



**Meeting of the Budget Development Group #7  
February 8, 2022  
Minutes**

The following members participated: Anne Comfort, Philip Cormier, Nauman Farooqi, Jeff Hennessy, Robert Inglis, Margaret-Ellen Messinger, Chris Milner, Michael Nolan and Courtney Pringle Carver

**1. Minutes**

The February 1, 2022, minutes were approved as circulated.

**2. VP University Advancement Budget Submissions & Priorities**

Ms. Pringle-Carver advised that University Advancement:

- Cultivates and maintains relationships with external constituencies
- Raises funds through private philanthropy, government grants and corporate partnerships
- Elevates profile and reputation of institution, and manages or supports University communications across all departments

Departments include:

- Development
- Marketing Communications
- Alumni Relations

**Strategic Priorities**

Campaign

- Student Aid and experience is approximately 90% funded now
- Capital stream is a priority as only \$3 million out of the \$65 million goal has been raised to date
- Public launch is planned for fall of 2022
- Efforts expected to continue through fiscal 2024/25

Meaningful Relationships with alumni and key stakeholders across public and private sectors:

- Improve alumni database integrity
- Optimize e-mail marketing CTR and conversion rates
- Advance standing on cross-jurisdictional alumni engagement KPIs
- Mobilize alumni community in support of recruitment and development efforts
- Establish framework to grow number of private sector partnerships

Brand awareness and conversion:

- Strengthen brand awareness in support of resource attraction and demand generation
- Optimize conversion efforts (interest to applications, applications to enrolments, alumni to donors) through SEM and display marketing
- Bring digital marketing operating mind in-house to drive cost efficiencies and optimization of results

## **Opportunities**

### Grow Demand

- Support enrolment objective (to 2,750 over three years) through targeted search and display marketing initiatives
- Validate anticipated MtA cost per application rates in year one as baseline; reduce cost per application rates in years two and three

### Mobilize alumni through targeted communication

- Renewal of strategic alumni relations plans
- Increase frequency of communication to drive key performance metrics (i.e. awareness of university strategic direction)
- Drive alumni engagement campaign goal (target increase of 10% in 'actively engaged')

### Engage new constituencies with MtA

- Advance opportunities for corporate partnerships in innovation space
- Strengthen donor pipeline through advancing innovation and EXPL narrative

### **Marketing Communications (\$362,500)**

- Full-time Digital Marketing Manager
- Paid Media in Support of Recruitment
- Strategic Realignment of The Record
- Contract Services
- University-Wide Communications Platform

### **Alumni Relations (\$50,000)**

- Alumni engagement and donor cultivation
- Database integrity
- Regional alumni events
- Reputation/ Engagement

### **Development (\$300,000)**

- Campaign Operations

## **3. Review VP Submissions**

Mr. Milner advised he will be forwarding the summary spreadsheet to the four Vice Presidents this week so they can prioritize their requests. The spreadsheet will then be made available to this group to start reviewing and prioritizing next week.

## **4. Adjournment**

There being no further business, the meeting was adjourned

Respectfully submitted,  
Trudy Hicks,