

Government Relations – Strategic Plan

Vision

Insightful connectors with government, winning results for UBC and Canadian universities

Mission

Nationally recognized influential builders of relationships: shaping government policy, providing informed advice, and effectively managing issues.

Values

Non-partisanship	UBC GR will not be beholden to or biased against any political party or engage in activity that may be construed as politically biased
Leadership	UBC GR will strive for excellence in what we do and how we do it, doing so to advance our position as a national leader in university government relations
Forward thinking	UBC GR will consider long-term implications and opportunities, with a view to preserving and forwarding the reputation of the University, university leadership, and members of the university community
Judicious	UBC GR will produce sound and fearless advice, supporting materials and communication vehicles based on well-reasoned and well-researched work
Deliberative	UBC GR will be proactive and purposeful in engaging government, elements essential to effective issues-management
Flexibility	UBC GR will be open to new ideas and initiatives and support those where and when they advance the university's partnership with government

Commitments

- Showcase the achievements and value of the university creatively and frequently to emphasize that the University directly contributes to the socio-economic well-being of Vancouver, Kelowna, the province and Canada
- Facilitate greater interaction – both qualitatively and quantitatively – between federal, provincial and local governments and the university community – to ensure formalized, reliable engagement
- Strengthen internal, two-way communications between the government relations unit and the university community in order to foster coordinated, collaborative and consistent University messaging
- Comprehensively understands the nuances of the political and bureaucratic landscapes to enhance university awareness, better position advocacy goals and develop strategic response to government
- Develop annual plans that advance university interests, factor government objectives and are sufficiently flexible to respond to new issues and priorities

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