



Vision and Values Engagement Summary

2019 - 2020

Prepared by: Faculty of Medicine Communications



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Medicine

1. Introduction

In late 2019, the UBC Faculty of Medicine set out to engage faculty, staff, students, learners and alumni (the Faculty community) regarding its vision and values.

Specifically, the purpose of engagement was to:

- Raise awareness of the Faculty's vision – *to transform health for everyone* – to the point where most of the Faculty community knows how it applies to them and understands how their role is integral to achieving this.
- Recognize and celebrate the contributions of the Faculty community, who are working across British Columbia to deliver on the vision every day.
- Consult with the Faculty community in the creation of a set of shared values that, when used in combination with vision, will help to shape the Faculty's culture, activities, interactions and decisions in the years ahead.
- Engage the Faculty's health authority and university partners regarding both vision and values.

2. Engagement methods

In person

Between December 2019 and February 2020, the Faculty of Medicine undertook a series of eight engagement events hosted by Dermot Kelleher, Dean, Faculty of Medicine & Vice President, Health, UBC, along with the Regional Associate Deans and corporate communications team.

At each two-hour event, guests watched a four-minute film *Vision: Transforming Health for Everyone*, which features faculty, staff and students from across the province where they live, work and play. All of the people featured in the film were nominated by their peers as examples of those who truly embrace and exemplify the vision through their work.

The film screening was followed by an engaging and inspirational panel discussion with faculty, staff, students and learners from the local community, many of whom were featured in the film. The panelists candidly shared their personal perspectives on the Faculty's vision and values.

Following the panel discussion, Dermot Kelleher shared remarks focused on the importance of vision and values as the foundation for igniting culture change at the Faculty, and the importance of creating respectful learning and work environments free of racism, bias and discrimination. He closed with a call to action to guests to participate in the values engagement exercise during the reception that followed.

Online

In addition to the in-person events, the Faculty launched a comprehensive digital strategy as part of the vision and values engagement. This included the www.vision.med.ubc.ca micro website, where community members who were unable to attend the events could learn more about the vision and the people featured in the film, as well as submit their core values. It also included social media promotion of the in-person events. The second phase of the digital engagement will include the online release of the film and announcement of the Faculty's chosen core values.

3. Participation

Close to **700 people** attended eight engagement events held around the province:

In 2019:

1. December 11: more than 150 people attended the UBC Vancouver Campus Dean's holiday party

In 2020:

2. January 13: approximately 75 people attended the Southern Medical Program event at the Clinical Academic Campus at Kelowna General Hospital
3. January 14: approximately 42 people attended a day-time drop-in event at the Reichwald Health and Sciences Centre at UBC Okanagan
4. January 22: approximately 110 people attended the Northern Medical Program event at the Clinical Academic Campus at the University Hospital of Northern British Columbia
5. January 23: approximately 30 people attended a day-time drop-in event at the Dr. Donald Rix Northern Health Sciences Centre at the University Hospital of Northern B.C.
6. January 27: approximately 78 people attended the UBC Vancouver campus event at the Life Sciences Centre
7. February 11: approximately 115 people attended the Vancouver General Hospital event at the Paetzold Health Education Centre
8. February 24: approximately 85 people attended the Island Medical Program event at the Medical Sciences Building at the University of Victoria

Note: In March 2020, three additional planned events within the Lower Mainland were cancelled due to the COVID-19 pandemic.

Values Community Engagement

Event guests submitted more than **475 core values** as part of the engagement exercise – a participation rate of nearly **70 per cent**.

The following are the **five values with the highest number of submissions**:

- **Respect**
- **Integrity**
- **Compassion**
- **Collaboration**
- **Equity**

Please see attached appendix for a complete list of values submitted.