

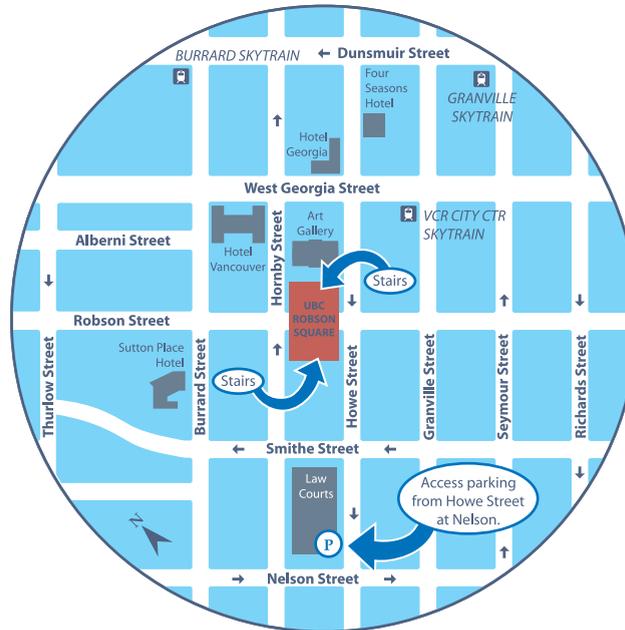


UBC Robson Square Community Report
2015-16

contents

our location	2
welcome	3
our vision & mission	4
at a glance	5
our strategy	7
measuring success	8
core partners	9
community reach	11
program examples	12
financial model	15
room use	16
our building	17
looking ahead	18

our location



UBC Robson Square is the place downtown where the University meets the community, celebrating lifelong learning and community engagement, to the benefit of all.

Located in the heart of the City, we provide dynamic adult learning environments and special event facilities to UBC colleagues and the broader community. Last year, we hosted over 33,000 participants who attended educational programs and public seminars; special meetings and global conferences; receptions and special exhibitions.

welcome

I am delighted to present UBC Robson Square's Community Report, reviewing the past year and sharing our facts, figures and stories that speak to the character and value of UBC's downtown facility.

In our rapidly evolving world and changing information economy, extended learning is essential for personal and professional growth. UBC Robson Square continues to provide exceptional services that support career-based lifelong learning, professional development, public programs and community dialogue, all components for assuring individual success and well-being.

We are excited by what takes place in our facility every day - events that stimulate new ideas, build connections, strengthen engagement, encourage networking, and often bring joy! This Report echoes and highlights the diversity of programs and events we hosted this year (sampled on pages 12-14). The scale of our unit is told 'by the numbers' (page 5).

Thank you for your interest and ongoing support of UBC's downtown activities!

Best regards,

Jane Hutton
Director, UBC Robson Square

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

\$3.8M

scale of our operation

48/52

% breakdown of revenue from UBC and external clients

33,000

participants registered for classes and events

22

classrooms, meeting rooms and labs

18

FTE's represented by 25 staff

90%

satisfaction rating for our event planning staff in annual client survey

at a glance



our strategy

To fulfill our vision and mission, we focus on three key areas:

Project goals include the Entryway Project, interior space renovations, and career and personal education (CPE) initiatives. The first two goals support our ability to showcase UBC's downtown presence and scale, and to improve client experiences. The last goal looks to increase Faculty partnerships to support CPE activities guided by UBC's academic priorities.

People goals focus on strengthening a culture of communication and maintaining a learning environment. Ongoing evaluations allow us to analyze and share results of client and staff surveys. We adjust for gaps and celebrate successes through a variety of methods, highlighting activities, team, partners, and client accomplishments.

Operational goals ensure outstanding client experiences by providing a full service model; review our facility to best serve students, instructors, and staff, and seeking to expand and diversify our client base and sources of revenue to strengthen our self-sustaining business model.

measuring success

As facility managers, we closely monitor our business operations using over two dozen tools each year to track the various aspects of our unit, including:

Annual client satisfaction survey. Ranked over 90% in:

- Overall performance and client satisfaction
- Facility pricing and suitability for clients' needs
- Event planning effectiveness
- Concierge and event support
- Catering quality and pricing
- Audio-visual services

An annual benchmark survey to compare our rental rates to those of nearby facilities to ensure we remain competitive with other venues in the downtown core.

Risk Register to identify gaps and define mitigation strategies.

Annual strategic project tracker to help us focus our efforts and stimulate cross-team cooperation.

core partner- UBC Sauder School of Business

In 2015/16 Sauder programs delivered at UBC Robson Square included:

Aboriginal Business Programs: The Ch’Nook Aboriginal Management Certificate Program

Business Career Centre events and coaching

Business Families Centre programming

Development and Alumni Engagement events

Executive Education professional development programs in:

Leadership

Strategy

General Management

Communication & Negotiation

Project & Process Management

Marketing

Administrative Support

Real Estate



core partner- UBC Continuing Studies

UBC Continuing Studies taught the following courses and programs at UBC Robson Square:

Career Testing and Coaching
English Communication Skills
Health and Counselling
Immigration: Law, Policies and Procedures
Interpersonal Communications
IT and Applied Technology
Languages, Translation and Interpretation
Life and Career Planning
Multimedia and Web Development
Organizational Coaching
Professional and Creative Writing
Project Management
Social Media and Community Management
Test Preparation (GMAT[®], GRE[®], LSAT[®], MCAT[®])
Understanding Wine



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Continuing Studies

community reach

UBC Robson Square worked directly with 218 external organizations, as the host site for their programs and events. We welcomed local societies, commissions, foundations, boards, and nonprofit organizations as well as government agencies and other universities 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 for increasing external learning partners who have linkages with, and focus on, UBC priorities.

In the following pages you will see a sampling of the community programs that took place here this past year.

public events

More than 25 public events took place at UBC Robson Square this year including:

Michael Audain Public Lecture

A lecture on the genesis of the Audain Art Museum, Canada's newest not-for-profit public museum. The talk provided an insight into the permanent collection, and its deep connection and appreciation for British Columbian art.

The Chan Center Presents a Conversation with Branford Marsalis

National Endowment for the Arts Jazz Master & Grammy Award winning Saxophonist spoke to his fans about his musical upbringing and fascinating career path.

The Laurier Institution Presents The Urban Agenda: Building Models of Inclusion

Discussions amongst policymakers, community and thought leaders focused on the opportunities and the challenges that lie ahead in building models of inclusion. They celebrated the individual and collective success of Canadian cities as hubs of diversity, explored unresolved issues and identified emerging challenges.

Vancouver Art Gallery Presents the Rainbow Creek Dancers

The dance group formed by artist Robert Davidson and his brother Reg performed Haida song and dance to demonstrate the interrelations of art ceremony, objectives, and spirits within First Nations culture, past and present.

professional development

External organizations held 115 workshops for adult learners across a range of industries including:

Transportation Canada's *LNG and Marine Shipping Dialogues*

The Conference Board of Canada's *Strategic Organization Design Workshop*

Harbourside Family Counseling Centre's *Empowering Children In The Face Of Stress*

Structural Engineers Association of BC Young Members Group's *So You Think You Can Give a Seminar? 2016 Presentation Competition*

Nobel Biocare's *Digital Treatment Planning for Predictable, Safe, Efficient Surgeries*

Financial Management Institute's *Presentation on Foreign Bribery Investigations*

BC Securities Commission's *Session on Streamlined Rules for Venture Issuers*

CHEM Safety's *Occupational Health & Safety for Federal Managers & Supervisors*

Chartered Professional Accountants of BC's *Ethics 24/7 for CPAs*

GeoEnviroPro Professional Development's *From site to story: Write Better Environmental Reports*

FirstService Residential's *Seminar on Managing Rentals*

conferences

We welcomed twelve conferences throughout the year, among them:

SharePoint Saturday Vancouver

Administrators, end users, architects, developers, and other professionals working with Microsoft SharePoint Technologies and Office 365 met for a day of learning. Led by subject matter experts and trainers, attendees chose from 22 breakout sessions in 4 parallel tracks targeted for IT Pros, developers, end-users and businesses.

Car Sharing Conference

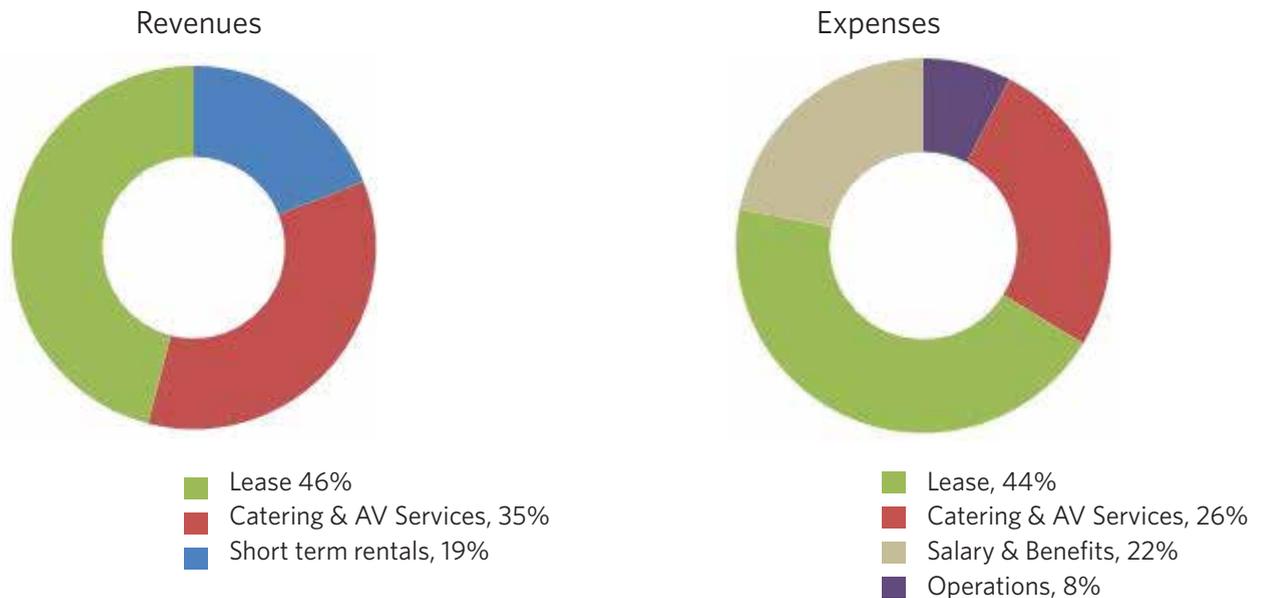
Attended by carsharing operators, mobility technology companies, city staff, elected officials, public transit employees and consultants. The conference explored opportunities to make shared mobility more accessible and attractive to the travelling public through three themes: Cities: Use of Public Space for Shared Mobility; Public Transit: Integrated Mobility; and Technology: Smartphones, Connected Cars and Autonomous Vehicles.

9th Biennial Pediatric Ophthalmology and Strabismus Conference

Physicians, orthoptists, ophthalmologists, residents, students, nurse practitioners and nurses met at this two-day conference presented by the UBC Faculty of Medicine. Attendees refreshed their approach and learned about changes at the leading edge of their specialties. The lectures and interactive presentations addressed issues of infantile esotropia, infantile nystagmus, papilledema and pseudopapilledema, vertical strabismus, and amblyopia.

financial model

UBC Robson Square Management Services operates as a self-funding ancillary, guided by business principles of accountability and sustainability, continually fine-tuning 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 and audio-visual rentals.



room use

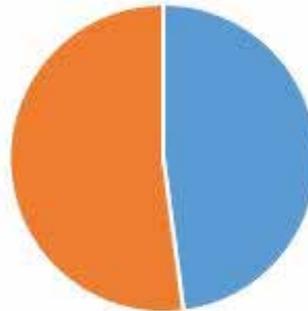
Our meeting rooms are used in a variety of configurations to suit our clients' needs. We can support meetings for 6 as easily as classrooms for 120, lectures for 240, or fully catered receptions for 150. UBC internal clients make up 77% of our room usage in 48% of our revenue compared to external clients at 23% and 52% respectively. Comparison shown in charts below.

Bookings by Hours



■ UBC, 77% ■ Externals, 23%

Booking Revenue by Client Type



■ UBC, 48% ■ Externals, 52%

our building

The Robson Square complex was designed by internationally renowned architect Arthur Erickson in 1973, and incorporates UBC's main downtown site, the Law Courts, government offices and the Vancouver Art Gallery. A visionary of his time, Erickson conceptualized Robson Square as a skyscraper laid on its side. It was a unique and provocative idea that provided 1.3 million square feet of floor space, encompassing three city blocks.

The full complex has many water pools with three cascading waterfalls flowing through a beautiful urban garden landscape, designed by award-winning Cornelia Oberlander, Landscape Architect. The public spaces and plaza winter ice rink have become popular community gathering places.

Robson Square is the recipient of the 2011 Prix du XXe Siecle Award for nationally significant architecture.

looking ahead- a 2 year plan

Celebrate expansion as we look to add a new long-term tenant to the facility.

Deepen existing partnerships and remain active players within our community.

Support the expansion of UBC career and professional development by contributing to a campus-wide study of learning environments that enhance positive student experiences.

Explore viability of expanding our physical presence by advancing long-term plans that increase downtown learning, services and exhibition space.



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