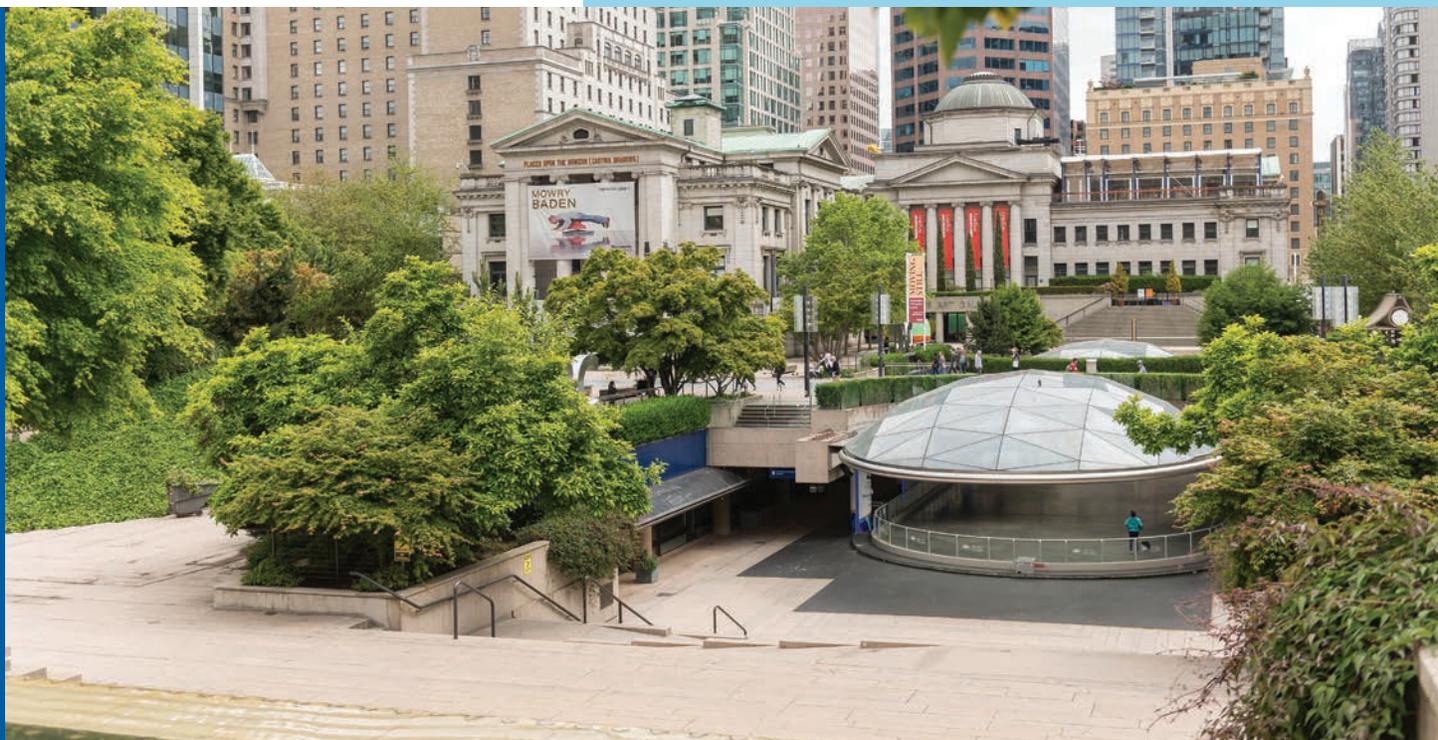




THE UNIVERSITY OF BRITISH COLUMBIA

Robson Square



# COMMUNITY REPORT 2018-2019



THE UNIVERSITY OF BRITISH COLUMBIA

# Director's Welcome

I am pleased to share UBC Robson Square's Annual Community Report, highlighting some of our accomplishments from 2018-2019, along with exciting plans for the coming year.

UBC Robson Square remains committed to providing a vibrant downtown facility, dedicated to learning, innovation and collaboration. We create spaces for diverse and important conversations and build bridges with organizations and businesses to strengthen our community engagement.

Please take a moment and review our story as we highlight the wide-ranging educational programs and successful events that occurred on-site throughout this past year. We welcomed approximately 35,000 learners and participants through 6,730 events and programs designed to teach skills, inspire creativity and address important topics of the day.

With an ongoing commitment to excellence, we improved wayfinding and enhanced our profile through refreshed signage throughout the site, renovated several classrooms to enrich client experience, and continued to make strides in environmental stewardship.

Let me add my deep gratitude to our dedicated professional staff who deliver supportive, integrated services every day, ensuring positive client experiences.

We look forward to serving you in the year ahead!

Most sincerely,



**Jane Hutton**  
Director  
UBC Robson Square



*“UBC Robson Square is located on the traditional, ancestral and unceded territory of the Musqueam, Squamish, and Tsleil-Waututh.”*



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# What We Do

UBC Robson Square is all about people – connecting, learning, and sharing expertise and experience. Providing a central and accessible location in the heart of the City, we are able to support UBC’s strategic goals by:

- advancing lifelong learning;
- facilitating professional and career development;
- strengthening partnerships and community connections;
- supporting events that foster and build alumni networks.

Our flexible teaching spaces, conference facilities, meeting rooms, and study spaces are well used by both UBC colleagues and the broader community. We also host research and innovation activities such as entrepreneurship@ubc, VP Research and Innovation’s Corporate Relations Office and the University Industry Liaison Office.

We are 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.

# Who We Are

As a collaborative and effective team, we serve our UBC colleagues and downtown communities, supporting their facility and event needs in the heart of Vancouver. We are planners, communicators, facilitators, caterers and advocates - creating and ensuring a positive environment for all.



Diverse staff speak 13 global languages.



Talented and accomplished team are lifelong learners



2 staff in Masters Programs, 3 working on undergraduate degrees, 3 in diploma programs, and others in short courses

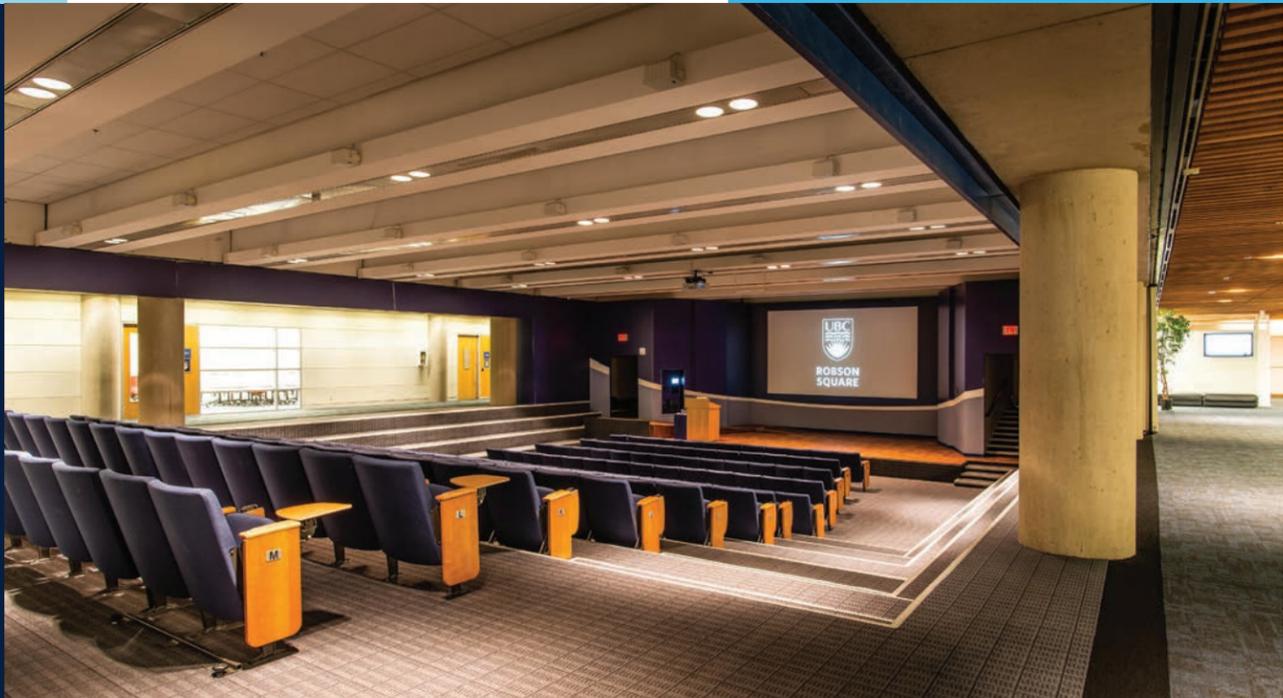
## Our Vision

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

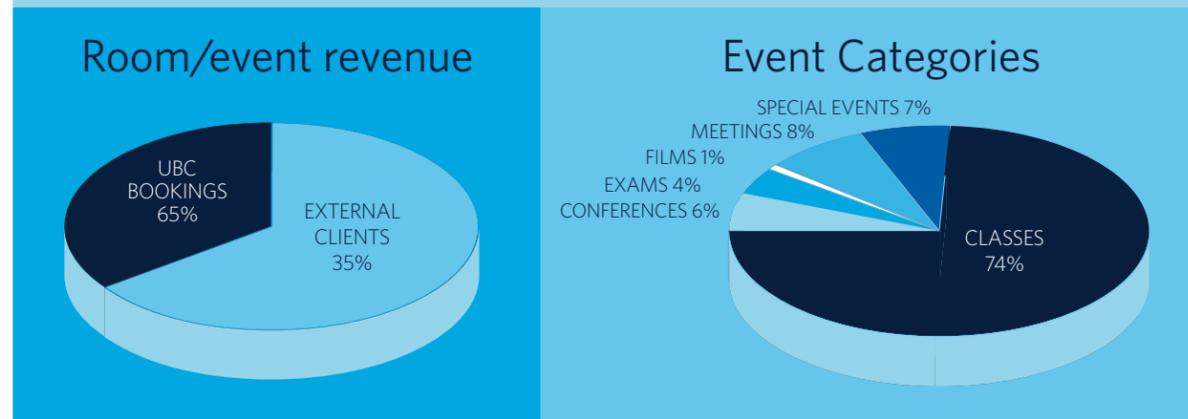
## Our Mission

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 the community, developing successful partnerships locally and globally.



# At a Glance



# Organizational Structure

UBC Robson Square reports primarily to the Vice President External Relations with a dotted line relationship with the Vice President Academic, serving their goals, activities and aspirations. Our unit carries a staff of 24 (17.5 FTEs), working in a range of integrated roles to facilitate and service our clientele for an exceptional onsite experience.

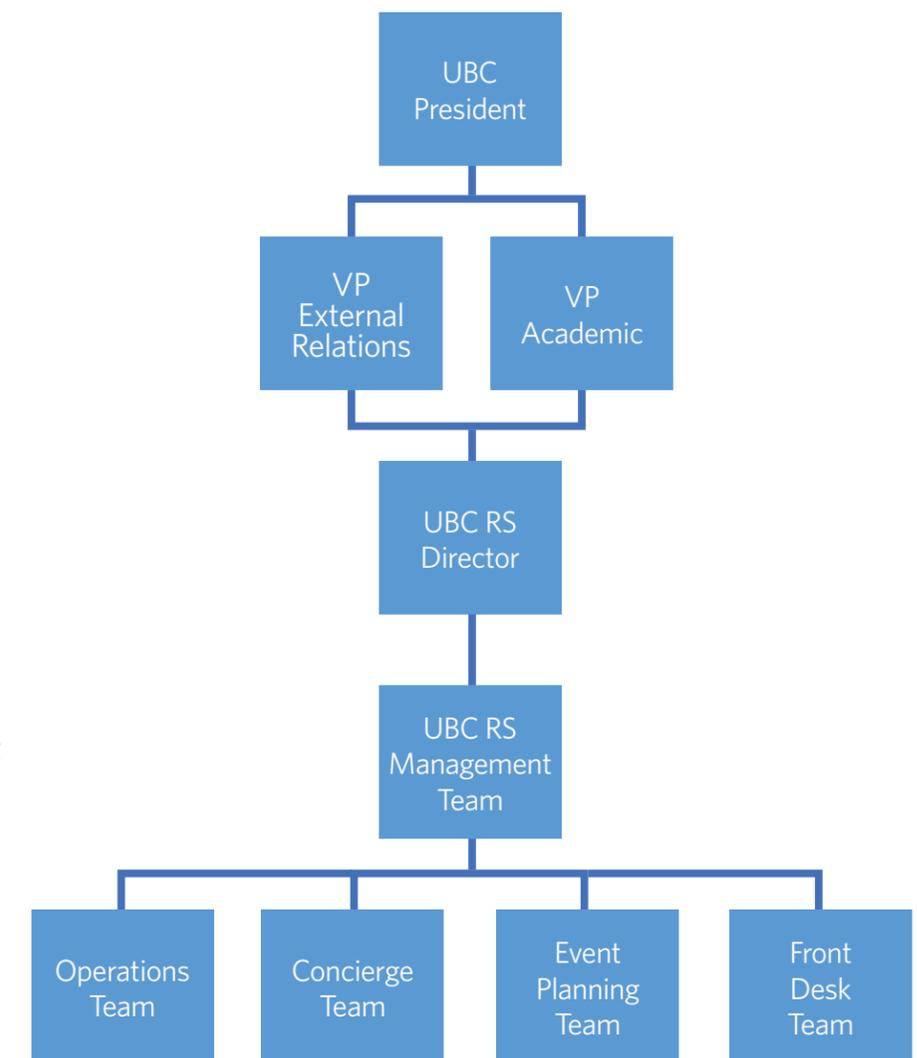
Our reporting structure is summarized below:

Direction and support on strategic projects

Multi-year vision for downtown space

Oversight and planning for facility and projects

Daily facility and event booking management



# Our Partners

## Office of the Vice-President Research and Innovation (VPRI)

The Innovation UBC hub at UBC Robson Square provides business and community groups with a simple way to access and connect with UBC's world-class researchers, discoveries and facilities. Multiple units within the Innovation UBC network have a presence at the hub, including entrepreneurship@UBC, Innovation Partnerships, Knowledge Exchange and the University-Industry Liaison Office.

The hub also provided an initial home for Canada's Digital Technology Supercluster, of which UBC is a proud founding member.

## Sauder Continuing Business Studies (CBS)

The Sauder CBS team offers Certificate programs and courses that can lead you to in-demand careers in the areas of agile leadership, business analysis, change management, and project management. They also offer a number of professional exam and test preparation courses in Certified ScrumMaster® (CSM®), Project Management Professional® (PMP®), CFA®, MCAT®, GMAT®, GRE®, and LSAT®. Delivered in blended, in-class and online formats CBS award-winning programs and applied courses provide flexible learning options and a forum to gain new skills, increase competencies, broaden your network and advance your career.



## Sauder Executive Education

Executive Education offer innovative programs designed for individuals and organizations to create personal transformation and tangible business impact. Their programs range from one to three days for the broader community to intensive week-long residential programs for senior managers and leaders. They also offer customized programs to meet organizations' business objectives and professional development needs. Executive Education is ranked in the Financial Times among the world's best in its annual survey of professional development education.

## Extended Learning (ExL)

Extended Learning offers outstanding career and personal education opportunities to lifelong learners of all ages. ExL works with UBC faculties to create and deliver programs that meet the needs of our communities, including alumni, current UBC students and learners from high school students to seniors. Courses and programs at UBC Robson Square include, among others, languages, organizational coaching, English communications skills, professional writing and immigration law and policies.



# Our Services

UBC Robson Square offers a one-stop shop service to our clients so that they can have a seamless experience at our facility. Our core services include event planning expertise, concierge services available during all open hours, Wi-Fi, room set-up, and event signage for classes and events. Optional services available include food catering services, and dedicated audio-visual support.

As we continually improve our facility, this past year, the following client benefits were added:

- Introduced permanent, dedicated UBC security officers to our team of staff who also greet and assist our clients.
- Added large room numbers on pillars throughout the classroom areas to improve wayfinding.
- Upgraded washroom counter and lighting fixtures in two washrooms.
- Improved lighting in classrooms and hallways.

We value and focus on environmental sustainability issues for all decision-making at our facility.



## Major Milestones

### Lease renewal

Under the Board of Governors' endorsement, a lease extension was negotiated with our Provincial Government Landlord for the 81,000 square foot facility, ensuring a long-term commitment to the community in the heart of the City. The new agreement comes into effect April 01, 2020.

### Improved exterior visibility

In collaboration with UBC's Communications and Marketing team, new exterior signage was designed and installed at street level, upgrading directional information and adding large sculptural letters that parallel the signage at the Point Grey Campus entrance. The new creative look provides updated branding, while adding new elements to improve the prominence of the facility.

### Facility Upgrades

As part of a major renovation plan over the coming years, two key classroom-level washrooms were updated and several classrooms were enhanced. The upgrades improve functionality, provide a more modern look and feel, and contribute to a professional and bright environment.

# Connecting with our Community

UBC Robson Square is a key downtown hub where the University meets the community, celebrating lifelong learning and community engagement, to the benefit of all. This past year, our team worked with more than 290 external community organizations to support thousands of event bookings. We welcomed and supported local societies, commissions, foundations, corporate clients, nonprofit organizations and government agencies into our facility for their meetings, conferences and civic events. Dozens of higher education and professional development institutions from around the world booked student exams on site, utilizing our professional invigilation services.

We continue to build strong connections with diverse community partners - groups who bring important public forums and conversations to Robson Square on a range of significant issues of the day. We are proactive in developing long-term relationships with associations and organizations with professional development requirements and have proudly supported many of their programs over past decades.

Overall, the University's strategic plan 'Shaping UBC's Next Century', continues to guide our focus as we support the academy's goals and priorities.

On the next page is a small sample of community organizations that held events on site this past year



## Environment

Alberta EcoTrust  
Passive House Canada  
Raincoast Conservation Foundation

## Research and Education

Japan Abroad Network Link Ltd.  
Pacific Rim Early Childhood Institute  
The Jane Goodall Institute of Canada  
The College of Massage Therapists of British Columbia

## Social Services

United Way of the Lower Mainland  
YMCA of Greater Vancouver  
BC Parenting Coordinators Roster Society  
Downtown East Side Womens' Centre  
Dzawada'enuxw First Nation  
HugAbull Advocacy and Rescue Society  
The Happy Herd Farm Sanctuary Society

## Health

Alzheimer Society of B.C.  
BC Play Therapy Association  
Dietitians of Canada  
Forensic Physician Engagement Society  
Heart and Stroke Foundation  
Royal Columbian Hospital Foundation

## Culture

Vancouver Art Gallery  
C3 Korean Canadian Society  
Latincoover Cultural and Business Society  
United Filipino Canadian Associations in British Columbia  
Vancouver Anime Convention Society

## Business

Greater Vancouver Board of Trade  
Indigenous Corporate Training Inc.  
Kiyukai - Vancouver Japanese Business Association  
Society of Iranian Canadian Professionals of British Columbia

## Law

The Advocates' Society

## Publishing and Media

Alcuin Society  
Community Radio Education Society  
Megaphone Magazine  
Vancouver Writers Fest

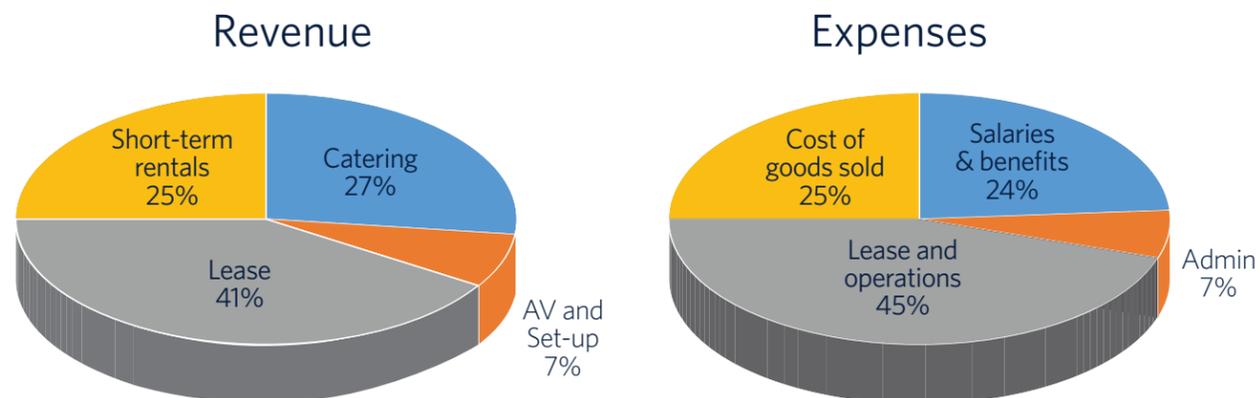
# Financial Model

As a self-funded ancillary unit, UBC Robson Square Management Services operates with three overarching 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 clients, lease partners, and broader community clientele (businesses, professional associations, governments, public groups, 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 business and 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.

Through regular monitoring of key financial performance indicators, we ensure our results are in line with budget forecasts, client satisfaction ratings and the University's expectations.



# Business Strategy

Our client development and retention strategies are centered primarily on education-related programs, knowledge-sharing events and community engagement activities:

- Lifelong learning courses, lectures and workshops.
- Industry conferences offered by professional associations.
- Community engagement events relating to civil society and public dialogue.
- Fairs and events that support people in ways that build the economy such as innovation showcases, hiring fairs, etc.

Booking priority guidelines help to ensure complementary activities within the facility.

They include:

- Strategic alignment: to complement UBC's strategic plan and UBC Robson Squares' mandate.
- Diversity of content: to showcase a wide range of clients and perspectives.
- Balance: to seek a balance of external bookings to strengthen relationships with the broader community while retaining major focus on the needs of UBC Faculties and departments.
- Non-compete: to ensure new client content is not competitive with our core partners/ tenants' activity on site.
- Noise: to maintain a quiet and professional environment and not disrupt others.
- Scale: to create longer-term client partnerships with potential for multiple bookings over time.

# Highlights: Public Events

Hundreds of events invited the public to Robson Square to join in conversations and lectures on a wide range of interesting topics. A few examples are listed below:

BC Federal Council's Pacific Innovation Fair. **A showcase of innovative and transformative initiatives taking place at all levels of government** including federal, provincial, municipal and First Nations.

YWCA Annual General Meeting explored millennial attitudes towards sexual harassment and gender equality through **Tuning in: Examining Trends on Millennials, Masculinity and Gender**, in connection to the #MeToo movement.

Blue Sky Architecture hosted **Ideals Then Ideas**, the keynote lecture of Vancouver Design Week where London Architect, Alison Brooks, spoke about **new urban housing as civic architecture**.

Vancouver Writers' Fest presented Beverley McLachlin, in conversation with Sandy Garossino, to discuss her novel and **how her experience behind the bench influenced her plot lines**.

UBC Dialogues hosted **Uncivil Discourse: What is Everyone So Angry About**, bringing together a panel of UBC and community experts to focus on the growing divide of public discourse as viewpoints grow more polarized and heated.

UBC Human Early Learning (HELP) Department held the HELP Expo **exploring how both early adversity and resilience can play an important role in child development**.

The Vancouver Chapter of the Canadian International Council (CIC) and the Canadian Association for Security Intelligence Studies presented a panel **discussion examining global trends in election manipulation** and what to expect during Canada's 2019 election.

The Smart City Debates, sponsored by Urbanarium, hosted **a public debate to address the need to increase the "missing middle" housing supply**, such as townhomes and larger condos, without alienating local residents.

# Highlights: Professional Development

Continuing Legal Education's three-day, **Winning Advocacy Skills Workshop**, hosted a mock-trial setting where civil and criminal litigators enjoyed a rare chance to receive honest, personalized feedback from senior counsel and judges to take their advocacy skills to the next level.

The **ASIS Violence Prevention Educational Session**, hosted by ASIS International, addressed the current global threat landscape and increasing legislative requirements for organizations and employers.

The International Association of Financial Crimes Investigators held their **Annual Training Seminar**, sharing information about financial fraud, investigations and prevention methods, with focus on supporting and securing the financial payment industry.

Alumni UBC, in partnership with the UBC Faculties of Medicine, Dentistry, Pharmaceutical Sciences, and Arts presented **MEDTalks: Emergency: Drug Use and Addiction in the 21st Century**, an exploration of ways the medical profession can support high-risk individuals and change policy to mitigate overdoses.

**The 7th Annual Norman Bethune Symposium**, sponsored by the UBC Centre for Blood Research, was an informative event with participation of a full range of scientists from throughout North America, and clinicians at all levels of training.

The Polyglot Software Association hosted an 'un-conference event', **an event to support "non-denominational"** software development encouraging software developers from different backgrounds and opinions to come together for spontaneous sharing, teaching and learning.

# Highlights: Conferences

**The Nineteenth International Conference on Diversity in Organizations, Communities & Nations**, hosted by Common Ground Research Network, focused on themes of 'livable organizations', including topics of management education, change management, knowledge management and organizational cultures.

**WordCamp hosted WordCamp Vancouver 2018**, a locally-organized event covering everything related to WordPress, the free and open source personal publishing software that powers over 75 million sites on the web.

UBC - TRIUMF presented the **19th International Workshop on Next Generation Neutron Decay and Neutrino Detectors**, providing the international community a forum for in-depth discussions on large-scale neutrino, decay detectors and observations from core collapse supernovae.

The Magazine Association of BC presented MagsWest 2019, an annual **conference centered on magazine design and production**, included seminars, panels, hands-on labs, sessions with public funders, and networking events.

# Highlights: Special Events

**Mexi-Can Forum IV** brought prominent thought leaders from Mexico, British Columbia and other parts of Canada to discuss topics relevant to **strengthening the bilateral ties** between the two regions through trade, entrepreneurship and talent acquisition.

**The Department of Fisheries and Oceans** hosted their **Pacific Region Awards Ceremony**, celebrating employees in the institution for outstanding performance, for leadership, and for other excellent contributions.

**Akimatsuri 2018**, presented by the Vancouver Anime Convention Society included traditional Anime Evolution events, panel discussions, anime music video showings, video gaming, an artists' alley, and vendor exhibits.

**Vancouver International Halloween Festival**, hosted their 5th annual event with performances and presentations by cosplayers, pop musicians, voice over actors and comedy troupes.

# Looking Ahead

With UBC's extended lease at Robson Square, we plan to reinvest and upgrade our physical facility, deepen our relationships within the community and expand community engagement activities on site.

We're excited to refresh UBC's downtown location, enhancing the experience for our clients, guests and staff. Renovations will include:

- Overhauling infrastructure systems, adding brighter lighting and more precise air quality controls.
- Upgrading classrooms and washrooms to be more functional, modern and professional.
- Supporting environmental stewardship by lowering our energy usage.
- Enhancing exterior surroundings and plaza areas, opening up stairwells and improving lighting and security.
- Exploring opportunities to increase UBC's profile and improve wayfinding for participants while adding beauty to the neighborhood.

Note: Implementation will occur over several years and during slow booking periods so as not to disrupt our operations and clients.

Keep an eye on this space for some amazing enhancements, fascinating programs and special events ahead. We look forward to welcoming you!



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