This report shares our achievements, along with examples of extraordinary programs and activities that took place in our facility last year...

Each year, we have the pleasure of sharing our annual Community Report with you, highlighting the ever-growing educational programs, community events and engagement opportunities that occur within UBC’s downtown campus. While we are delighted to say that we experienced another stellar year, that changed in February 2020 when the world recognized the wide-spread effects and profound implications of the COVID-19 pandemic.

As we pause our regular patterns, we trust in the ingenuity and tenacity of our research and health communities, at UBC and world-wide, to resolve this crisis. Awaiting success and a new restart, we carry forward.

In that context, here is UBC Robson Square’s annual briefing. This report shares our achievements, along with examples of extraordinary programs and activities that took place in our facility last year - programs to renew skill sets, investigate social issues, enhance capacities for leadership, health, sustainability, and much more.

Looking ahead, we are busy preparing for exciting renovations that will improve our learning environments and the quality of experience for all entering our facility. I am also pleased to announce a transition of leadership as I move to a reduced role and focus on major facility renovations, while Talia Rosales takes the helm as Director and leads the unit forward with great skill and enthusiasm.

We hope to welcome everyone back soon to enjoy the power of dynamic connections and the joys of learning. Resilience through knowledge and education remains as essential as ever.

Be well,

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.
Diverse staff speak 13 global languages.

Talented and accomplished team are lifelong learners.

2 staff in Masters Programs, 7 working on undergraduate degrees, 1 in a diploma program, and others in short courses.

Our collaborative and effective team works toward a single goal, serving UBC colleagues and downtown communities to support 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 visitors to UBC Robson Square.

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.
UBC Robson Square is an education and event hub where people connect, learn, and share expertise and experience. Our central and accessible location in the heart of the City enables us 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 facility is versatile and flexible, well used by both UBC colleagues and the broader community as teaching spaces, conference facilities, meeting rooms, and study spaces. 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.
AT A GLANCE

- 94% of clients would recommend UBC Robson Square
- 90 non-profit & charitable events held
- 54,233 annual event hours booked

**EVENT REVENUE**
- Community Bookings 35%
- UBC Bookings 65%

**EVENT CATEGORIES**
- Special Events 3%
- Public Lectures 5%
- Meetings 21%
- Exams 5%
- Conferences 4%
- Classes 62%

**CATERING**
- 89,689 cups of coffee served
- 16,775 lunches served

**EXAM INVIGILATIONS**
- 828 exams were invigilated for
- 30 higher education institutions
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 29 (19.5 FTEs), working in a range of integrated roles to facilitate and service our clientele for an exceptional on-site experience.

Our reporting structure is summarized here:
**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 School of Business 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.

**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, behavioural insights, 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.

**UBC Extended Learning**

UBC Extended Learning (ExL) 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.
MAJOR MILESTONES

Interior Renovations
Our renovation plan is in the consultation and evaluation phase. The upgrades from this project will improve space functionality, provide a more modern look and feel, and contribute to a professional and bright environment. The project is being led by UBC Properties Trust, with support from UBC Infrastructure Development and our RS Central Leadership Group. The architectural firm has been hired, along with a construction management team.

UBC Public Engagement Pilot Project
This trial provided grants to UBC faculties and departments to support their ability to offer more public and open programming at UBC Robson Square. The events, in collaboration with community organizations, saw over 450 people come out to engage in public programs and knowledge exchange ranging in topics from millennial urban leadership to the politicization of immigration. Umbrella themes for engagement events were inclusion, collaboration and innovation.

Improved Interior Signage
In collaboration with UBC’s Communications and Marketing team, new interior signage was designed and installed throughout the facility. We upgraded the facility’s directory signs, along with branding graphic on our entrance doors and at the front desk.

Facility Upgrades
As we continue to support UBC colleagues’ and clients’ needs, one computer lab was converted into a flexible classroom space, and two adjacent classrooms were combined into one large room with dual projectors. Upgrades included updated technology and more functional furniture to better serve our clients.
OUR SERVICES

UBC Robson Square offers a one-stop shop service to our clients so they can have a seamless experience at our facility. Our welcoming staff are on-site for all events from the moment you arrive to the time you wrap up. Our core services include event planning expertise, concierge services available during all open hours, complimentary Wi-Fi, flexible room set-ups, and signage for classes and events. Optional services available include food and beverage catering and dedicated audio-visual support. We value and focus on environmental sustainability issues for all decision-making at our facility.

The roles of our teams are summarized below:

Our Event Planning Team helps clients every step of the way. Dedicated event specialists assist you with the planning process including room selection, set-up, catering menus, and special requests to match a variety of budgets.

Our Concierge Team sets up clients’ rooms to their preference and offers hands-on assistance with the initial set up and troubleshooting of our audio visual equipment.

Our Front Desk Team is available for any questions attendees might have, and can provide friendly directions to all events.

Our Catering Team is Peake of Catering, UBC Robson Square’s exclusive catering supplier. Peake brings culinary and event solutions to a wide variety of dining requests through thoughtful planning, precision execution and delicious food.
Our focus for client development and retention strategies is on education-related programs, knowledge-sharing events and community engagement activities, including:

- 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.

We ensure that activities within the facility are complementary and balanced by the following booking priority guidelines.

- Strategic alignment: to complement UBC’s strategic plan and 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.
- 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.
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 300 external community organizations to support over 2,500 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.
Below is a sample of community organizations that held events on site this past year:

**Business**
- Greater Vancouver Board of Trade
- Indigenous Corporate Training Inc.
- Kiyukai - Vancouver Japanese Business Association
- Digital Movement, Inc.

**Culture**
- Japan Market Vancouver
- Vancouver Art Gallery

**Environment**
- David Suzuki Foundation
- Passive House Canada
- Raincoast Conservation Foundation
- Recycling Council of BC

**Health**
- BC Play Therapy Association
- PHC Physicians and Surgeons Association
- First Nations Health Authority
- HealthCert International Pte Ltd.

**Law**
- Crown Counsel Office of the Provincial Court
- The Advocates' Society

**Publishing and Media**
- Alcuin Society
- Community Radio Education Society
- National Film Board of Canada

**Research and Education**
- Galvanize
- New York Institute of Technology
- Japan Abroad Network Link Ltd.
- Pacific Rim Early Childhood Institute

**Social Services**
- BC Parenting Coordinators Roster Society
- United Way of the Lower Mainland
- YMCA of Greater Vancouver
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.
EVENT HIGHLIGHTS: PUBLIC EVENTS

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

The UBC Faculty of Science hosted A Million Reasons to Care: The Biodiversity Crisis in Canada. World-class researchers, hosted by 2011 MacArthur Fellow Sarah Otto, outlined recent science and pinpointed conservation approaches that work.

The Society for Canadian Women in Science and Technology hosted a Vancouver All Candidates Debate: science-based policy and gender equity, a non-partisan event to learn about party policies for science, science-based policy, gender equity and unique British Columbia issues.

The Women’s Health Research Cluster hosted a dynamic event featuring presentations and discussions with experts on marriage, love, and happiness. This event brought together a diversity of perspectives for a lively debate.

The UBC Human Early Learning Partnership (HELP) held the HELP Expo for a sneak peek into the Early Development Instrument (EDI) trends in BC. This event provided an essential public health weathervane, highlighting the larger trends in children’s development as a way to guide investment, policy and programs.

The Community Radio Education Society (CRES) presented Animal People: Vancouver Premiere, a movie screening about the radical animal rights campaign that shook multinational corporations and led to the first-ever indictment of six young American activists for terrorism.

The UBC Equity & Inclusion Office hosted a Public Black Caucus Event: Shelby McPhee that highlighted the thinking and efforts of Black communities, expanding the public conversation and prompting non-Black communities to act in effective solidarity to dismantle anti-Black racism.

The UBC Faculty of Education hosted a community engagement event which included a talk and panel discussion on mental health featuring Humble The Poet.

The Vancouver Writers’ Fest presented The Secret Lives of Women featuring Marjorie Celona (How a Woman Becomes a Lake), Rebecca Fisseha (Daughters of Silence) and Mallory Tater (The Birth Yard) as they explored the depths of the female experience, the secrets women lock away and how these reveal themselves in moments of greatest vulnerability.
The Consensus-Seeking Symposium on Geriatric Health Assessment, hosted by the International Association of Dental Research, brought together worldwide clinicians, researchers, experts in the field of prosthodontics, dental geriatrics, oral health-related quality of life and related disciplines. Presenters shared the latest developments on oral health assessment for older adults, particularly the frail and nursing home residents.

The UBC Marine Systems Initiative held Future Ship, an industry workshop that offered learning and networking opportunities for government stakeholders, technology innovators, ship operators, component suppliers, manufacturers, designers, educators, service providers and research organizations.

The Vancouver Mining Exploration Group hosted a Short Course on the Structural Geology of Deposits of the Western Cordillera to promote the sociable exchange of geological and technical information.

Women In Machine Learning held their Pre-Workshop internal meeting that gave female faculty, research scientists, and graduate students in the machine learning community an opportunity to meet, network and exchange ideas, participate in career-focused panel discussions with senior women in industry and academia and learn from each other.

UBC Intensive Care of the Elderly, hosted by UBC Continuing Professional Development (CPD), was a 3-day intensive course that offered a unique, small group learning opportunity for practitioners who wished to gain practical skills to take back to their communities.

Vancouver Police Department held their internal training on Cybercrime, Identity Theft and Criminal Intelligence.
The BC PHOTOGraphie Festival 2019, was hosted by Professional Photographers of Canada to inspire and share the value of photography through a variety of educational events, gallery exhibitions and image competitions.

The UBC Centre for Molecular Medicine and Therapeutics (CMMT) hosted their 14th Machine Learning in Computational Biology (MLCB) meeting, co-located with NeurIPS in Vancouver to present emerging problems and innovative machine learning techniques in computational biology. Generated discussion on how to best model the intricacies of biological data and synthesize and interpret results in light of the current work in the field.

The UBC Centre for Blood Research hosted the Earl W. Davie Symposium, featuring presentations by local experts in vascular biology, hemostasis-thrombosis, and cardiovascular and neurologic disease.

The BC Council for International Cooperation held their National Youth Debate – Leadership for a Sustainable Canada, a federal pre-election debate on the political leadership required for a sustainable Canada.

The Recycling Council of BC hosted Future EPR (Extended Producer Responsibility) Priorities – a colloquium that gathered opinions and insights on product categories not included within approved EPR programs in BC.
Interactive Health International Ltd. (IHI), a UBC/VCH spin-off development company, held a product launch event for CyberPatient. CyberPatient simulates a full spectrum of case-based medical curricula, including doctor-patient experiences from interview and diagnosis to treatment-evaluation and feedback.

The Department of Fisheries and Oceans hosted their DFO Regional Director General Distinction Awards Ceremony, honoring individuals who have shown extraordinary dedication to the ongoing success of their harbours and/or a significant contribution to the Harbour Authority Program over the year.

Pac West Import Export Ltd. hosted their fourth Japan Market Christmas Fair. This popular event offered attendees authentic Japanese eats and artisan crafts. Approximately 70 vendors, Japanese cultural workshops, and live performances participated in the market.

The Vancouver International Halloween Festival Society held the VanHalloween Indoor Exhibition in collaboration with local artists, artisans and performers where over 1,000 volunteers have donated their time and skills to the festival since 2014.
Interior Renovations

With much excitement, UBC Robson Square will reinvest and upgrade many of its interior spaces. We strongly believe that this renewal initiative will have a meaningful impact on participants’ experiences and enhance community engagement activities in the heart of Vancouver.

Planned improvements will deliver upgraded infrastructure systems, accessibility improvements and an overall refreshed look of our facility for learners and guests for the coming decades. Major renovations will include:

- Upgrades to key mechanical systems such as HVAC (heating, ventilation & air conditioning) and lighting.
- Updates to facility washrooms, improving functionality, aesthetics, and accessibility.
- Review of all learning spaces with UBC’s classroom design experts, seeking ways of making them more effective and comfortable.
- Enhancement of wayfinding signage throughout the facility.

Project Implementation will occur 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!**