

Jamie Burke, Partner, Content Strategy – Burke by Burke

What is or was your ULI involvement and what motivated you to volunteer for UrbanPlan?

From lining up my stuffed animals playing "school", to actually working as a preschool teacher for a number of years in my early adulthood, I've always loved teaching. With this ethos in mind, I was motivated to volunteer for UrbanPlan - it brings me great joy and fulfillment knowing that I am supporting the next generation of real estate development professionals.

What has been a memorable part of your experience volunteering for UrbanPlan?

It's such a special experience when we get to hold the mock presentations in the real West Vancouver City Hall Council Chambers!

How does being a volunteer/member affect your understanding of ULI's work and impact?

I am such a fan and supporter of ULI as they truly practice what they preach. Being a volunteer helped me truly understand the essence and spirit of the organization.

What is your approach to volunteering and connecting with young people?

It's really about valuing young people as complete individuals already in their own right, and treating them with dignity and respect. Being condescending or belittling, and inversely, infantilizing them, doesn't do anyone good. They aren't just the future - they're here, right now, making a difference.

What have you learned about yourself or from students through volunteering and being involved with ULI/UrbanPlan?

I have learned how to give feedback while still being kind, how to truly listen to others, and ultimately be reminded that a fresh, youthful perspective should always be welcomed!

What do you see for the future of UrbanPlan?

I would love to see this program extended to other high schools throughout Metro Vancouver and the Fraser Valley - this is something I would have loved as a teenager / young adult and know that others would greatly benefit from this program