



**Meeting of the Budget Development Group #4  
February 5, 2025  
Minutes**

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The following members participated: Paul Elliott, Robert Inglis (Chair), Richard Isnor, Matt Maston, Vicki Meli, Chris Milner, Courtney Pringle-Carver, Rebecca Schelew and Vicki St. Pierre

**1. Minutes**

The January 22, 2025, minutes were approved as circulated.

**2. Enrolment Data**

Updated enrolment data was reviewed.

**3. Potential Impact of Tariffs**

Direct Impact could be on bookstore, software, research, interest rates

**4. Vice-President University Advancement Budget Submissions & Priorities**

Ms. Pringle-Carver provided the following overview of University Advancement:

Comprised of three departments:

- Development
- Marketing Communications
- Alumni Engagement

Supports recruitment efforts through brand awareness and demand generation

Raises funds through private philanthropy and government grants to support:

- Financial aid
- Student experience
- Capital projects

Elevates profile and reputation of institution

- Maximize opportunities and potential
- Blunt reputational impacts

Fosters lifelong connection to University through Alumni Engagement, supporting:

- Development
- Recruitment
- Brand and Reputation

#### Fundraising Achievement Growth

- Steady increase in money raised by Development
- Surpassed goal past few years but significant untapped potential
- One of the smallest development teams in Atlantic Canada

Roadmap for 2024 – 2027 reviewed

#### **Budget Requests:**

##### FTE (75,000)

- Foundation, Government Grant and Corporate Sponsorship Applications
- Expected Return of 10x Annually on Investment in One Year
- Ongoing Investment

##### IT Infrastructure (\$17,000)

- 70% of Office Computers are Currently 5 Years or Older
- Not Eligible for Evergreen Fund
- One-time investment

##### Redesign Website (\$150,000 - \$200,000)

- Students use Website as Top Source to Gather Information about the Institution
- One-time Investment

##### Customer Relationship Management (CRM) System (\$750,000)

- The initial year cost would be approximately \$350,000 with costs in the \$100,000 range over the next four years
- CRM system would centralize all data and streamline work completed by every Development staff member from the Gift Processing Officer to our front-line fundraisers
- Currently using shadow databases which present an issue from a data integrity standpoint
- Data maintenance and reporting are manual processes requiring the effort of one FTE to manage
- Annual Fund Gifts could be Increased by up to 30% Annually
- One-time Investment

Respectfully Submitted,  
Trudy Hicks