

Who we are



Behavioral Science Initiative (BeSci Initiative)

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The Behavioral Science Initiative (BeSci) is a student-led, faculty-advised research and pro bono consulting initiative that brings together students across economics, psychology, cognitive science, business, and other related disciplines to explore the real-world applications of behavioral science.

We exist to bridge the gap between behavioral theory and applied practice, giving students the tools, experience, and community to build meaningful skills and contribute to social impact.

What We Do

BeSci operates through two core streams:

1. Research

Members conduct independent research projects grounded in behavioral economics and psychology, with an emphasis on empirical rigour and real-world relevance. Work is published through our own channels and developed into public-facing content.

Research at BeSci may include:

- Secondary data analysis and policy evaluation
- Systematic literature reviews and meta-analyses
- Replication studies using existing experimental datasets
- Investigations into emerging areas like human-AI interaction, behavioral public policy, and the economic implications of behavioral interventions

Research output may take the form of working papers, research briefs, newsletters, podcasts, or other formats depending on member interest and project scope.

2. Pro Bono Consulting

We aim to partner with local organizations, nonprofits, and campus units to help them address behavioral barriers using evidence-based methods. Our consulting engagements aim to be structured and rigorous, using quantitative evaluation methods, and to provide concrete, evidence-based recommendations.

A typical engagement includes:

1. Problem scoping through semi-structured interviews with stakeholders



2. Behavioral diagnosis - identifying the psychological and contextual barriers at play
3. Intervention design grounded in peer-reviewed evidence
4. Data collection and analysis where applicable
5. A structured recommendation memo with implementation guidance

Potential project areas include consumer behavior, program take-up and engagement, UI/UX design, health behavior change, and marketing intervention effectiveness.

Who We're For

BeSci is designed for students who are intellectually curious and eager to apply behavioral science to problems that matter. We welcome students from any discipline, but our work demands quantitative rigour and structured thinking, so members are expected to engage with both theory and practice.

Why BeSci

Behavioral science is one of the most applied and interdisciplinary fields in modern social science, but at UBC most students encounter it only in lectures, never in practice. BeSci fills that gap. We offer a space to develop real research and consulting skills, work on problems with genuine stakes, and build a portfolio of work that contributes to social impact.

Contact us at ubcbesci@gmail.com

Team Structure



BeSci Team Structure

Presidential Portfolio

- **President**
 - The President leads the BeSci Initiative with overall responsibility for strategic direction, organizational health, and external relationships.
 - The President sets the vision for each term, ensures alignment across all portfolios, and serves as the primary point of contact for the faculty advisor, client organizations, and institutional partners.
 - The President chairs leadership meetings, makes final decisions on organizational priorities, and is accountable for the initiative's reputation and the quality of its output.
- **Presidential Associates**
 - Presidential Associates work directly with the President to support cross-portfolio coordination, special initiatives, and strategic projects that don't sit neatly within a single portfolio.
 - This is a high-trust, high-exposure role suited for someone being developed for future leadership within the initiative.
 - What we're looking for:

Consulting Portfolio

- **VP Consulting**
 - The VP Consulting leads the pro bono consulting stream end-to-end, from client acquisition to final deliverable.
 - They are responsible for scoping engagements, assembling project teams, maintaining quality standards across all deliverables, and managing the client relationship throughout each project.
 - The VP Consulting also develops and refines the initiative's consulting methodology, ensuring our work is evidence-based, rigorous, and actionable.
 - What we're looking for:
- **Outreach director**
 - The Outreach Director identifies and cultivates relationships with potential client organizations - campus units, nonprofits, local businesses, and public sector partners.



- They are responsible for maintaining a pipeline of prospective engagements, conducting initial conversations with organizations to assess fit, and transitioning qualified clients to the VP Consulting for formal scoping.
- The Outreach Director also represents BeSci at external events and builds the initiative's presence in the broader Vancouver community.
- What we're looking for:
- **Business Analysts**
 - Business Analysts are the core of each consulting engagement. They conduct literature reviews, synthesize evidence, assist with data collection and analysis, and contribute to the development of intervention recommendations.
 - Analysts work in small project teams under the VP Consulting and are expected to take ownership of specific workstreams within each engagement.
 - What we're looking for:
- **Research Assistant**
 - Research Assistants support Business Analysts and the VP Consulting with targeted research tasks - literature searches, data pulling, background briefs, and fact-checking.
 - This is an entry-level role designed for students new to applied behavioral science who want to build foundational skills before taking on a full analyst role.
 - What we're looking for:

Research Portfolio

- **VP Research**
 - The VP Research leads the initiative's independent research stream, overseeing all projects from conception through to publication or public dissemination. They are responsible for setting research priorities each term, ensuring methodological rigor across all projects, and developing members' research skills through structured feedback and mentorship.
 - The VP Research works closely with the faculty advisor to identify appropriate project scopes and maintain academic standards.
 - What we're looking for:
- **Data Analysts**
 - Data Analysts lead the quantitative work within research projects of cleaning and analyzing secondary datasets, running statistical models,



producing visualizations, and interpreting findings in the context of behavioral theory.

- They work closely with the VP Research and contribute directly to written research outputs.
- What we're looking for:
- **Research Assistant**
 - Research Assistants support ongoing research projects through literature searches, data collection, background research, and administrative research tasks. Like the consulting RA role, this is an entry point into the research stream for students building their foundational skills.
 - What we're looking for:

Marketing Portfolio

- **VP Marketing**
 - The VP Marketing is responsible for BeSci's external presence and brand across social media, written communications, recruitment materials, and public-facing content.
 - They oversee the graphic designer and social media coordinator, develop the initiative's content strategy, and ensure all communications reflect the quality and seriousness of the work happening internally.
 - The VP Marketing also leads recruitment campaigns each term in coordination with the President.
 - What we're looking for:
- **Graphic designer**
 - The Graphic Designer develops visual assets for BeSci social media graphics, presentation templates, report formatting, recruitment materials, and any branding collateral. They maintain consistency with the BeSci visual identity and work closely with the VP Marketing to execute the content strategy visually.
 - What we're looking for:
- **Social Media Coordinator**
 - The Social Media Coordinator manages BeSci's day-to-day presence across platforms like drafting and scheduling posts, engaging with followers, tracking performance metrics, and surfacing content ideas to the VP Marketing.
 - They also help document and amplify the initiative's work - turning research outputs and consulting projects into digestible public-facing content.



- What we're looking for: Comfortable with social media platforms and content creation, consistent and reliable with posting schedules, and able to communicate complex ideas in accessible language.

Finance Portfolio (If funding is secured)

- **VP finance**
 - The VP Finance manages the financial health of the BeSci Initiative - tracking income and expenses, identifying and pursuing funding opportunities, managing relationships with grant providers or sponsors, and ensuring financial accountability across all portfolios.
 - The VP Finance advises the President on resource allocation and develops a funding strategy to support the initiative's growth over time.
 - What we're looking for:
- **Finance directors**
 - Finance Directors support the VP Finance with specific workstreams - grant research, expense tracking, sponsorship outreach, or budget preparation.
 - This role is well-suited for students interested in the operational side of running an organization and looking to develop financial management experience.
 - What we're looking for: