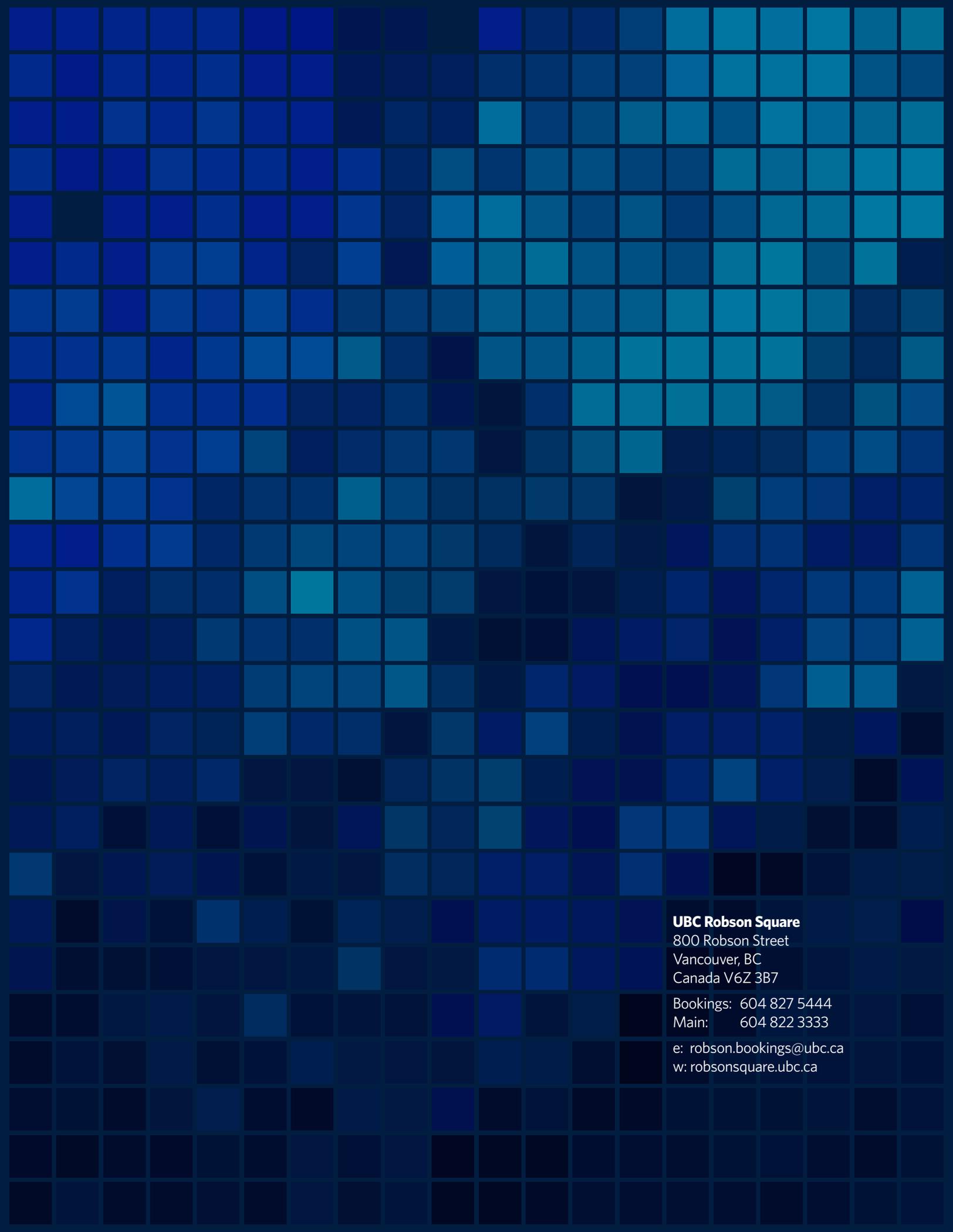
UBC places a high priority on enhancing our downtown presence to provide expanded learning opportunities, achieve greater institutional profile and strengthen community and industry engagement.

To that end, UBC Robson Square is exploring:

- ways to enrich UBC's downtown ecosystem, more actively linking with other UBC hubs (UBC Learning Exchange, St. Paul's Hospital, etc.);
- improvements to our teaching environments through interior renovations and upgrades throughout the facility;
- significantly enhanced signage to improve wayfinding and access while raising UBC's profile and positive brand in the heart of the city;
- a new and attractive street-level entryway to welcome students and visitors, and to increase animation of the Robson Plaza.







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