

b-clinic 2014 Fall opportunities

Opportunities 1-4

Institution

UBC Athletics and Recreations – <http://www.athleticsandrecreation.ubc.ca>

Project background and scope

In September 2014, the Athletics & Recreation Department will begin developing a 5-year strategic plan for each of their varsity teams. Each team will develop a robust 2015-2020 plan for setting and achieving targets in each of these 5 key areas (a) Competitive success, competition and progression, (b) supports for competitive success, (c) community support and tradition, (d) partnerships, and (e) fit with university mission.

In the first phase of the process, the following high-profile sports are the focus, and these projects are a key platform for a long-term partnership between Sauder and UBC Athletics and Recreation:

- Basketball: men and women
- Swimming: men and women
- Volleyball: men and women
- Men's Football

We will be looking to form 4 student teams for this opportunity – each team will focus on one of the above sports

MBA student teams will partner with a coach from a highly ranked UBC varsity athletics team in the development of their 5-year strategic plan. The project activities will cover a wide variety of areas, including:

- The evaluation of the team's strengths/weakness in each area (SWOT)
- Goal setting and determining the 2020 benchmark and targets for each goal
- Outlining the action plan for delivering progress between 2015-2020
- Facilitating consultation meetings with external partners (e.g. strategic marketing partners, BC sport organizations, community associations) and key alumni
- Explore opportunities for potential corporate partnerships and/or interdepartmental relationships
- Assisting with priority setting and budget allocations for meeting these priorities
- Research, drafting written content etc. towards the final development of the strategic plan

Project champion

Heather Quigley, Athletics & Recreation Project Advisor. Student teams will also work with the Director of Athletics (Operations & Student-Athletes), Director of Athletics (Performance & Team Services), and the Managing Director, UBC Athletics & Recreation.

Time line

First week of October:	Teams meet with coaches and the Athletics & Recreations team to initiate project
First week of December:	Teams present their plan to the Athletics & Recreations team



Opportunity 5

Institution

The Romich Group (Romich Holdings Inc) – <http://www.theromichgroup.com>

Project background and scope

Romich is interested in establishing a Business Accelerator and Health Hub focused on eye diseases and eye health. The project is part of an innovation ecosystem that brings together Sauder, Fraser Health, Ophthalmologists, City of Surrey Innovation Boulevard, and CIHI (Canada-India Health Initiative).

It will aim to be a unique innovation centre-network that will foster synergy among health care professionals, multinationals, research institutions, and medical technology companies.

The end goal of the enterprise is to provide better quality, more efficient and more affordable health care.

The Accelerator & Health Hub will initially function as a value-added network and then progress to a physical space. The business will capitalize on the synergy among enterprise, higher education institutions, young talent and technology developers to become a global leader in eye innovation.

The MBA student team will be tasked with developing the outline of this business opportunity.

Project champion

Dr. Roy Jackson, Founder of The Romich Group (also Medical Director of Southern Health Centre, and Co-Head of the Department of Obstetrics & Gynecology in the Fraser Health System).

Time line

First week of October:	Team meets with Dr. Roy Jackson to scope out the project
First week of December:	Team presents the outline and next steps of the business opportunity

Opportunity 6

Institution

UBC Childcare Services – <http://www.childcare.ubc.ca>

Project background and scope

UBC Child Care Services operates 25 child care programs with about 600 licensed spaces, including an independent kindergarten and employs more than 135 Early Childhood Educators.

Its mission is to provide exemplary child care by offering a continuum of services tailored to meet the needs of families accessing the university.



Owing to its exceptional service, UBC Child Care Services has enjoyed high demand. Owing to capacity constraints, however, the waiting list [can be long](#). For instance, the under 3 year old full day programs have waiting times ranging between 6 months to [as long as 2 years](#). This, in turn, influences the ability of UBC to attract and retain faculty, staff and students.

The Sauder School of Business is facing similar attraction and retention issues stemming from the constraints on day care on campus, and is keen to explore the creation of the *Sauder Child Care Center*.

The MBA student team will explore how capacity might be added to the UBC Child Care Services system such that Sauder and UBC are in a position to offer [guaranteed access](#) to daycare for [Sauder](#) students, faculty and staff. This would certainly set UBC apart in its ability to attract and retain more outstanding female/Aboriginal members to our community.

The project will require the following:

- Analysis of historical demand for UBC Child Care across various age groups
- Assessment of market potential within the Sauder community
- Articulation of costs to offer guaranteed daycare and options for resource generation
- Development of plan to offer guaranteed daycare for students, faculty and staff (within Sauder and within UBC)

Project champion

Darcelle Cottons, Director for Child Care Services at UBC.

Time line

First week of October:	Team meets with UBC Child Care Services team and Sauder Senior Management to scope out the project
First week of December:	Team presents opportunity assessment and recommendations to UBC Child Care Services team and Sauder Senior Management
