

FY2024/2 Communications Credit Allocation

OFFICE OF COMMUNICATIONS AND COMMUNITY ENGAGEMENT SUPPORT FOR FACULTY AND UNIT COMMUNICATIONS

As detailed in the Communications Protocol, the *Communications Department in the Office of Communications and Community Engagement (Communications)* 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. FY2022/23 allocations reflect that the credit system is being introduced 25% of the way through the fiscal year.

Communications credits allocated for April 1st through March 31, 2025

Office of the Provost <ul style="list-style-type: none"> • Office of Equity, Diversity and Inclusion • Office of Indigenous Engagement • Sustainability Strategy • Campus Mental Health Strategy • International Strategy • Teaching and Learning Strategy • Office of Institutional Analysis 	\$120,000	(1333 to 2666 billable hours)
Office of Communications and Community Engagement <ul style="list-style-type: none"> • Office of Partnerships • Strategic Events 	\$55,000	(611 to 1222 billable hours)
Office of Development and Alumni Engagement <ul style="list-style-type: none"> • Communications and Community Engagement Services • Alumni Engagement • Development 	\$75,000	(833 to 1666 billable hours)
Office of the VPF <ul style="list-style-type: none"> • Ancillary Services • Finance • Internal Audit 	\$15,000	(166 to 333 billable hours)
Office of the VPS <ul style="list-style-type: none"> • Facilities • Human Resources • Information Technologies • Risk 	\$55,000	(611 to 1222 billable hours)
Office of the VPR <ul style="list-style-type: none"> • Research Services • Research and Innovation 	\$15,000	(166 to 333 billable hours)
Office of the President <ul style="list-style-type: none"> • President (including Government Relations / International Office) • Board of Governors • Chancellor and Senate 	\$140,000	(1555 to 3111 billable hours)

Continuing Educations	\$7,000	(77 to 155 billable hours)
Faculty of Arts	\$7,000	(77 to 155 billable hours)
School of Public Policy	\$10,000	(111 to 222 billable hours)
School of Architecture, Planning and Landscape	\$10,000	(111 to 222 billable hours)
Cumming School of Medicine	\$7,000	(77 to 155 billable hours)
Dinos Athletics	\$7,000	(77 to 155 billable hours)
Faculty of Graduate Studies	\$7,000	(77 to 155 billable hours)
Haskayne School of Business	\$7,000	(77 to 155 billable hours)
Faculty of Kinesiology	\$7,000	(77 to 155 billable hours)
Faculty of Law	\$10,000	(111 to 222 billable hours)
Faculty of Nursing	\$10,000	(111 to 222 billable hours)
Schulich School of Engineering	\$7,000	(77 to 155 billable hours)
Faculty of Science	\$7,000	(77 to 155 billable hours)
Faculty of Social Work	\$10,000	(111 to 222 billable hours)
Faculty of Veterinary Medicine	\$10,000	(111 to 222 billable hours)
Werklund School of Education	\$7,000	(77 to 155 billable hours)

Credits represent committed staffing costs within the Office of Communications and Community Engagement 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 Communications and Community Engagement.