

## FY2024/25 Communications Credit Allocation

### OFFICE OF ADVANCEMENT SUPPORT FOR FACULTY AND UNIT COMMUNICATIONS

As detailed in the Communications Protocol, the *Communications Department in the Office of Advancement* bills faculties and units the cost of providing communications services requested that do not directly promote a national market position of being *Canada's Entrepreneurial University* or a regional understanding of the *economic value of the University of Calgary*. Before real costs are incurred and inter-unit transfers are required, faculties and units draw down credit banks allocated annually.

### Communications credits allocated for April 1, 2024 through March 31, 2025

| Client   | 2023 Allocation | 2024 Allocation  |
|--|-----------------|--|
| <b>Office of the Provost</b> <ul style="list-style-type: none"> <li>• Office of Equity, Diversity and Inclusion</li> <li>• Office of Indigenous Engagement</li> <li>• Sustainability Strategy</li> <li>• Campus Mental Health Strategy</li> <li>• International Strategy</li> <li>• Teaching and Learning Strategy</li> <li>• Office of Institutional Analysis</li> <li>• Office of Student Experience</li> <li>• Registrar's Office</li> <li>• Provost Executive comms support</li> </ul> | \$170,000       | \$120,000  |
| <b>Office of the VPF</b> <ul style="list-style-type: none"> <li>• Ancillary Services</li> <li>• Finance</li> <li>• Internal Audit</li> <li>• VPF Executive comms support</li> </ul>  | \$20,000        | \$15,000   |
| <b>Office of the VPS</b> <ul style="list-style-type: none"> <li>• Facilities</li> <li>• Human Resources</li> <li>• Information Technologies</li> <li>• Risk</li> <li>• VPS Executive comms support</li> </ul>  | \$60,000        | \$55,000   |
| <b>Office of the VPR</b> <ul style="list-style-type: none"> <li>• Research Services</li> <li>• Research and Innovation</li> </ul>  | \$20,000        | \$15,000   |
| <b>Office of the President</b> <ul style="list-style-type: none"> <li>• Board of Governors</li> <li>• Senate &amp; Chancellor</li> <li>• President Executive Support</li> </ul>  | \$100,000       | \$140,000  |
| <b>Office of Advancement</b> <ul style="list-style-type: none"> <li>• Alumni Engagement</li> <li>• Community Engagement</li> <li>• Development</li> <li>• Development / Advancement Services</li> <li>• Development / OWN Cancer</li> <li>• Strategic Events</li> </ul>  | \$210,000       | Office of Communications & Community Engagement<br>\$55,000<br><br>Office of Development & Alumni Engagement<br>\$75,000 |

|   |                  |                  |
|---|------------------|------------------|
| <b>Faculty of Arts</b>                                | \$10,000         | \$7,000          |
| <b>Cumming School of Medicine</b>                     | \$10,000         | \$7,000          |
| <b>Continuing Education</b>                           | \$10,000         | \$7,000          |
| <b>Dinos Athletics</b>                                | \$10,000         | \$7,000          |
| <b>Faculty of Graduate Studies</b>                    | \$10,000         | \$7,000          |
| <b>Haskayne School of Business</b>                    | \$10,000         | \$7,000          |
| <b>Faculty of Kinesiology</b>                         | \$10,000         | \$7,000          |
| <b>Faculty of Law</b>                                 | \$12,500         | \$10,000         |
| <b>Faculty of Nursing</b>                             | \$10,000         | \$7,000          |
| <b>Schulich School of Engineering</b>                 | \$10,000         | \$7,000          |
| <b>Faculty of Science</b>                             | \$10,000         | \$7,000          |
| <b>Faculty of Social Work</b>                         | \$12,500         | \$10,000         |
| <b>School of Public Policy</b>                        | \$10,000         | \$7,000          |
| <b>School of Architecture, Planning and Landscape</b> | \$10,000         | \$10,000         |
| <b>Faculty of Veterinary Medicine</b>                 | \$12,500         | \$10,000         |
| <b>Werklund School of Education</b>                   | \$10,000         | \$7,000          |
| <b>Contingency</b>                                    | \$2,500          | \$1,000          |
| <b>Total</b>  | <b>\$755,000</b> | <b>\$600,000</b> |

Credits represent committed staffing costs within the Office of Advancement and cannot be used to pay for other costs either internally or with external vendors, though they may be transferred between faculties and units. Because of variability of demand throughout the year, available credits are not a guarantee of available capacity.

## Why do we provide credits?

Credits are allocated to:

- Assist faculties/units in dealing with unanticipated needs and vacation cover-off;
- Increase equity between smaller and larger faculties; and
- Recognize higher historical support levels that have been provided by the Communications Department to certain units across campus.

Importantly, credits are not allocated to support important university priorities that fall outside the Communications Departments' stated brand objectives. Funding support for such university priorities, including enhanced communications, should be established and provided through the responsible unit's budget. The size of the credit pool available for distribution is based on funding levels in the Office of Advancement.