

## FY2024/25 Office of Advancement Rate Card

### COST OF COMMUNICATIONS SUPPORTS

As outlined in the Communications Protocol, the Office of Advancement provides communications services “to advance our brand story and support the broader university community”. In cases where the work requested does not directly promote the core University of Calgary brand, the Office of Advancement will bill back to the faculty or unit, at cost, the price of providing those services.

### Base hourly rates as of April 1, 2024

(\$/hr)	Jr.		Sr.
Communications Services	\$45	\$60	\$75
Media Relations	\$45	\$60	\$75
Design	\$45	\$60	\$75
Digital	\$60	\$80	\$90
Project Manager	–	–	\$75
Manager	–	\$100	\$100

### Overtime / off-hour rates as of April 1, 2024

(\$/hr)	Jr.		Sr.
Communications Services	\$70	\$90	\$110
Media Relations	\$70	\$90	\$110
Design	\$70	\$90	\$110
Digital	\$90	\$120	\$135
Project Manager	–	–	\$110
Manager	–		\$150

**PLEASE NOTE:** There is a four-hour minimum charge for work performed outside of office hours.

## Increments, minimum charges and optionality

Work is billed in 15-minute increments. There is a minimum four-hour charge for work performed outside of office hours. There is no minimum charge for work performed within Communications' office hours (8:30am to 4:30pm).

The use of Office of Advancement services is not mandatory. Subject to the collective agreement and procurement requirements, faculties and units are free to outsource communications activity. The Office of Advancement may turn down requests due to lack of capacity (technical or otherwise) but will not otherwise turn down requests for service.

## How are rates set?

The Office of Advancement works on a cost-recovery basis. Base hourly rates are calculated based on the price it takes to recover the cost of staffing a position (including benefits) and assumes a 75% utilization rate.

$$\text{\$60,000} / (\text{50} * \text{35} * \text{0.75}) = \text{45.71} \approx \text{45}$$

staff cost to employer / (worked weeks \* hours per week \* standard utilization) = hourly rate

Table 1. Sample calculation for hourly rate

For ease of operations and price clarity, all staff in a category are pooled to create an average category rate and hourly rates are rounded to the nearest \$5 increment. Hourly rates do not include office or management overhead (the price of office space and management salary is not added into the rate).

Off-hour rates are 1.5x of base rates, rounded up to the next \$5 increment. In

addition to reflecting the higher cost of staffing outside of business hours, they are intended to discourage the use of staff time out of regular business hours. In all cases, overtime can only be assigned in compliance with HR Policy, our collective agreement with the AUPE (where relevant) and prior approval of both the relevant manager and the communications lead in the requesting faculty/unit.