

UBC Robson Square Strategic Plan

VISION

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

MISSION

To deliver remarkable experiences in our learning environment while building expanded capacity to meet growing University and community needs.

To position UBC Robson Square as a leader in society, developing successful community partnerships both locally and globally.

VALUES

Excellence	We are committed to quality client experiences, aiming to outperform expectations and contribute to event success
Team	We maintain a respectful and collaborative work environment, with open communication across all levels of the organization We honour each other through word, spirit and action.
Trust	We are fair, transparent, sustainable and accountable in the delivery of our services Our clients trust us to deliver on our promises, and our team members trust each other in their work
Learning	We honour an organizational culture that encourages personal and professional growth.

COMMITMENTS

- Invite the community to work together with us as learning partners
- Serve the University goals, showcasing UBC's expertise and encouraging lifelong learning throughout the community
- Work within an entrepreneurial, self-funding model, continually looking for ways to increase revenues to re-invest and build UBC presence in the community
- Enhance our learning environment and services, be welcoming, and deliver positive and memorable experiences to all
- Develop our team's skills, expertise and knowledge to support their personal and professional development and to enhance capabilities and services throughout the facility
- Lead the expansion of UBC's downtown presence and profile, building strong community partnerships and leaving a strong legacy, local to global

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