

The UBC Competitive Sport Model | Vancouver Campus

The re-imagining process

Where it started

In May 2012, an external review of UBC's Athletics and Recreation department identified opportunities to improve operations, further raise our profile, better reflect our values, and celebrate our school spirit.

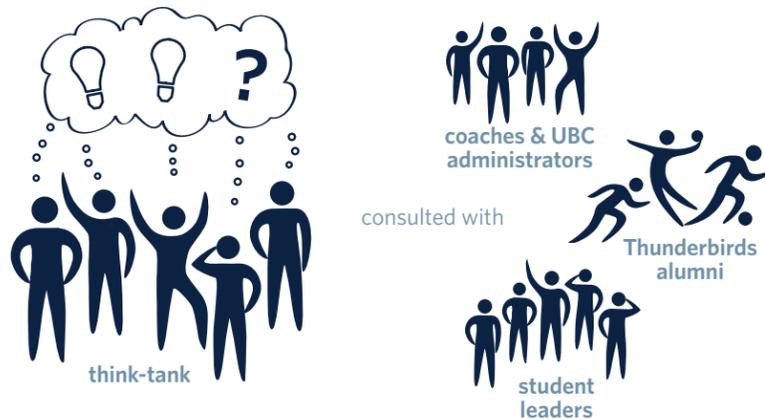
As a result of the review, the door was opened for us to undertake a grander re-imagining of athletics and recreation at UBC.

Why re-imagine?

With the opportunity to place greater focus on athletics and recreation, we can build upon our strengths to achieve a greater measure of excellence, by:

- raising UBC's reputation as a leader in competitive sport; and,
- increasing participation in athletics campus-wide.

Who was involved?

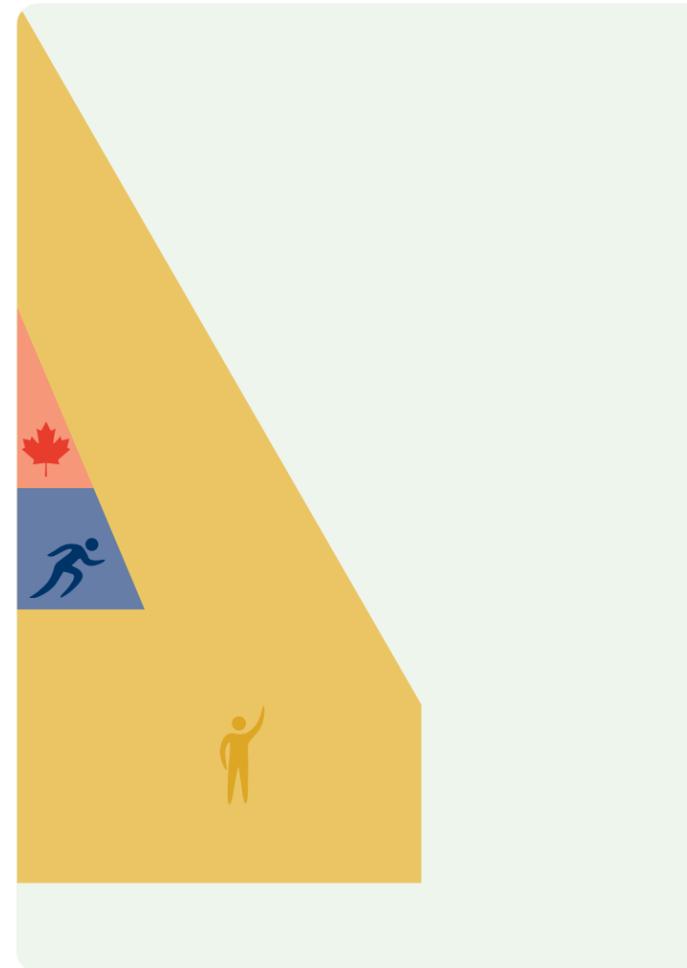


The re-imagining process began with a think-tank of experts including senior administrators, academics, and partners in the private sector. What followed was a consultation with passionate stakeholders including coaches, UBC administrators, Thunderbirds alumni, and student leaders, resulting in the development of a new model for competitive sport at UBC.

The new model

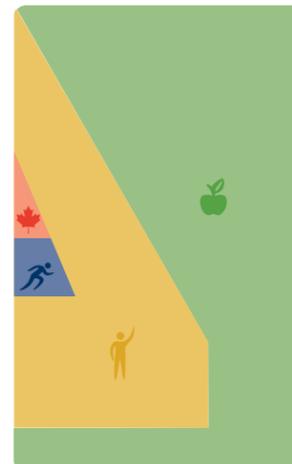
The new model is inclusive, connecting our community members with opportunities across the competitive spectrum - everything from trying a new sport to competing on the world stage.

The new model attempts to realize excellence in three ways, represented by three coloured areas:



"A healthy university aspires to create a learning environment and organisational culture that enhances the health, wellbeing and sustainability of its community and enables people to achieve their full potential."

www.healthyuniversities.ac.uk



International/National & Pro Sport

- national, international, and strategic professional partnerships at UBC
- host elite athletes and coaches
- attract sport-science researchers and administrators

Results:

- UBC will be the place of choice for top-calibre athletes training in Canada
- advance our reputation as a leader in sports excellence, directly benefitting UBC varsity athletes, coaches, and programs

UBC Varsity Teams



support for student-athletes to continue to be perennial contenders and champions, building on our long and proud Thunderbirds legacy

Results:

- continue to attract, train, and educate Canada's best and brightest student-athletes
- encourage more alumni engagement
- achieve even greater accomplishments

UBC Competitive Sports Clubs & Training Camps

- a new area providing opportunities for the entire UBC community to participate in competitive sport
- includes competitive and organized sports leagues such as youth clubs and camps, UBC sport clubs, and UBC community clubs

Results:

- create a platform for development of skills
- expand opportunities for social connection
- enrich the student experience

Wellbeing

- identified as a new area of focus
- details about the wellbeing area are still in early development, but like the other areas it will form an integral part of the UBC model
- includes intramural leagues and events, and other partners committed to enhancing the wellbeing of the community
- the lines between sport for competition and wellbeing are permeable, so movement between areas is possible and expected

How is this model good for UBC?



Creates opportunities to engage broadly, as knowledge is shared across fields to advance sport and the idea of the athlete as a whole person



Supports excellence in academic and athletic pursuits



Those who engage with the broad range of opportunities available will benefit from the character building and leadership development experiences that sport offers



Helps the UBC community come together to celebrate successes



Reinforces UBC's vision to be one of the best universities in the world



Your voice counts!

The model will expand the reach of sport at UBC for everyone, and so we want to know what you think. Please submit your thoughts and comments online at vpstudents.ubc.ca.



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA