



**Meeting of the Budget Development Group # 6
February 9, 2024
Minutes**

The following members participated: Pierre Arsenault, Craig Brett, Anne Comfort, Sarah Fanning, Robert Inglis (Chair), Courtney Pringle-Carver, Greg Sandala and Vicki St. Pierre

1. Minutes

The February 2, 2024 minutes were approved as circulated.

2. 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

- 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

Budget Requests:

Recruitment (\$125,000)

- Search Engine Optimization
- Alumni Refer a Student Program
- Term Position to implement full funnel tracking capabilities

3. Admissions Data

An update on admissions data and the IRCC was provided

Respectfully submitted,
Trudy Hicks