

I welcome you to review UBC External Relations' Plan and learn about the ways we support the vision and mission of the University. Our Portfolio Team works in service to the goals of learning, research and innovation, helping our colleagues advance their priorities.

As a team, collaboratively partnering with colleagues across UBC, we work to share countless stories, remarkable achievements and the discoveries of our students, scholars and researchers as they advance the frontiers of knowledge and contribute to society—at home and abroad. We engage with governments, institutions, industry and community organizations, building partnerships, responding to opportunities and challenges, and leveraging time and resources to the benefit of all. We actively support, through mindful planning and development, the creation of engaged, sustainable campus communities for those who live, play, work and study at UBC, while dynamically investigating and demonstrating new ideas to be widely shared.

At stake is UBC's reputation in the community, valuable support underpinning the teaching and research enterprise, and the environment UBC provides for students, faculty, staff and residents.

Please join us in partnership and help make UBC well known, highly valued and deeply connected in British Columbia, Canada and around the world.

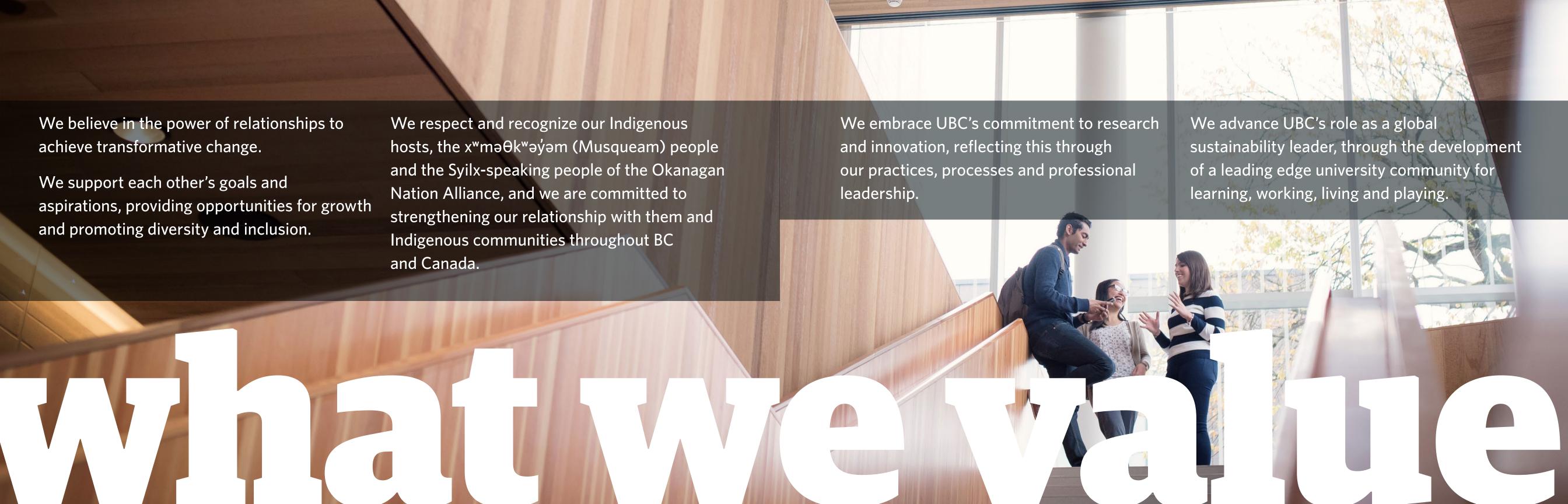
— PHILIP STEENKAMP

VICE PRESIDENT, EXTERNAL RELATIONS

















Inspire. Connect. Engage.

WHO WE ARE

We are a dedicated, passionate group of community builders, planners, communicators, and advocates.

WHAT WE DO

In service of UBC's vision we support learning, research and innovation through effective advocacy and communication, meaningful engagement, and the creation of vibrant and sustainable communities.

WHAT WE VALUE

We believe in the power of relationships to achieve transformative change.

We embrace UBC's commitment to research and innovation, reflecting this through our practices, processes and professional leadership.

We support each other's goals and aspirations, providing opportunities for growth and promoting diversity and inclusion.

We respect and recognize our Indigenous hosts, the xwmə\textit{e}kwə\'yəm (Musqueam) people and the Syilx-speaking people of the Okanagan Nation Alliance, and we are committed to strengthening our relationship with them and Indigenous communities throughout BC and Canada.

We advance UBC's role as a global sustainability leader, through the development of a leading edge university community for learning, working, living and playing.

HOW WE DO IT...

GOAL 1: TELL THE UBC STORY

Elevate UBC's reputation in local and global markets

Ensure UBC's brand is broadly understood and embraced by its audiences and stakeholders

Provide effective support for key initiatives across the University

GOAL 2: TRANSFORM ENGAGEMENT

Enhance UBC's sector and national leadership

Facilitate and encourage enduring connections

Reinforce UBC's role as an innovator and sustainability leader

GOAL 3: CREATE VIBRANT CAMPUS COMMUNITIES

Planning for innovation and resilience

Elevating the campus experience

Guiding the development of sustainable and

WE ARE

Campus + Community Planning
Ceremonies and Events
Communications and Marketing
Community Engagement
Government Relations
Learning Exchange
Public Affairs



